



EMEA BEST STUDENT RECOGNITION EVENT

July 6-8, 2011

**IBM La Gaude Laboratory
Le Plan du Bois
06610 La Gaude, France**





EMEA Best Student Recognition Event 2011

IBM La Gaude Laboratory, France



The 2011 EMEA Best Student Recognition Event will bring together at IBM La Gaude, France, the top students from across Europe, Middle East and Africa, for a three days event on July 6-8, 2011.

During the sessions participants will hear from IBM Executives and Experts on how to become truly part of a Smarter Planet. They will discover innovative solutions and technologies, how to gain insights and optimize results with Business Analytics and Optimization, Nanotechnology, Cognitive Computing and Cloud Computing.

In the La Gaude Industry Solution Center they will have the opportunity to explore dedicated industry-oriented experiences and envision how market trends are today becoming reality.

In the Smarter Cities Solutions Zone participants will be guided through the Smarter Cities agenda and IBM's vision to gain-insights on how technology can serve citizen's needs.

They will meet IBM's experts, "play" with IBM's "serious" games, level with new Watson technology which recently defeated the two highest scoring players in history from the American TV-show *Jeopardy*, and how this impacts business and industry.

On the last day, a team contest will give students the chance to win great prizes.

IBM's Smarter Planet strategy will be the underlying theme for the whole program.

AGENDA OVERVIEW

July 6th 2011

Morning: buses from Nice airport to IBM

12:00 Lunch at IBM

13:30 – 17:00 Technical sessions at IBM

18:00 – 22:00 Guided tour in Nice and dinner

July 7th 2011

Technical sessions at IBM 17:00 – 09:00

Dinner on beach with music 23:00 – 19:30

July 8th 2011

Contest and winners 12:00 – 09:00

Lunch at IBM 13:30 – 12:00

Buses to Nice Airport 13:30

IBM La Gaude Laboratory

IBM La Gaude site, created in 1959, has a population of around 800 employees - mostly highly specialized Engineers, Technical Architects and Senior Project Managers supporting IBM's solutions, services and technology across Europe.

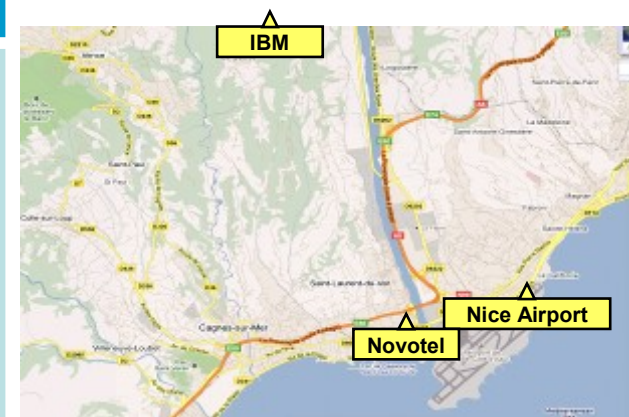
La Gaude Professionals are working as one team on the latest technologies, services and solutions and are supporting both complex integration opportunities and technology pilots in emerging technologies, focusing on providing client value. The La Gaude teams work directly with IBM clients, client teams, consultants and business partners.

« Nissa la bella »

Nice... the city of carnival, beaches and sun. In an ideal location between sea and mountains, visitors enjoy its famous pebble beaches and can discover the hinterland, ski resorts and the National Mercantour Park.

The city also has attractive Belle Epoque style and Baroque architecture and provides a wide range of activities. Nicknamed *Nissa la bella*, this town has always attracted many artists and tourists beyond number. Its main feature is undoubtedly the Promenade des Anglais which borders the Baie des Anges. It is also a hub for research in industry, science and advanced technology.

For participants who wish to explore more after the event, Nice is an excellent starting point for excursion tours to other parts of the Provence Alpes Côte-d'Azur and Monaco.



Event location: IBM La Gaude Laboratory, La Gaude- France
Directions: Visit us - Google map
Airport: Nice Côte d'Azur international airport

Accommodation for the participants will be at the Hotel Novotel Nice Aeroport Cap 3000, located 100m from the seaside and the beach.