



#LMAB15 in a time of digital

The hot air balloon has always been a vehicle of communication which inspires people and question with its innovative surprising longevity. Who be better to symbolize the (r)evolution of digital? **Lorraine Mondial Air Ballons®**, the biggest gathering of hot air balloons in the world, is held every two years on Chambley Planet'Air airfield (Meurthe-et-Moselle / Lorraine / France). So it will be the 14th edition from July 24th to August 2nd. Beyond the beauty of the show "[Nowhere else](#)", the theme will be the digital.

According to the US Department of Labor: "67% of children born in 2000 will practice a profession that does not exist yet". The probable change in society is important. "[BallonVille Partenaire](#)", the green city in the heart of the meeting, must be up to date, especially since LMAB© has always been innovative over the editions. Since 2011, **Pilâtre de Rozier Organisation** wished the [Partners' Circle](#) (with more than 175 companies) can talk during a friendly moment.

An innovation for this year, in **the Lab' Caisse d'Epargne** of the press room, the partners will be invited to meet during **60 minutes** (from 5:30 pm to 6:30 pm), before joining their guests and attend night takeoffs. To the program, an intervention of 30 minutes with a topic around the digital and the innovation. Then an "Happy Hours" cocktail to share. The guests will have the opportunity also to discover the evolution of technology, the application created for pilots by the young start-up **Greenberry**. Among the participants, with the **Regional Council of Lorraine**, we find **Pilâtre de Rozier Organisation**, **DCF**, **ELN**, **Grand Est Numérique** and many other important participants of the **LorNTech** candidacy for **FrenchTech** label.



Photo by P.Bodez

This year the press room in "BallonVille Partenaire" will be called the Lab 'Caisse d'Epargne and will be the nerve center of digital!



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The conferences will be presented by **Franck Maillet** (DCF) and **Philippe Buron Pilâtre** (Pilâtre de Rozier Organisation) and will take place before takeoffs evening (from 5:30 pm to 6:30 pm). On the program, although the themes are not yet completely validated, we should mention the presentation of LorNTech under FrenchTech, the (r)evolution of digital for the society and the business, the big data, the new trades and training, the circular economy, energy and innovation, and the Lorraine networks.

During 10 days in "**BallonVille Partenaire**", **#LMAB15** will be at the heart of innovation and digital for the "**appointment of the future**", which will be invited to the actors of Champagne-Ardenne and Alsace, the future partners of the Great East region with Lorraine.

LMAB® 2015 allows pilots and crews from around the world to connect, as partners, the public, media and organization to attend the nineteen performances and prestigious flights. An great global network of enthusiasts who choose every two years of being in the heart of Lorraine. For partners, it is also an opportunity to build strong links and invite their clients, friends, staff and prospects. See you soon at **#LMAB15!**



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