



LeWeb'08 is the #1 Web conference in Europe with 1500 participants from 40 Countries on Dec 9-10th in Paris. We have just announced our theme this year, LOVE! 30 Startups will also present in the startup competition room and there will be plenty of networking space, likely with a few beds, like last year...

<http://www.leweb.net>

During the 2 days of conference, our speakers will be interviewed on stage by the following reporters, bloggers:

- * Michael Arrington, Co-Founder & Editor, TechCrunch
- * Dan Farber, Editor-in-Chief, CNET News
- * Steve Gillmor, The Gillmor Gang
- * Om Malik, Editor in Chief GigaOm
- * Jennifer L. Schenker, Correspondent, BusinessWeek
- * Robert Scoble, Video Blogger, Fast Company
- * Kara Swisher, Co-Executive Editor, AllThingsD.com; Blogger, Boomtown; Co-Executive Producer, D: All Things Digital

DAY 1 - DEC 9, 2008 – PLENARY ROOM

08h00 – 09h00

WELCOME BREAKFAST *sponsored By Cabinet Cotty Vivant Marchisio & Lauzeral*

08h45 – 09h00

Opening remarks - **Geraldine & Loïc Le Meur** – LeWeb Founders

09h00 – 09h20

Dan'l Lewin - Microsoft Corporation, Corporate Vice President for Strategic and Emerging Business Development. *Interviewed by Steve Gillmor, The Gillmor Gang*

09h20-09h40

Fireside Chat with **Nikesh Arora** - SVP, Google and President, EMEA Operations & Loïc Le Meur

09h40-10h00

David Weinberger - Harvard Berkman Center for Internet & Society, Harvard University

10h00 – 10h30

Chris DeWolfe Co-Founder & CEO, MySpace.com

10h30 – 11h00

COFFEE BREAK *sponsored By Codeur.com*

11h00 – 11h20

Itay Talgam, Conductor

11h30 – 11h50

Linda Avey - Co-Founder, 23AndMe, Inc.

12h00 – 12h45

Helen Fisher - Visiting Research Professor, Rutgers University
Q&A by Loïc Le Meur

12h45– 14h15

LUNCH BREAK

14h40 – 15h20

Paulo Coelho, Author
Q&A by Cathy Brooks

15h20 – 16h10

Loving Brands Online - Panel

Panelists:

- **Georges-Edouard Dias**, Team Leader, Internet & e-Business, L’Oreal
 - **Stéphanie Hospital**, Vice President Marketing and Business Development, Orange Audience and Online Advertising Division
 - **Matthias Lüfkens**, Associate Director, World Economic Forum
 - **Marc Mathieu**, Senior Vice President, Global Brand Marketing & Creative Excellence, The Coca-Cola Company
 - **Michael Tchao**, General Manager, Nike TechLab
- Moderator: **Dan Farber**, Editor-in-Chief, CNET News

16h10 – 16h30

Yossi Vardi - Investor & Entrepreneur

16h30 – 16h45

COFFEE BREAK

16h55 – 17h00

Mike Butcher - UK & Europe Editor, TechCrunch

17h00-17h10

Introduction with Morten Lund, Lund XY Global Ventures

Brief chat with Loïc Le Meur

17h10 – 17h50

Money Talks: How scared should we be of the markets crash? - Panel

Panelists:

- **Eric Archambeau**, General Partner, Wellington Partners
- **Jeff Clavier**, Founder & Managing Partner, SoftTech VC
- **Mark D. Kvamme**, General Partner, Sequoia Capital
- **Fred Wilson**, Partner, Union Square Ventures

Moderator: **Ouriel Ohayon**, General Manager, LgiLab, Editor, TechCrunch

France

17h50 – 18h20

Fireside Chat with **Marc Simoncini** - Founder & CEO, MEETIC & Loïc Le Meur

18h30-21h00 – **Netvibes** hosts a cocktail for LeWeb attendees near the venue

22h00 – 02h00 LeWeb'08 Party with



DAY 2 - DEC 10, 2008 – PLENARY ROOM

08h00 – 09h00

WELCOME BREAKFAST

09h00 – 09h20

Opening remarks: **Why Are We In Paris?**

Surprise Guest

Loïc Le Meur

09h20 – 10h00

Platform Love: Getting Along - Panel

Panelists:

- **David Glaser**, Director of Engineering, Google
- **Dave Morin**, Senior Platform Manager, Facebook
- **David Recordon**, Open Platforms Tech Lead, SixApart

Moderator: **Marc Canter** - CEO, Broadband Mechanics

10h00 – 10h20 Love of Education: A shifting paradigm

Robin Good - New Media Innovator, Explorer, Independent Publisher,
Master New Media

10h20 – 10h40

Chris Anderson - Curator, TED

10h50 – 11h10

COFFEE BREAK

11h20 – 11h50

Love Entrepreneurship Your Own Way: Two perspectives on starting a business

A moderated discussion with Loïc Le Meur

- **John Buckman** - Founder & CEO, Magnatune.com
- **Reid Hoffman** - Chairman and President, Products, LinkedIn

11h50 – 12h10

Dr. Brian Cox - The School of Physics and Astronomy, University of Manchester

12h10 – 12h40

Love of Entrepreneurship

Jason Calacanis - CEO, Mahalo

Q&A Moderator: **Kara Swisher**, Co-Executive Editor, AllThingsD.com; Blogger,
BoomTown; Co-Executive Producer, D: All Things Digital

12h40 – 13h10

Marissa Mayer - Google, Vice President, Search Products and User Experience

13h10 – 13h40

Sharing Love

Joichi Ito – CEO, Creative Commons

13h50 – 15h00

LUNCH BREAK

15h00 – 16h00

Start-Up Competition Awards and Panel

16h00 – 16h30

Dr. Werner Vogels, VP & Chief Technology Officer, Amazon.com

16h30 – 17h15

European Originals - Start-Up Companies That Are Uniquely European - Panel

Panelists:

- **Jacques Antoine Granjon**, CEO & Co-Founder vente-privee.com
- **Jonas Birgersson**, Chairman, ViaEuropa
- **Klaas Kersting**, Gameforge
- **Lukasz Gadowski** – Team Europe

Moderator: **Jennifer L. Schenker**, Correspondent, BusinessWeek

17h15 – 17h45 Fireside Chat with **Gary Vaynerchuk** - Host, Wine Library TV.com – Loic Le Meur

DAY 2 - DEC 10, 2008 – LeWeb “Deep Discussion” Stage

9h15 – 10h00

Your Mobile is Your Love Device: Nokia

10h00 – 10h30

The Revenge of Email - Panel

Panelists:

- **Nick Heys** Founder & CEO, Emailvision
- **Jason Calacanis**, CEO, Mahalo

Moderator: **Robert Scoble**, Video Blogger, Fast Company

10h30 – 11h10

Social Advertising: Where's the Love? - Panel

Panelists:

- **Philip J. Kaplan**, Founder & President, Products, AdBrite
- **Travis Katz**, Vice President, International Development, MySpace
- **Lorenz Bogaert** – Co-founder & CEO, Netlog.com
- **Seth Sternberg** – Co-founder & CEO, Meebo

Moderator: **Scott Rafer** - CEO, Lookery

11h10 – 11h50

**Love in Motion: Why are Mobile Social Networks booming?
What makes them tick? Who is using them? A global look at the
developments , demos and a convivial chat with the pioneers.**

Panelists:

- **Dr. KF Lai** - CEO & Co-Founder, BuzzCity
- **Ewan Spence** - WuBud
- **Antonio Vince Staybl** - CEO & Co-Founder, itsmy.com (a Gofresh company)

Moderator: **Ferhan Cook** - Publisher www.mobiadnews.com & President, Any Screen Productions Ltd., UK

11h50 – 12h30

Big Love: Embracing Asia's Market Explosion - Panel

Panelists:

- **Chang W. Kim**
- **Masashi Kobayashi, Co-Founder & Managing Partner
Infinity Ventures**
- **Kaiser Kuo, Group Director of Digital Strategy
Ogilvy China**
- **Frederick Henry Saurat** - CEO & Co-founder The TMS Way Ltd HK

Moderator: **Thomas Crampton**

12h30 – 12h50

Modesty & Shamelessness on the Web - presentation/discussion

Who do we like, love and relate to online?

And what are we ready to give them about ourselves?

- **Dominique Cardon** - Sr. Researcher, Orange Labs
- **Daniel Kaplan** - CEO, FING