

MARCH, 30, 31 & APRIL, 1, 2004.
PARIS EXPO - PORTE DE VERSAILLES



Meet the french
Professionnal
IT market !



THE LARGEST IT
FRENCH TRADE SHOW.

The official international organisms greet the professionalism of our event :

One more time the International Trade Centre (UNO-WTO) UNCTAD (United Nations Conference on the Trade and Development) is pleased with the partnership renewed with the SETI and makes a point thanking you for the organization, effective promotion and the profitable animation which prevailed still this year. This event proved that it was recognized as a significant vector of promotion for companies and trade associations in information technologies, and showed its impact impossible to circumvent. Besides the visits of national official delegations and the technical conferences high level which were organized there successfully encourage the countries and companies to take part more each year.

We assure you of our will to continue this partnership, based on your effectiveness and the growing notoriety of this show near the community of the international business.

Chief – Trade Information Section – International trade Centre (UNO-WTO) UNCTAD



focus NETWORKS AND TELECOM

In the current context of the telecommunications market, the world of SMEs, notably multi-site companies, constitutes the principal theme of all operators wishing to play a key role in this sector. Whereas the large companies market is traditionally well identified and well served commercially, the mid-market, which accounts for nearly half the telecoms expenditure in France, € 6.56 billion for voice services and € 1.08 billion for data services, now constitutes the main reservoir for potential growth in terms of new services.

The data market, which has grown faster over the period under study than that of voice, is arousing much interest on the part of all players. Rightly or wrongly, this market is now the favoured battleground, where all the major operators are choosing to compete.

2003 is consequently a key year in the French market for all operators. Whilst we await a veritable explosion of needs for new applications relating to the convergence of voice and data applications, operators must adapt to less technological and ultimately more marketing-oriented markets. The telecoms market must accustom itself to a more tactical view of its future. It is a future which will inevitably involve broader control of its partnerships and its marketing strategies.

Simultaneously, the French market for network equipment in the SME segment, after declining by 2.7% between 2000 and 2001, should experience a constant increase between 2002 and 2005 of around 10% per year. This trend will be due notably to the dynamics of the ADSL equipment market, the penetration of PABX-IP, and the growth of the market for remote access servers, ISDN adapters, and LAN/WAN routers and switches.

focus MOBILE COMMUNICATIONS

Until now the increase in income generated in the mobile communications market has had more to do with increasing subscriber numbers than with intensification of use, and increases of average spend per subscriber. The introduction of GPRS services in 2002, followed by UMTS services in 2003, involving a new way of using the mobile network,

thus represents for the operators a unique means of guaranteeing that their medium-term income will be sustained. According to IDC, for example, this market will enter a new period of strong, two-figure growth from 2004. IDC forecasts that the bulk of growth in GPRS and UMTS services will be initially based on the professional solutions market, notably in SMEs. It is also true that mobile solutions of the WLAN type are now meeting needs for intra-company

64% of SMEs have at least one mobile ldate

mobility. The convergent efforts of the IT industry toward products complying with the WiFi norm have contributed to the interoperability of equipment incorporating 802.11b technology. This interoperability will enable the Wireless LAN solutions market to develop in several forms, and become completely open. According to IDC, 3 million mobile devices will be equipped with a WLAN connectivity solution in 2005.

**16% of company employees have mobile tools
17% of the tools are mobile telephones
13 000 companies have private virtual networks**

82% of SMEs are connected to Internet IDC

SMEs' decision-makers are the MDs or CEOs in 69% of cases CXP



focus SMEs

According to BNP Paribas Lease Group, 82% of companies now have at least one Internet connection. Use of broadband is growing: 33% of SMEs in June 2002, compared to 28% in December 2001. Logically, the larger the company, the greater the chances of it opting for broadband connection. 51% of SMEs with more than 100 employees use broadband, compared to 31% of companies with 6 to 19 employees.

82% of SMEs acquire a website for reasons of reputation and image. The second reason mentioned to justify an Internet presence is the desire to provide suppliers with new services (40%). Finally, 21% of SMEs use the Net for ecommerce (whether or not transactional): this proportion has remained almost unchanged for three years.

Finally, SMEs' rate of provision with IT equipment has not changed since December 2001. On average SMEs with 6 to 200 employees have 9 computers. Wholesale commerce and services are those best equipped: respectively 13 and 12 computers, on average.

Not surprisingly, the most dynamic SMEs on the Web are those in the Paris region, 55% of them have a broadband connection and ICT account for 50% of their investment.

Geographically, SMEs in the Paris region are

the most active ones (41% of investment share) and also the best equipped, with fifteen computers, compared to seven in the centre or South-West. A highly significant element is those studies which have established a link between economic dynamism and Internet strategy. In their 2003 order books, unconnected SMEs are anticipating a downward forecast of 4%, compared to a rise of 11% in the case of connected companies.

All companies will ultimately have to be transformed and adopt e-business information systems enabling them to adapt to the new organisation and the operation of "extended companies". Unfortunately, although distribution and integration of Internet technologies are happening slowly but surely in the 200 largest French companies, this is definitely not so in the case of the 2,400,000 small and medium enterprises which form the bulk of our industrial and commercial fabric.

Against this background, it is indispensable to encourage the emergence of decision-making and distribution channels based on proximity and common interests. These new "infomediaries" could take the form of companies broadcasting to communities structured around professional sectors, families of products, sector-related activities or geographical zones, and whose purpose would be to offer customised online information-related, decision-making, transactional and technological services: PCIS (Service Integration Community Portals).

focus STORAGE

Demand for storage capacity and the imperatives of business continuity will continue to guide the world storage services market. In 2001 the worldwide income of this market reached \$25 billion. It is set to exceed \$26 billion in 2002 and \$41 billion in 2005, according to the research office Dataquest. Hardware support was the largest component of the storage services market in 2001, and

will continue to be so until 2005. It will also continue to be the largest segment of storage services, due partly to companies wishing to prolong the life of their storage infrastructures whilst avoiding all new hardware purchases. Although income from software support accounts for only a small percentage of the world storage market, Gartner forecasts that this sector will grow since users are buying increasing quantities of storage management applications.

focus CHANNEL

According to a recent IDC study, 2001 marked a turning point for IT distribution channels in Western Europe. Not only did the PC market experience negative growth, but long-term prospects for the hardware market overall are gloomy. Given the inability of retailers to diversify their professional hardware, IDC is expecting to see an increase in direct sales,

standing at around 55.6% of the total IT expenditure market, from 55.6% in 2000 to 56.8% by 2005. This is a complete reversal of distribution channel trends.

According to IDC, indirect channels last year accounted for over 44% of the \$278 billion of hardware, software and services expenditure in Western Europe.

FIHT is thus the sole and essential event in France where it is possible to discover all the innovations in the fields of hardware and software developed by the main players in these markets, and where it is possible to take stock of developments in these various segments, which are increasingly aimed at SMEs

World storage market in 2004: \$71.4 billion

IDC

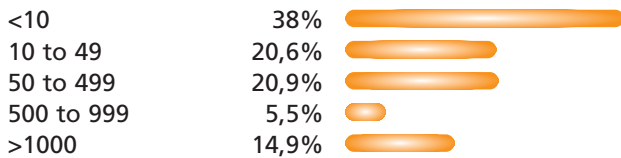
Hardware: 54%

Software: 33%

Services: 13%

Gartner

COMPANY SIZE



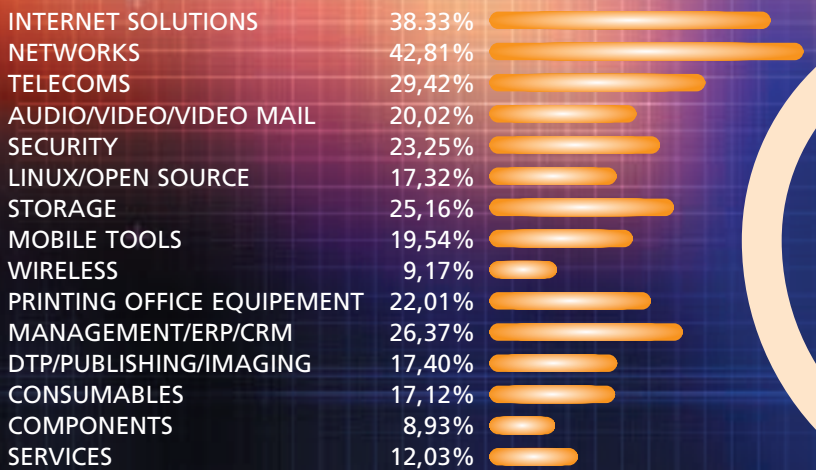
With 555 000 businesses in the industry, the construction, the commerce and the services, PARIS and its suburbs represents 18% of the effective national one

About 97% of the French businesses count less than 200 employees and 90% less than 10

GEOGRAPHICAL ORIGIN

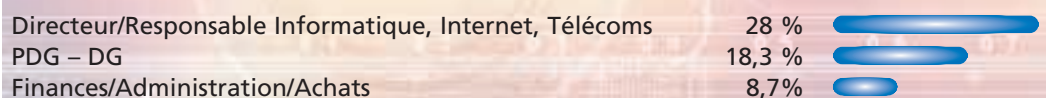


VISITORS' CENTER OF INTEREST



In 20 years the effective ones of the businesses of less than 10 employees increased of 41%.

Fonction



Secteurs d'activité



MOST OF OUR VISITOR RATHER ATTEND A LARGE EVENT LIKE FIHT AND THE SETI, WHERE THEY CAN GET A GENERAL UNDERSTANDING OF THEIR NEEDS INSTEAD OF GOING IN SEVERAL SMALLER EVENTS FOCUS ON ONLY ONE SUBJECT. FIRST, THEY GAIN TIME BUT ALSO OUR VISITOR BELIEVE IT IS EASIER, MORE PRATICAL, AND ECONOMICAL TO GET A GENERAL PICTURE OF THEIR COMPANY IT NEEDS THAN TO WORK ON A SUBJECT AT A TIME.



Who exhibits

FIHT exhibitors are representative of all IT, telecom and Internet competences available for companies, Major account, government departments and territorial communities, and also for distribution channels.

All kinds of hardware and software are proposed to FIHT's professional purchasers, who are looking for specific solutions for their company.

Office equipment, with a clear trend in favour of digital, multi-function devices, peripherals, PCs, workstations, laptops, PDAs and telephone terminals, are some of the equipment in highest demand.

Management (ERP, CRM, etc.), Networks, Telecoms, Internet, Storage, Security and Mobile & Wireless, comprise the most popular areas of interest for visitors to FIHT.

So don't disappoint them! By exhibiting at FIHT 2004 you can be sure of meeting new purchasers, your new clients, face to face.

- **NETWORKS:** LAN/WAN/WIRELESS/INTERNET/INTRANET, etc.
- **TELECOMS:** - FIXED (BROADBAND, LOCAL LOOP, ADSL, CABLE, etc.)
 - MOBILE (GSM, SMS, GPRS, UMTS, etc.)
 - DATA-VOICE CONVERGENCE (CTI, VOIP, etc.)
 - MOBILE & WIRELESS: GSM, SMART PHONE, PDA, BLUETOOTH, GPRS, etc.
- **STORAGE:** E-STORAGE/NAS/SAN/etc.
- **COMPUTERS AND PERIPHERALS**
- **SOFTWARES:** OFFICE SUITES/UTILITIES/LINUX/DEVELOPMENT/SECURITY/ADMINISTRATION/ASP/BUSINESS INTELLIGENCE, etc.
- **MANAGEMENT:** E-BUSINESS/BUSINESS APPLICATIONS/ERP/CRM, etc.
- **OFFICE EQUIPMENT:** PRINTING/DIGITAL COPYING/MULTIFUNCTION DEVICES/CONSUMABLES, etc.
- **DIGITAL ZONE:** VIDEOPROJECTION/DIGITAL PRESENTATION/SCREENS/VIDEO-MAIL COMMUNICATION/WEB CAMS/MULTIMEDIA, etc.
- **IT SERVICES:** CONSULTANCY/OUTSOURCING/INTEGRATION, etc.
- **OEM & COMPONENTS:** CARDS/CONNECTORS/COOLERS, PROCESSORS, etc.

FIHT 2004 is the commercial development tool which has been designed for you, as ICT professionals.

350 exhibitors



41% of investments of SMEs in Paris region are in ICT CXP

THE EXHIBITION

The French Internet market represented € 2.5 billion in 2001

IDC

In 2005 services will account for 31% of the IT expenditure of French companies

PAC

AT THE HEART OF SETI

SETI is the largest French gathering of ICT fairs, with over 1500 exhibitors and 90,443 visitors in 3 days. The FIHT hall, is located in the heart of the event. The ten sections of this annual event are in perfect synergy, in terms both of the exhibitors and the visitors, and overall

organisation is such that it allows easy exchanges between the different halls and sections.

But SETI is also the largest platform for lectures on the new technologies, their development and their future.

THE CONFERENCE

57 experts met to design for you FIHT customised conference programmes. the tailor-made programmes are:

- case studies, client testimonies
- demonstrations, workshops
- feedback from experience
- reviews concerning the market and regulations
- legal points
- updates on existing applications and innovations

THE MAIN THEMES DEVELOPED:

Relation with IT distribution channels

Indirect or direct sales

Increase the services

An opportunity to meet with the retailers

New mobile devices and applications

How take advantage of wireless LANs, wireless security,

Personal area networks, and development tools for

Wireless applications in business ?

Is open source an option for enterprise computing,

Or developer hobbies that will never get

Practical for business ?

Are the new ways in business communications

Going to make information travel faster to your customers ?

Improving secure networked computing with

The inflation of mobility and web services ?

The for and against of using technologies such as .NET,

WSDL, J2EE, and UDDI for developing web services ?

THE INTERNATIONAL SPACE

SETI has developed an important "International Space", consisting of several National Pavilions, bringing together, under the aegis of its official partner, the International Trade Center/Centre de Commerce International (OMC/ONU), the External Promotion Organisations accompanied by companies. In 2003, there were over 30 countries.

FIHT benefits from SETI's international impact, particularly owing to the significant increase of foreign visitors.

This year FIHT is directed more specifically at the requirements of SMEs, and it will once again present the entire offer of French and international companies in the information technologies domain.

As part of the greatest French hi-tech event, FIHT will be a shop window for companies covering the entire range of IT, Internet and Telecom services. From the largest world companies to promising start-ups, these companies will, through their offer, form the European crossroads for all technological innovations.

This offer will be completed by a broad programme of conferences which will offer, with the assistance of various associative partners, the most relevant contemporary expert insight around various current themes.

An exceptional programme of keynote Speeches, given by the visionaries of high tech industry and political managers, will cover the major questions of the future which are rightly being posed by companies and the users of tomorrow's technologies.

But this event is above all an exhibition on an international scale, the 3rd largest in Europe and the 5th largest in the world. All the new information technologies will be exhibited here.

FIHT 2004 IS THE COMMERCIAL DEVELOPMENT TOOL WHICH HAS BEEN DESIGNED FOR YOU, AS NICT PROFESSIONALS.

42% of SMEs have a website

MAILING PROMOTION

INFOPROMOTIONS is to print and distribute 2,500,000 invitations for FIHT:

-1,200,000 invitations sent to named company managers

The addressees (2 successive waves of 600,000 invitations) will be your clients and top-priority prospects.

-1,000,000 invitations will be distributed to you free of charge.

-300,000 invitations are distributed through the press.

The world availability-management market is growing by 15% per year

PROMOTION IN THE PRESS

The fair is announced through partnership agreements with the main professional press titles, by means of advertising inserts, advert tutorials and many reportages.

OPTIMIZE YOUR PRESENCE

PRIVATE MEETINGS

You can lease one or more rooms for private presentations, demonstrations, press conferences with journalists, meetings with your retailers, your sales force, etc.

THE WEBSITE

The FIHT site is an ideal shop window for the fair, and will present your competences to the entire world.

THE OFFICIAL CATALOGUE

Your references are included in this professional instrument, which is generally kept and used for one year by visitors to FIHT.



**Computer, Internet and
Telecom Solutions**

NETSEC
Security, Backup, Storage

P@I
Publishing & Imaging

ONLINE
Internet & E-business Solutions

**SOLUTIONS
INDUSTRIE ET
DISTRIBUTION**
Solutions for customer
Relationship management

MICAD
CAD/CAM and the new Design
And Manufacturing Technologies

RTS
Real Time Solutions
And Embedded Systems

DISPLAY
Electronic Display Show

RF & HYPER
Wireless & Optic Fiber

SOLUTIONS VISION
Industrial Vision Technologies
And Applications

