



**PARIS  
RETAIL  
WEEK**

**Press release**  
Paris, 22 June 2017



**PARIS RETAIL WEEK: The European  
business event for inspiration and  
networking**

*After the successful joint organisation of E-Commerce Paris and Digital(in) Store in 2015, and the integration of Equipmag in 2016, the third Paris Retail Week will reinforce the synergies of off- and on-line retail. Focusing on the theme of Live Retail, the event will provide an optimal vision of the challenges facing the sector and enlightened opinion regarding the expectations of a mature and connected consumer for stores, brands and e-retailers.*

From **19 to 21 September 2017**, the biggest European 360° retail event will present solutions, services and products to professionals from the sector looking for innovative and connected service providers. More than **600 exhibitors** and **30 000 professionals** will gather at Paris expo Porte de Versailles for 3 days, turning Paris into the European capital of connected retail.

### **Exhibition areas echoing market changes**

In order to represent the whole retail sector, Paris Retail Week 2017 has drawn up an eclectic and comprehensive programme with 7 exhibition areas: IT for Commerce, Marketing, Payment Solutions, Data and Customer Relations, Digital in store and Logistics, E-logistics & Supply Chain.

In addition to the areas showcasing the main products and services of the exhibitors present at the show, Paris Retail Week will also boast a **Start-Up Village** bringing together young companies presenting the most innovative retail solutions.

### **Live Retail, the event's main theme**

The Paris Retail Week programme comprises more than 200 conferences, workshops and keynote speeches aimed at visitors from across Europe. Free to access, these opportunities for discussion and inspiration enable retailers to present an overview of the issues facing the sector as well as the available solutions.

The theme of Paris Retail Week 2017 will be **Live Retail**. Thanks to the advent of data and their use, **brands can tap into a wealth of valuable data to help them know and understand their consumers**. Consumers are equally enthusiastic about these data and their proper use to facilitate the customer experience and develop interactions with the brands. The sector is experiencing a paradigm shift: the consumer and the brand are forming a new relationship based on complicity and commitment to create a more authentic, more human and experiential retail experience.

Brought together around this theme, professionals from the sector, marketing managers, logistics managers, omnichannel managers, customer experience managers, will share their experience and their strategic point of view during 4 plenary conferences. Experts having already confirmed their presence include representatives of COSTCO, Starbucks, Google and Facebook. All the talks in the plenary sessions will be simultaneously translated into English.

The **Solutions Workshops**, real 'toolboxes' for visitors, will provide an opportunity to discover the best offers on the market relating to 5 main themes: IT For Commerce / Payment solutions, Marketing,

Data and Customer Relations, Logistics / E-logistics & Supply Chain, Digital In Store and Transverse (international, legal aspect, fraud). Delivered by participating companies and market experts, these workshops will combine strategic visions, debates, feedback, practical advice, testimonies, tool demonstrations and discoveries.

### **Business at the heart of Paris Retail Week**

More than just a trade show, Paris Retail Week is a business event which is eagerly anticipated by professionals with plenty of opportunities for exchanges and networking.

#### **The Business Meetings: personalised meetings with exhibitors**

Paris Retail Week aims to optimise the visitor pathway by organising pre-scheduled qualified Business Meetings with relevant exhibitors.

The aim of this free service is to help visitors save time and above all, to enable them to meet new suppliers and find concrete solutions to drive their projects forward. During a 30-minute meeting, entrepreneurs present their projects and are given quality information about the services on offer. The Business Meetings give visitors the chance to establish contact with exhibitors, in order to create over the course of the 3 days, concrete and productive partnerships for future projects.

Registration: <https://en.parisretailweek.com/Programme/Business-Meetings>

#### **Speed Networking: a business contact service**

A convivial and more informal meeting with exhibitors, enabling visitors to exchange with a maximum number of solutions providers, over a 1½ hour period, twice a day, in a cosy area situated in the exhibition hall. Based on the speed dating model, exhibitors will receive visitors at their table, and each time the gong sounds (every 5 minutes), exhibitors and visitors can exchange business cards in a dedicated area and during specific time slots devoted to defined sector themes, such as the improvement of the user experience, the digital transformation of stores, predictive marketing, etc.

### **Paris Retail Week: uncovering new talents**

An opportunity for discovery and reflection, Paris Retail Week showcases the wealth of successful companies and initiatives, in all sectors of activity, retail and e-commerce.

With the aim of presenting and promoting the pioneers of retail, the event has created a **Start-up Village** enabling young French or international companies to promote their initiatives and make themselves known to the decision-makers of the retail sector. Around forty up-and-coming companies will present their innovative retail solutions within this space. A real launchpad to help them propel themselves among the bigger companies.

The **Paris Retail Awards** acknowledge the achievements of solution service providers and suppliers, enabling them to boost their profile, reward the efforts of a whole team and initiate new contracts, or even, as has been the case for some previous winners, to raise financing. The 2017 Paris Retail Awards will reward initiatives in the following categories: CRM: from the lead to the customer, Digitalisation of the point of sale, Customer experience (360), Logistics, Social commerce, Store solutions & design and Technology. The awards ceremony will take place on Tuesday 19 September at 17:00.

### **Various Activities for an Augmented and Virtual Reality experience**

Virtual reality, Augmented reality, Artificial intelligence ...

In parallel with their meetings with exhibitors, visitors to Paris Retail Week will be able to take advantage of various activities organised with the show's partners, to discover the latest innovations and enjoy a unique experience.

This year's key activities include the Retail Tech in Live activity organised in partnership with KEYVEO, a start-up specialised in 3D/4D Real Time Augmented Reality, Virtual Reality. Four corners to experience in virtual and augmented reality the (e-)retail innovations of today and tomorrow.

## **Store visits alongside the exhibition to discover new shopping experiences**

For the 3<sup>rd</sup> year running, Paris Retail Week is inviting visitors to discover for themselves the Parisian stores which set themselves apart thanks to their innovative concepts, as well as their design and the services they offer their customers.

The 2 Paris Retail Tours organised on 19 and 20 September will visit several stores situated in prestigious Parisian districts, whose concepts stand out for their innovation, the new technologies used, the distinctive design choices as well as the merchandising put in place to draw in and assist visitors, making the purchasing act a unique, global and seamless experience. A day of inspiration to broaden horizons, be inspired by the sector's best practices and meet the representatives of the selected stores in order to benefit from their valuable insights.

Online registration on: <https://www.weezevent.com/paris-retail-tour-2017>

### **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/>

**Free badge request** until 18 September on: <https://badge.parisretailweek.com/>

On-site registration : 50€ incl. VAT

### **About COMEXPOSIUM:**

The COMEXPOSIUM Group, one of the world leaders in event organisation, is involved in more than 170 BtoC and BtoB events, covering 11 different sectors of activity such as food, agriculture, fashion, security, construction, high-tech, optics and transport. Comexposium hosts 45,000 exhibitors and more than 3 million visitors in 26 countries around the world. Comexposium is expanding globally with a presence in some thirty countries: Algeria, Argentina, Australia, Belgium, Brazil, Canada, China, Germany, India, Indonesia, Italy, Japan, Korea, Monaco, the Netherlands, New Zealand, the Philippines, Qatar, Russia, Singapore, Spain, Thailand, Turkey, the United Arab Emirates, the United Kingdom and the United States.

[www.comexposium.com](http://www.comexposium.com)

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