Beat: Business

Second Edition Paris Retail Week is back at Porte de Versailles

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USPA NEWS - For its second edition, Paris Retail Week is back at Porte de Versailles from 12 to 14 September, to make Paris the European capital of experiential and connected retail. As a trend-setting meeting place for off- and online retail in Europe, it will encompass two historic shows that...

For its second edition, Paris Retail Week is back at Porte de Versailles from 12 to 14 September, to make Paris the European capital of experiential and connected retail. As a trend-setting meeting place for off- and online retail in Europe, it will encompass two historic shows that celebrate French Expertise : E-commerce Paris and Equipmag.

Conferences, networking, innovations, reflections and trends will be on offer to the 50,000 professionals who are expected to attend. More than an event, Paris Retail Week is now the unmissable highlight of the autumn for chains, brands and e-retailers at an international level.

Retail is currently undergoing an in-depth transformation driven by the digitisation of the economy and buying behaviour. The customer now has the power and is demanding, connected and volatile: retailers and pure players now need to offer a 'seamless' experience to attract and retain consumers.

In 2016, Paris Retail Week will promote French Expertise. As a true place of discovery and reflection, Paris Retail Week will honour the richness of successful French businesses and initiatives in all areas of business, retail and e-commerce. It will feature case studies of exemplary businesses, innovative strategies and concepts in Bricks and Clicks or Bricks and Mortar, which are shaping France and the retail business of today and tomorrow.

In addition, the event´s two shows, E-Commerce Paris and Equipmag, will each have a start-up village for up-and-coming companies to promote their initiatives and raise their profile among retail decision-makers. It´s an opportunity for them to emerge and join the big names.

One event, two shows to promote synergies :

- E-Commerce Paris, Europe´s biggest show dedicated to the industry, is the main meeting place for e-retailers with a mixture of conferences, business and networking.

This 13th instalment will promote the offerings of key players with an emphasis on innovations and engagement that add value to the digital shopping experience. Nearly 500 companies are expected to take part.

- Equipmag meanwhile is the no. 1 retail show, presenting and promoting all areas of expertise in the ecosystem for all forms of commerce. It highlights the French Touch and French Tech, presented as benchmarks and international sources of inspiration.

During Paris Retail Week, this show will provide the most extensive offering in the commerce and distribution value chain. Around 500 exhibitors from the fields of store layout, POS marketing, design, retail technologies, etc. will display their latest innovations.

Another feature of the event: around 300 conferences will be freely accessible in various forms. Plenary Sessions, Special Sessions, Academies, Keynotes and Solutions Workshops will provide a unique occasion to spot new trends and share best practices.

10 innovation awards will thus showcase the industry´s hard work and ingenuity. This year again, the Rookie of the Year award will be given to promising start-ups. More than a label, these distinctions are a real springboard for up-and-coming French companies.

Store Tours will also be organised for an immersion in the innovative and connected store of today. Participants will be guided around a selection of the most cutting-edge Parisian concept stores, which in particular are trying out innovative retail experiments (new

technologies, design choices, innovative services, etc.). There should be plenty to inspire top managers, chains and brands in France and abroad.

This second edition of Paris Retail Week thus aims to bring together the whole retail sector to reflect on changes in the industry and ways of improving the global shopping experience. At this pioneering event, the 50,000 professionals expected to attend will be able to discover all the new retail innovations and trends of today and tomorrow.

Source : E-commerce Paris - Paris Retail Week ““ 2nd edition

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