



# Newsletter

## Spring 2010



Klewel was at PALEXPO Geneva for the World ITU Telecom in October 2009 (newsletter Winter 09/10). Klewel came back to the PALEXPO Geneva earlier this year for the IAMF International Advanced Mobility Forum 2010 organized in the context of the Geneva Motor Show. This year the main topic was about electric cars. Klewel continues to contribute to the

continued existence and visibility of events in Europe, during this first quarter of 2010: in Switzerland, France, Italy, The Netherlands. Both public and internal events are captured and distributed on Intranets or on the Internet.

**Maël Guillemot**  
**CEO & Co-founder of Klewel**

In this issue:

**GIN Europe**  
GLOBAL ISSUES NETWORK

**iamf**  
International Advanced Mobility Forum

**TECHN'EAU**

**ITS**  
International Tourism Symposium

**technoark**

Business news..... page 6

## KLEWEL & SUSTAINABLE DEVELOPMENT

The most common denominator among all the events Klewel webcasted recently is «sustainable development». At the International Tourism Symposium, it was said that an attractive resort is a green resort. The International Advanced Mobility Forum focused on Green technologies, electrical cars. The Global Issues Network Europe conference dealt with sustainable topics. Lastly the



World Business Council for Sustainable development put on their Intranet their Liaison Delegate meetings with Klewel.

Companies such as Nestlé collaborate with Klewel in order to reduce their travel / carbon footprint. Klewel is at the frontiers of the real and virtual meetings: we believe in hybrid meetings.



## INTERNATIONAL ADVANCED MOBILITY FORUM

On 9-10 March 2010 in the context of the Salon de l'Auto was organized a scientific congress. PALEXPO Geneva needed a contractor for webcasting their 3rd conference.



All the content is publicly available online:

<http://www.klewel.com/iamf2010/>



## THE FUTURE OF THE CAR



What type of motor will the automobile of the future have? Electric, for sure, if we

follow the road to the future indicated by the trends on display at the Geneva International Motor

Show. How to best store electric energy on board a moving vehicle? All these questions were answered at the IAMF 2010 forum.



More info on [www.klewel.com/iamf2010/](http://www.klewel.com/iamf2010/)

<http://>

## AUTOMATIC SPEECH RECOGNITION DEMO

Klewel demonstrated an Automatic Speech Recognition demo in collaboration with the Idiap research institute at the University of Edinburgh for the final review of the AMIDA European Project. More info on [http://www.klewel.com/amida\\_asr\\_demo/](http://www.klewel.com/amida_asr_demo/)







## WBCSD LIAISON DELEGATES MEETING

For the third year, Klewel is collaborating with the World Business Council for Sustainable Development. After Washington in October 2009, the WBCSD came back to Montreux in March 2010.

All the content is available on WBCSD intranet for all their members.



**MONTREUX  
MUSIC &  
CONVENTION  
CENTRE**



**World Business Council for  
Sustainable Development**



## FOUR HUNDRED INTERNATIONAL STUDENTS IN GENEVA

The International schools of Geneva and the EarthFocus foundation organized the GIN Europe in March 2010. All the videos of the keynotes, workshops, interviews, debates, action plans are available on <http://gineurope.klewel.com/>

**GIN Europe**  
GLOBAL ISSUES NETWORK



## KLEWEL & CONVENTION CENTRES

Klewel continues its partnership with the Centre International de Conférence Genève as well as other Congress Center such as PALEXPO and Montreux Music and Convention Centre.



## INTERNATIONAL TOURISM SYMPOSIUM

The International Tourism Symposium took place in Chamonix Congress Centre (France) in February 2010 after last year in Zermatt (Switzerland).



The Crystal Tourism Award 2009 was presented at the 12th International Tourism Symposium and decerned to the founders of the Verbier Clasical Music Festival.

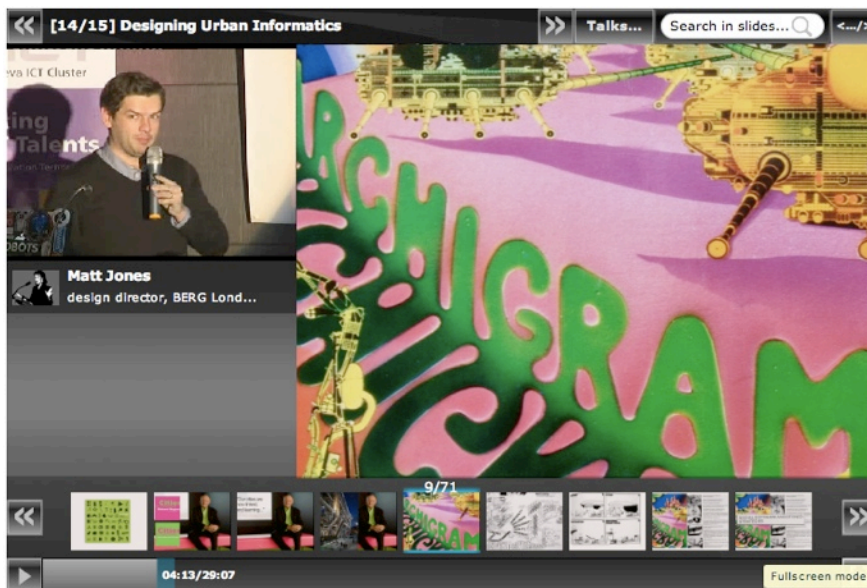
The public videos are available on <http://www.idealp.org/>

## TECHNOARK EVENT 2010

Day by day, new technology is encroaching on our everyday

spaces a little more, via networks of sensors, communicating and

“intelligent” objects, and geolocated devices and content. This ecosystem is creating new layers of information which enable a different understanding of space, and create new opportunities and challenges for citizens and businesses. Featuring Matt Jones, design director at BERG London. All the videos from January 2010 are available on



technoark

<http://www.klewel.com/technoark10>





## PARLONS TECHN' EAU

This is when the well runs dry that the water becomes rich resource ... It is estimated that per capita water consumption doubles every twenty years, ie about twice the growth of world population.

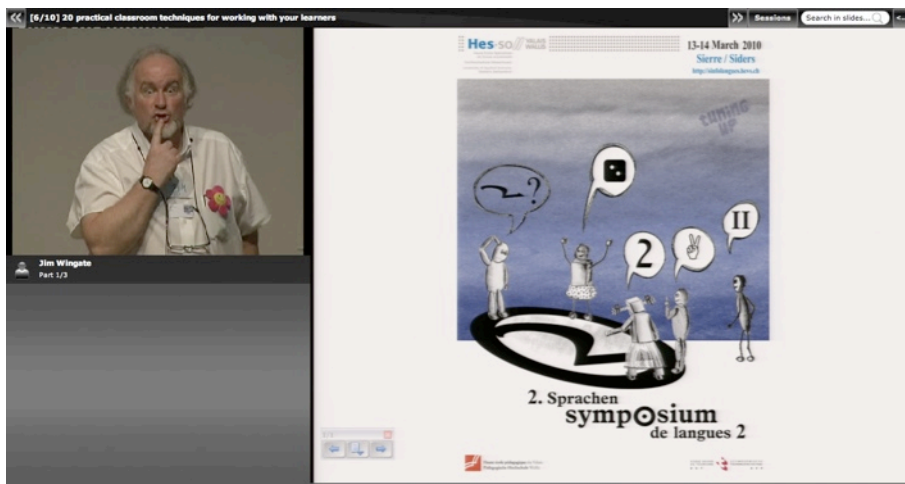


Rising living standards, particularly in industrialized countries, is largely responsible. Should we complain when this results in improved living conditions of people?



All the videos of this conference are in french:  
<http://www.klewel.com/techneau10>

## INTERNATIONAL LANGUAGE SYMPOSIUM



On the 13th and 14th of March 2010 was held in Sierre the second edition of Language Symposium organized by the HES-SO Valais. This conference was open to teachers of all levels are all over Switzerland and reported on best practices in teaching foreign languages.

Nearly forty speakers were present in Sierre for fifty interactive workshops and conferences. Participants learnt various methods of learning that can pass through the music, play or work on the voice. Issues of pedagogy and evaluation was also be addressed, and focu-

sed on interactive techniques and communicative, learner-centered. Featuring a talk «20 practical classroom techniques for working with your learners» by Jim Wingate. Jim Wingate has been plenary speaker at 43 international conferences in 23 countries so far. He works 6 lessons a day with 60 pupils per lesson, for 26 weeks per year, teaching and doing storytelling. He has worked in Switzerland in German- and French-speaking schools and international schools, in cities, towns and villages, with 4-17-year-olds of all abilities. All the videos are available on [http://www.klewel.com/hes-so\\_symposium\\_langues2010/](http://www.klewel.com/hes-so_symposium_langues2010/)



## BUSINESS NEWS



M. Jean de Araujo has recently started to collaborate with the Klewel team, contributing to the business development of Klewel. His experience and positive mind will bring a new impulse to Klewel. He has more than 25 years of extensive international experience, working seven years as CEO of the Beaulieu Convention & Exhibition Centre located in Lausanne, Switzerland. Having worked and lived overseas, he benefits from a solid business experience, and is fluent in several languages. He proved to adapt quickly to new situations and working environments. A true team builder and team player with an extroverted personality and a direct manner. Performance oriented, he has a hands on approach towards the conduct of business.

## WEBCASTING POLITICAL DEBATES

### Grand Conseil du Valais

In collaboration with Idiap, the video archives of the Grand Conseil du Valais are available <http://www.idiap.ch/grandconseil/>

### Conseil Communal de Montreux

The conseil of the city of Montreux webcasted its political debates on the «Plan Général d'Affectation» using Klewel solutions. More info on <http://www.conseilmontreux.ch>



## Recently Captured



### R&D in Côtes d'Armor (F)



[http://www.klewel.com/ade\\_mars2010](http://www.klewel.com/ade_mars2010)

### 2nd SSPnet Spring School



<http://www.sspnet.eu>

### Your Challenge Forum



<http://www.klewel.com/yourchallenge10>

## Follow us



Follow us on twitter

<http://twitter.com/maelguillemot>



Klewel was present at the French trade for Events, Communication and Business Tourism <http://www.salon-samec.fr/> at Lille in France.

## Upcoming events



Klewel at IMEX 2010 Tech Tap in Frankfurt, Germany 25-27 May 2010. D785.