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## **Capgemini launches Applied Innovation Exchange in Shenzhen**

*The 18<sup>th</sup> Capgemini AIE is at the heart of China's Greater Bay Area*

**Hong Kong, Paris, July 3, 2020 – [Capgemini](#) today announced the launch of its newest [Applied Innovation Exchange \(AIE\)](#) located in Shenzhen, China. The new innovation hub will help Capgemini's clients to take advantage of advances in emerging technologies and test out innovations to scale them up rapidly. This is Capgemini's first AIE in China and its 18<sup>th</sup> globally.**

*"As new innovations continue to proliferate at speed and scale across China, our AIE in Shenzhen can serve as a destination center for clients to experience applied innovation and outmaneuver disruption. In addition to being one of the most competitive markets in the world, China is a global leader in rapid experimentation and mass scaling of innovation,"* said Lanny Cohen, Group Chief Innovation Officer, Capgemini. *"I am looking forward to strengthening our Group's innovation capabilities and global AIE platform with the new addition of the AIE in Shenzhen and the many exciting opportunities that lie ahead for us and our clients."*

Shenzhen, which is located in China's Greater Bay Area, also known as the "Silicon Valley of Hardware", is a leading global technology hub in a city full of innovative vitality and a vibrant economy. With its favorable geographical position and access to global markets, it was designed to showcase China's potential in technology, management and knowledge to the rest of the world.

### **AIE Shenzhen's broad outreach through its global Network and innovation in China**

Capgemini's China headquarters are located in Shanghai. It employs more than 3,000 professionals with offices operating in several major cities including Beijing, Guangzhou, Shenzhen, Shenyang and Hong Kong. The AIE in Shenzhen will create waves of disruption through combined software and hardware innovations, advantages in supply chain and manufacturing, and leading advancements in emerging technologies to test out new innovations and scale up rapidly. With broad outreach via its global network, the Shenzhen AIE is able to help companies with tested track records in their domestic market promote their innovative solutions overseas and deploy them globally in order to accelerate transformation and new business models.

The Shenzhen AIE will focus on leveraging China's manufacturing and ultra-large domestic market to accelerate global applied innovation at speed, helping its clients seize the opportunities in China, through its ecosystem of partners.

*"The opening of our Applied Innovation Exchange at the heart of the Greater Bay Area, an Asia innovation powerhouse, marks a strong milestone for Capgemini on its growth journey in Asia-Pacific,"* said Luc-Francois Salvador, Asia-Pacific and Middle East Executive Chairman, Capgemini. *"We are proud to launch this one-of-a-kind facility and methodology to our global and local customers. Shenzhen has impressed the world by its dynamism and innovation, and we look forward to playing our part in this success story."*

### **Bridging the gap between hardware and software**

Capgemini's Shenzhen AIE intends to collaborate with [Shenzhen Valley Ventures](#) (SVV), a hardware and device specialist, when it opens within the new SVV facility.

For more information on Capgemini's AIEs, please visit [www.capgemini.com/aie](http://www.capgemini.com/aie).



## **About Capgemini**

Capgemini is a global leader in consulting, digital transformation, technology and engineering services. The Group is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year+ heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. Today, it is a multicultural company of 270,000 team members in almost 50 countries. With Altran, the Group reported 2019 combined revenues of €17billion. Visit us at [www.capgemini.com](http://www.capgemini.com). *People matter, results count.*