



#LMAB15: last information about themes, great guests and conferences

The doors of [Lorraine Mondial Air Ballons® 2015](#) will open today. Since Thursday morning, the pilots arrive to register. The first crew, Dutch, soon pointed at 9:15. From July the 24th to August the 2nd, on the **International Balloons Airport** of Chambley Planet'Air (Meurthe-et-Moselle / Lorraine / France), aside from the flights of balloons and the aircraft ballet, many activities, conferences, workshops take place. But we will also see some personalities who will share their passions. We can discover in BallonVille Partner, a full set of reading about digital technology each night from 5:30 p.m. to 6:30 p.m. (reserved to partners and medias). In plain English, these are the key features of what awaits you. Obviously, this is "**Nowhere else!**"

The themes of each day:

- Friday, July 24th: **Memorial Day**, in order not to forget them
- Saturday, July 25th: **The Regional Council of Lorraine**, main partner with the official opening by the President of the Region
- Sunday, July 26th: **Chambley Veterans**, and the former NATO base
- Monday, July 27th: **Primagaz Day**, so that the balloons fly
- Tuesday, July 28th: **Tourism in Lorraine** with presentation of the Tourism Village
- Wednesday, July 29th: **Youth and Sport**
- Thursday, July 30th: **LORnTECH Day**
- Friday, July 31st: **Air Day**

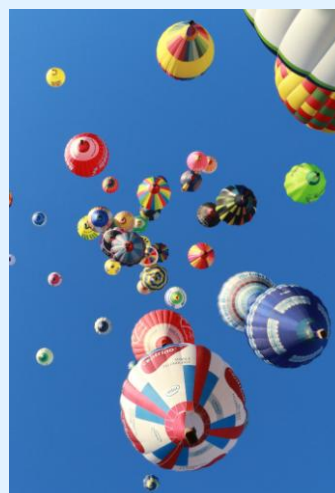


Photo by P.Bodez



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- Saturday August 1st: **The County Council of Meurthe-et-Moselle** with presentation of "The Festival for Everybody"
- Sunday, August 2nd: **The County Council of Meuse**

The first "great guests" and days of press lunches:

- Friday, July 24th: no guest (opening day)
- Saturday, July 25th : **Jean-François Clervoy** and **G rard Feldzer**
- Sunday, July 26th : **Bob Sisk**, President of the Chambley Veterans
- Monday, July 27th : **Bertrand Piccard**
- Tuesday, July 28th : **Jean-Paul David**, cartoonist of Breton comic book "MamGoudig"
- Wednesday, July 29th : **Escandra Salim**, Director of the Leon Festival (FIG, Festival Internacional del Globo in Mexico)
- Thursday, July 30th : **Michel Granger**, painter
- Friday, July 31st : **Team B.I.A.** (Aeronautics Initiation Certificate), class General Wolzinski
- Saturday August 1st : **The team of Fligh Direction**
- Sunday, August 2nd : #LMAB15 Balance sheet by **Philippe Buron Pil tre**

Thematic conferences on digital (from 5.30 p.m. To 6.30 p.m., followed by flight of balloons)

- Friday 24th : "GEN3, the appointment of digital technology in the Great East" by **Fr d ric Schnur**, President of Digital Great Est
- Saturday, July 25th : inauguration, no conference
- Sunday, July 26th : "Mentoring the way of management and financing" by the team **Zenlabs 90Tech**
- Monday, July 27th : "LORnTECH, Lorraine in first division FrenchTech" by **Nancy Digital** and **Great East Digital**
- Tuesday, July 28th : "Why and how to spend some of your business processes in the cloud" by **Amandine Zimmerl ** (SOS Micro 57)
- Wednesday, July 29th : "Local Internet visibility: SEO, social medias and networks" by **Fr d ric Schnur** (East



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- Thursday, July 30th : "Industrial innovation and territorial dynamism: the accelerator of the European Valley Materials, Energy and Processes including digital" by **Joel Berger**, Managing Director of C2IME (Investment Commissioner for Innovation and Economic Mobilization)
- Friday, July 31st : "The design serving the digital tier of your business" by **Julien Jobard** (Apartment 303)
- Saturday August 1st : "The connected Bank" by **Stéphane Getto**, Head of Communications of the Caisse d'Epargne Lorraine Champagne Ardenne
- Sunday, August 2nd : "Why one must develop a mobile app for its company and its activities" par **Antony Zanetti** (Axiocode)

Each appointment takes place in two stages: 5:30 p.m. to 6:00 p.m.: Lecture + Questions Answers / 6:00 p.m. to 6:30 p.m.: Happy Hours around a drink between guests and partners.

The lectures will be led by **Franck Maillet**, Vice President of Lorraine DCF (Business leaders of France) and **Philippe Buron Pilâtre**, Founder President of **#LMAB15**

Do not forget to write all this in your diary. See you at the world's largest gathering of balloons, **LMAB® 2015!**

