

FACTS & FIGURES

LET'S REINVENT
CUSTOMER EXPERIENCE

PARIS
RETAIL
WEEK

24. 25. 26
SEPT 2019

—
PARIS EXPO
PORTE DE
VERSAILLES
PAVILION 72

VISITORS WITH INVESTMENT PROJECTS

**25,000 DECISION-MAKERS
OVER 3 DAYS**



OF BRANDS AND
ON- & -OFFLINE RETAILERS

3/4

OF VISITORS ARE
INVOLVED IN THE
BUYING PROCESS

7 OUT OF 10

CAME WITH
INVESTMENT
PROJECTS

AND 50%

ARRIVED WITH
A SHORT-TERM
PROJECT

84%

ARE SATISFIED
OR VERY SATISFIED

54%

OF NEW VISITORS

MEET THE DECISION-MAKERS!

21%

CEOS / MDS / STORE
MANAGERS /
MANAGERS

+ 23%

DIRECTORS /
DEPARTMENT
MANAGERS

+ 26%

PRODUCT MANAGERS /
PROJECT LEADERS /
MANAGERS

=

70%

OF OVERALL
VISITORS

MAIN SERVICES REPRESENTED

- MARKETING / DIGITAL MARKETING
- E-COMMERCE
- EXECUTIVE MANAGEMENT
- SALES
- IT / IS
- PURCHASING
- LOGISTICS / SUPPLY CHAIN
- COMMUNICATION / PR

TOP 10

ACTIVITY SECTORS

-  1-TEXTILES AND ACCESSORIES
-  2-FOOD / DRINKS
-  3-IT / ELECTRONICS / TELEPHONE
-  4-FURNISHINGS / DECORATION
-  5-COSMETICS / TOILETRIES / PERFUMES
-  6-DIY / GARDENING / ANIMALS
-  7-GAMES / TOYS / LEISURE / SPORTS
-  8-BANKING / FINANCE / INSURANCE
-  9-AUTOMOBILES / MOTORBIKES / CYCLES
-  10-HOTEL SERVICES / TRAVEL / TOURISM

TOP 5

REASONS FOR VISITING

3

MEET POTENTIAL PARTNERS

1

SEE EXHIBITOR'S NEW PRODUCTS / INNOVATIONS

2

TAKE PART IN CONFERENCES, WORKSHOPS, ANIMATIONS

4

GRASP AN OVERVIEW OF THE CURRENT OFFER AND TOPICS

5

MEET NEW SUPPLIERS



QUALITY CONTENT

#EXPERTISE

CONFERENCES

436 Speakers

20H of talks and discussions



50 Top Speakers : Fevad • Amazon • Google • Facebook • Alibaba • JD.com • Fnac • Adidas • Groupe Etam • Monoprix • Rakuten • Intersport • Wonderbox • C. Discount • La Fourchette • La Redoute • Groupe Eram • Rue du Commerce • Saguez & Partners...

WORKSHOPS

200 Talks and discussions

105 Listeners on average

9,000 MINUTES of debates and discussions

Almost 14,000 PARTICIPANTS for the solutions workshops

SAVE THE DATE!

SEE YOU

ON 24, 25 & 26 SEPTEMBER 2019
PARIS EXPO PORTE DE VERSAILLES
• PAVILION 7.2 •

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