

## AI France Summit 2019: Sidetrade at the leading event for the AI ecosystem

**PARIS, France – 12 February 2019 | Sidetrade (Euronext Growth: ALBFR.PA), the Artificial Intelligence customer journey platform, will attend one of AI's main events at the French Ministry for the Economy and Finance. Olivier Novasque, CEO of Sidetrade, will be sharing his vision of human-centered AI serving business needs.**

On 19 February, the key players in Artificial Intelligence (AI) in France are holding a summit meeting to explore developments in their field and their visions of the future.

The event is sponsored by the **Direction Générale des Entreprises** (a department of the French Ministry of the Economy and Finance), the **Commissariat Général à l'Égalité des Territoires** (a French economic planning and development office), and **TECH'in France** (a digital industry association known as "the voice of tech companies in France"). Over 500 industry leaders will be meeting at the French Ministry for the Economy and Finance to explore the exciting potential of the French artificial intelligence ecosystem.

Attending, will be **Mounir Mahjoubi**, Secretary of State for Digital Affairs, **Cédric Villani**, member of parliament and a mathematician, author of a report entitled "For a meaningful Artificial Intelligence", and **Lucilla Sioli**, Director of Artificial Intelligence and Digital Industry, DG CONNECT, European Commission.

**Olivier Novasque, CEO and founder of Sidetrade**, will be speaking at 2:00pm, alongside **Juliette Mattioli**, Senior Expert in Artificial Intelligence at Thales, **Thierry Donneau-Golencer**, Director, Product Management, Salesforce Einstein, and **Séverine Marquay**, Augmented Customer Relationship Director (Artificial Intelligence), Orange France.

Discussion will focus on the role of Artificial Intelligence in industry and on the services of the future. This will be a chance for Olivier Novasque to present Sidetrade's vision of AI: a **demystified, accessible, user-driven tool** with a **proven ROI**. This is a pragmatic vision which focuses on the human side of progress in artificial intelligence. It is in line with the statement by French President Macron for the AI for Humanity Plan launched in March 2018. This vision, nourished by the concrete experience of Sidetrade's customers, is encapsulated in the op-ed by **Olivier Novasque**, entitled "[Man is the future of AI](#)".

The CEO of Sidetrade will be pleased to answer any questions you might have during this this special day, which is a major step in the rapid development of the AI ecosystem in France.

### Media relations

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### About Sidetrade ([www.sidetrade.com](http://www.sidetrade.com))

Sidetrade (Euronext Growth: ALBFR.PA) facilitates growth by laying the cornerstones of the customer journey: prospecting, sales, loyalty and performance. Integrated with your CRM and your ERP, Sidetrade's revolutionary AI system called Aimie reveals unseen factors that generate leads, drive sales, improve cashflow and shorten payment delay. Over 1,500 businesses in 80 countries use Sidetrade technology to give their Marketing, Sales and Finance teams a competitive edge.

For further information, visit us at [www.sidetrade.com](http://www.sidetrade.com) and follow us on Twitter [@Sidetrade](https://twitter.com/Sidetrade).

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