



Paris Retail Week – A 3rd edition under the banner of Live Retail, for human, authentic and experiential commerce

Paris Retail Week, the European event dedicated to 360° commerce, will open its doors from 19 to 21 September 2017 at Paris Expo Porte de Versailles, Hall 7.3. A unifying event, Paris Retail Week reinforces the synergies between retail and e-commerce to provide an optimal vision of the challenges of tomorrow. Live Retail, the main theme of this 3th edition, will be at the heart of the discussions. This new paradigm announces the expansion of authentic, human and experiential commerce, adapted in real time and based on the brand experience. An overview of Paris Retail Week 2017.

The arrival of Live Retail in commerce

Commitment, a strong value that consumers expect, is leading brands to change their involvement in the public debate by adopting a more militant logic. Similarly, the current model of unicorn retailers is being challenged by another super-model that meets expectations for the proximity, fluidity and humanisation of commerce. In addition, the growth of Artificial Intelligence has crossed a new threshold: emotion is back at the heart of the relationship. This changes the position of AI on the path to purchase, giving it growing importance in the sale.

In the light of these observations, retailers are going back to basics: paying attention to consumers' expectations and their need to deal with "real" people who respect their individuality. Artificial Intelligence, via chatbots and personal assistants, enables the salesperson to devote time to recreate a close relationship with the consumer.

Retailing has changed paradigms: **the consumer and the brands are forging a new relationship of complicity and commitment** that leads towards an authentic, human and experiential commerce, called Live Retail, the major theme of the 2017 edition of Paris Retail Week.

Live Retail will thus be the main theme of the event's conference programme and will be discussed under its different aspects during plenary conferences and keynote sessions. Renowned French and international experts will debate the issues raised by this theme.

Retail from A to Z

After the success of the first two editions, Paris Retail Week is an important and keenly anticipated event for all professionals of offline and online commerce. The 2017 edition will offer an optimal vision of the challenges of tomorrow's commerce and will provide an informed perspective on the expectations of the mature and connected consumer towards retailers, brands and e-merchants.

During 3 days, Paris will be the capital of connected commerce by bringing together **600 participating companies and 30,000 professionals.**

The key event of the season will present the solutions, services and products to professionals of the sector who are searching for innovative service providers in the sectors of:

- IT for Commerce
- Payment Solutions
- Marketing, Data and Customer Relations
- Logistics, E-Logistics & Supply Chain
- Digitalisation of the point of sale

In addition to these areas dedicated to the main offers of the exhibitors at the fair, Paris Retail Week will also host a Start-Up Village that brings together young companies presenting the most innovative retail solutions, as well as a village of Consultancy Agencies specialising in issues related to connected commerce.

What's new for 2017

Paris Retail week will facilitate the pairing of visitors and exhibitors through two new events.

First, through the organisation of a free **Business Meetings** service programmed in advance and open to all visitors for one-to-one meetings with the exhibitors who are most likely to provide them with specific solutions for the advancement of their projects.

Speed Networking sessions will also be organised this year. These are a time for convivial and informal meetings with exhibitors, held twice a day during a 90-minute period in a cosy atmosphere, to interact with a maximum number of providers of solutions around the following themes: Enhancing the User Experience, Digital Transformation of the Shop, Predictive Marketing, Data, Payment Solutions and Delivery.

Discovering the gems of commerce

Because retail is present everywhere in Paris, the event will move outside during two **Paris Retail Tours**. These guided tours will take visitors to several points of sale which will be selected for their innovative character, the new technologies they have implemented, their differentiating design options, or for their merchandising solutions to capture and accompany their visitors.

In addition, the **Paris Retail Awards** will reward the best innovations in the field of e-commerce and retail. These prizes enable providers of services and solutions to extend their renown and reward the efforts of an entire team. Several of the winners of previous editions have notably benefited from various financial or human springboards after obtaining an Award. The **Rookie of the Year** prize highlights 3 finalist startups that will pitch their projects on the day of the event before the winner is selected by a public vote. The Awards ceremony will take place in the context of the fair on Tuesday 19 September at 5:00 p.m.

Finally, **the Startup Village** will highlight outstanding French and international startups and their innovations.

This new edition of Paris Retail Week is sure to be a galvanizing and inspiring event for the professionals of the sector. Expertise, innovations, reflection and discoveries will mark the three days of the event, which has become a must for the whole profession.

IN A NUTSHELL

PARIS RETAIL WEEK #ParisRetailWeek

Paris Retail Week 2017: The European trade event dedicated to 360° retail!

19 to 21 September 2017
Paris expo Porte de Versailles – Pavilion 7.3
600 participating companies – 30,000 professionals
350 top speakers
2 store tours
10 awards
<https://en.parisretailweek.com/>

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www.comexposium.com

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