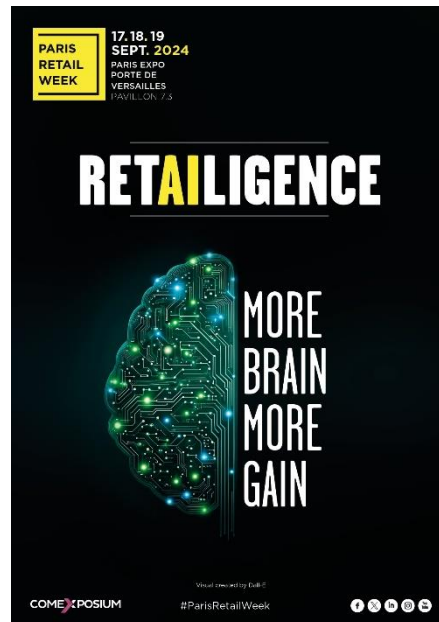


## Press Kit

Puteaux, the 10 september 2024



## « RETAILIGENCE: ALL FORMS OF RETAIL INTELLIGENCE » THE THEME OF PARIS RETAIL WEEK 2024

For its 10th edition, under the theme "Retailigence," Paris Retail Week, the essential event for omnichannel commerce, will gather over sixty French and international experts in the plenary sessions, including the 8 mentors of the year. The program will feature nearly 150 conferences, talks, keynotes, and solution workshops aimed at exploring the major challenges facing the sector, analyzing emerging trends, and providing practical solutions for professionals.



*The theme for this new edition is "RETAILIGENCE," focused on retail intelligence in all its forms, with a special emphasis on artificial intelligence (AI). AI should be seen as a tool for retailers, designed to create a positive impact on all facets of the retail value chain through faster and more efficient customer data analysis. In parallel, generative AI, which focuses on creating data, content, or artistic elements, represents an additional growth lever by enhancing the customer experience. By working with experts to explore all the major issues transforming retail and by highlighting solution providers and innovations, Paris Retail Week plays its role not only as a facilitator of business exchanges but also as a place where the future of the sector is shaped.-* **Arnaud Gallet, General Director**

**Paris Retail Week**

## AI AT THE HEART OF NEW RETAIL TRENDS

**Retailgence clearly brings the issue of technology integration in retail** to the forefront. Artificial intelligence will undoubtedly transform the retail profession in all areas. It has ushered **in a new era with generative AI**, a revolutionary technology that, already at the center of much speculation, is perceived by experts as **a powerful driver of productivity**. Specialists predict that it will permeate all industries, becoming an **essential lever for economic growth**.

## MENTORS OF THE 2024 EDITION

The **8 challenges faced by retailers and e-commerce companies** will be the **central themes of the event**: Omnichannel Commerce, Store Layout & Equipment, Logistics, CSR, Marketplaces, New Payments, Agile Customer Journey, and Data. These business verticals will be highlighted during **mentoring keynotes** and **solution workshops** to enable participants to find concrete solutions and discover **industry innovations and trends**.



**Cyril AYROLES, Director of Construction-McDonald's France**

**Mentor STORE LAYOUT AND EQUIPMENT**

The meeting of professionals in store layout and equipment, [Equipmag](#), will be held this year at Paris Retail Week

The store, a place of life, exchanges, and experiences, revents itself every day. Nothing will replace the role that physical commerce plays in the retail landscape.



**Lisa NAKAM, General Manager - Jonak**

**Mentor OMNICHANNEL COMMERCE**

Implementing an omnichannel strategy is now essential for companies looking to optimize their customer knowledge, journeys, stock management, and team cohesion.



**Matthieu CARON, Global Customer Care & Experience Director - L'Oréal Luxe**

**Mentor CUSTOMER EXPERIENCE**

Today, consumers are no longer just seeking a product or service. They are seeking and desiring a pleasant, seamless, and positive experience, both online and offline, but also personalized and value-creating



**Laura TOLEDANO, General Manager France UK and Ireland - Zalando**

**Mentor DATA**

Collecting and qualifying data for subtle analysis to determine consumer needs and expectations is now essential. With its massification, retailers are increasingly able to understand consumer purchasing journeys across various channels.



**Amandine DE SOUZA, General Manager - leboncoin**

**Mentor MARKETPLACES**

Collecting and qualifying data for subtle analysis to determine consumer needs and expectations is now essential. With its massification, retailers are increasingly able to understand consumer purchasing journeys across various channels



**Marion RIFFARD, Supply Chain Director - Courir**

**Mentor LOGISTICS**

As the final link in the distribution chain, logistics nevertheless occupies a central and cross-cutting position within companies as new distribution challenges and schemes emerge for retailers.



## **Bertrand SWIDERSKI, CRS Director- Carrefour**

### **Mentor CSR**

Regulatory context, strong consumer expectations... retailers have no choice but to commit to CSR ! While the textile and high-tech sectors offer new consumption and engagement alternatives, other industries must move away from traditional commerce and rethink their model.



## **Arnaud BODZON, Head of Payment Group - LVMH**

### **Mentor NEW PAYMENTS**

New payment methods are now genuine tools for enhancing customer experience, loyalty, and competitive advantage in retail.

## **RESULTS OF THE 2024 RETAIL OBSERVATORY**

Paris Retail Week, in partnership with Havas Commerce and CSA Data Consulting, will reveal the results of its study on commerce in France. Conducted in June 2024 with a representative sample of 1,000 French people, this survey offers valuable insights into the evolution of purchasing behaviors and the new expectations of consumers in a complex economic context.

## **PARIS RETAIL WEEK PROGRAM**

**The main business challenges in retail and e-commerce will be addressed over the three days of the event:**

- **Tuesday, September 17: Store Design & Equipment, Data, Marketplaces**

- **Wednesday, September 18: CSR, New Payment Methods, Customer Experience**
- **Thursday, September 19: Logistics, Omnichannel Commerce**

## THE FIVE SECTORS OF THE SHOW

More than 370 exhibitors, major brands, retailers, and solution providers will participate in the event across different sectors:

- In-store Equipment & Digital (Equipmag)
- Marketing, Data, Customer Relations
- E-Commerce Platforms
- Payment Solutions & Security
- Logistics

[Discover the exhibitors](#)

## Equipmag integrates the 2024 edition of Paris Retail Week

In order **to bring together all solution providers and decision-makers** in one place and at the same time, **Equipmag is joining Paris Retail Week, offering the market the largest event dedicated to 360° retail.**

The new "Equipment and Digital in Stores" sector will bring together all the market needs within Paris Retail Week:

- **Store Design:** design products, planning and implementation of store layouts, maintenance, project management
- **Sales Support Equipment:** point-of-sale advertising (POS), merchandising, accessories for the point of sale
- **Point-of-Sale Marketing:** signage/display
- Design
- Lighting
- Refrigeration, energy management
- Catering equipment
- Store digitalization
- 

## Conferences and Speakers

## TUESDAY, SEPTEMBER 17, 2024

#STORE DESIGN AND EQUIPMENT  
#DATA  
#MARKETPLACES

### 10:15 AM – 12:00 PM: OPENING CONFERENCE

10:15 AM – 10:30 AM: **INTRODUCTION TO PARIS RETAIL WEEK**  
**Presented by Arnaud GALLET, General Director, PARIS RETAIL WEEK**

**10 :30AM – 11 :00 AM : INSIGHT FROM HAVAS COMMERCE**  
**Presented by Vincent MAYET, Founder & CEO, HAVAS COMMERCE**

#### **AI REVOLUTION: HOW AI IS TRANSFORMING RETAIL GLOBALLY ?**

The upcoming B2B study by Havas Commerce, conducted in partnership with Paris Retail Week, will examine the revolutionary impact of AI on the global retail sector. This comprehensive survey will delve deeply into the perspectives of global retail professionals:

##### **Current use of AI by retailers**

- How are market leaders using AI today to optimize operations and enhance the customer experience?

##### **Expectations for the future**

- What are the ambitions and aspirations of retailers for the future of AI ?

##### **Major challenges for retail in the AI era**

- What obstacles must professionals overcome in this constantly evolving landscape?
- Strategies and solutions to navigate a world where AI dictates the rules of the game.

##### **The future of retail in a newly redefined world**

- What will commerce look like with AI at its core?
- Innovations and emerging trends that will transform the way we buy and sell.

**The exclusive results of this global study will be revealed during the opening plenary session!**

**11 :00 AM – 12 :00 PM : RETAILERS' EXPERIENCE FEEDBACK**  
**With participation from NRF and FCD**

- **Interview with a major American retailer**  
**Olivier BRON, CEO, BLOOMINGDALE'S**  
**Moderated by Matthew SHAY, President & CEO, NRF**

- **Experience feedback from retailers**

**Arnaud GROJEAN**, Chief Data & Analytics Officer, CARREFOUR

**Thibault VIGIE**, Director of strategy and Transformation, FNAC DARTY

**HUGO HAMAD**, Head of Data, DECATHLON DIGITAL BUSINESS CAPABILITY PLATFORM

Hosted by **Mark ANTOINE**, master of ceremonies

### **12 :30PM – 1:15PM : PARIS RETAIL AWARDS 2024 CEREMONY**

Every year, the Paris Retail Awards recognize the best innovations in the fields of e-commerce and retail. The Rookie of the Year award highlights a promising startup initiative. This year, the jury consists of the 8 mentors from Paris Retail Week.

### **2 :00PM – 2 :30PM : BRIGHT DATA KEYNOTE**

#### **BEST PRACTICES FOR INCREASING MARKET SHARE & MARGINS THROUGH WEB DATA & AI**

The internet plays a crucial role in every purchasing decision. Whether in-store or online, consumers turn to the web to compare prices, find alternatives, read reviews, or simply validate their choice of brand or retailer. During this keynote, we will explore the latest techniques and AI-powered solutions to leverage web data and optimize every step of the shopping journey. You will learn how web data is used to optimize pricing, supply chains, marketing, product assortment, and capture consumer sentiment, all while making a significant impact on your business, increasing revenues and margins. Join us to gain insights from the international expertise of two companies, covering both technical aspects and daily operations at Vestiaire Collective, the global online fashion marketplace based in Paris.

**Tamir ROTER**, Chief Corporate Development Officer, BRIGHT DATA

**Jean-Maxime PINHAS**, VP Business & Corporate Development, VESTIAIRE COLLECTIVE

### **2 :30PM – 3 :00PM : WORLDPAY KEYNOTE**

#### **OPTIMIZE YOUR PAYMENTS THROUGH THE POWER OF DATA**

Worldpay's new Payment Performance report reveals how data can transform payment processes. Topics covered will include how to streamline operations, reduce fraud using machine learning, and enhance the customer experience to boost revenue and growth.

**Virginie DANGEL**, Country Manager France, WORLDPAY

### **3 :00PM – 3 :30PM : MENTORING SESSION ON STORE DESIGN & EQUIPMENT PHYSICAL RETAIL: HOW TO INTEGRATE ENVIRONMENTAL INTELLIGENCE?**

On the eve of the new environmental regulation and tertiary decree, all retail and restaurant brands are asking the same question: "How can we



build while reducing our carbon footprint and create more energy-efficient buildings?"

To address these challenges, environmental intelligence is essential. The session will explore the life cycle analysis of existing buildings, architectural approaches, technical solutions, and how eco-friendly building design can help meet and exceed legal constraints. It will also cover sustainable materials, durability, ergonomics of maintenance, and how to approach sustainable design in interior layouts.

**Mentor :** [Cyril AYROLES](#), Director of Construction, MCDONALD'S FRANCE  
**Moderated by** [Claire DOLLEZ](#), Editorial Coordinator for Plenary Sessions, Paris Retail Week

**3 :30Pm – 4 :00PM : [UBER ADVERTISING France KEYNOTE](#)  
[CAPTURE CONSUMERS' ATTENTION BY SEIZING THE MOMENT](#)**

Engage with consumers when they are most involved in their daily lives and position your brand as a partner rather than just a seller. Uber, a platform seamlessly integrated into various aspects of its users' lives, allows you to be visible at key moments throughout a consumer's day to capture attention and provide value. Discover how to reinvent your prospects' buying journey and recruit new customers.

**[Grégory BLAY-DESFORGES](#), Head of UBER ADVERTISING FRANCE**

**4 :00PM – 4 :30PM : [MENTORING DATA](#)  
[DATA & IA : HOW TO SCALE YOUR BUSINESS AND IMPROVE THE CUSTOMER EXPERIENCE?](#)**

AI has already proven its effectiveness over the past few years, helping many companies build strong foundations for growth. Numerous scalable use cases exist. Meanwhile, generative AI, a more recent development, is driving a true industrial revolution. Although sometimes seen as a threat, its use offers many advantages, such as task automation, strengthening commercial foundations, and improving the customer experience (B2B and B2C). Zalando and Back Market will share their success stories using AI.

**Mentor :** [Laura TOLEDANO](#), General Manager, ZALANDO, France, UK et Irlande  
[Amandine DURR](#), Product and Data Director, BACK MARKET  
**Moderated by** [Claire DOLLEZ](#), Editorial Coordinator for Plenary Sessions, Paris Retail Week

**4 :30PM – 5 :00PM : [KEYNOTE INCREMYS](#)  
[FROM CHATGPT TO BUSINESS USES... POTENTIAL AND LIMITS OF GENERATIVE AI](#)**

Generative AI promises easy answers for quickly creating professional-quality content and images. However, behind the announcements, the reality of digital transformation is often more complex. This keynote will explain how AI works, its capabilities, and its limitations to provide a comprehensive view and help leaders distinguish between hype and reality for true transformation. We will also present real cases and best client practices.

**Iban TOUCHET, CEO INCREMYS**

**5 :00PM – 5 :30PM : MENTORING MARKETPLACES**

## **IA, CURATION... WHAT MODEL FOR THE FUTURE OF YOUR MARKETPLACE ?**

In this highly competitive environment, having a strong identity has never been more critical for a brand's survival. The same strategy applies to marketplaces, where the diversity of offerings and the coherence of vendor selection often go hand in hand. Performance, efficiency, profitability, AI, customer experience, and curation... Discover how two unique companies with different goals and marketplaces maintain their historical positioning and ensure the sustainability of their models.

**Mentor : Antoine JOUTEAU, CEO, ADEVINTA (Parent company of LEBONCOIN)  
Amélie POISSON, DGA, LA REDOUTE**

**Moderated by Claire DOLLEZ, Editorial Coordinator for Plenary Sessions,  
Paris Retail Week**

**WEDNESDAY, SEPTEMBER 18 2024**

**#CSR**

**#NEW PAYMENTS**

**#CUSTOMER EXPERIENCE**

**10 :00AM – 10 :45AM : URBAN SUBLIME KEYNOTE**

### **RETAIL TRENDS 2025: WHAT ARE THE NEW DRIVE-TO-STORE TRENDS?**

Every year, *Laetitia Faure*, founder of the trend office Urban Sublime, travels the world with her team to unveil the emerging trends. Come and discover the experiences and innovations of tomorrow. *Hélène Bernhard* and *Chloé Bertagnolio* from Adidas will share valuable insights on how to create anticipation and appeal around physical stores.

**Laetitia FAURE, Founder, URBAN SUBLIME**

**Hélène BERNHARD, Director DTC Activation, ADIDAS**

**Chloé BERTAGNOLIO, Senior Director Omnichannel Activation, ADIDAS**

**10 :45AM – 11 :15AM : EPI COMPANY KEYNOTE**

### **PAYMENT TRENDS: CAN WE MEET THE NEEDS OF BOTH CONSUMERS AND MERCHANTS?**

EPI (European Payments Initiative) is launching the first European wallet for France, Germany, Belgium, Luxembourg, and the Netherlands. This wallet, named Wero, was launched in Germany in July and will arrive in France for the first time in September 2024 with a P2P solution. This is the first step in the creation of this European payment method, with the next phase, e-commerce, coming soon.

This keynote will explore the emerging payment trends across Europe, where American and Asian players have dominated for years. Europe is now taking control of its destiny, uniting to offer citizens a unique solution. Wero promises simplicity, transparency, and speed, leveraging the indispensable mobile phone. Get a glimpse into the future of payments.

**Martina WEIMERT, CEO, EPI COMPANY**

**Carlo BOVERO, Global Head of Cards & Innovative payments, BNP PARIBAS**

**Marie-Anne LIVI, Director of strategy & Relations, CREDIT AGRICOLE PAYMENT SERVICES**

**Bertrand PINEAU, General Delegate, MERCATEL**

**11 :15AM – 11 :45AM : CSR MENTORING**

**THE CONSUMER AT THE HEART OF THE SOCIETAL TRANSITION: HOW CAN WE GET THEM ON BOARD?**

To meet environmental and social challenges, companies need to rethink their business models, their offerings and their products. If the consumer is an integral part of the transformation equation, how can we interact with them and, above all, what tools can we use? Accompanied by a committed consumer from CARREFOUR's consumer club, Bertrand SWIDERSKI, CSR Director, CARREFOUR, will share his vision and examples of flops and successes in getting consumers 'on board' with this transition. .

**Mentor : Bertrand SWIDERSKI, CSR Director, CARREFOUR**

**Mathis GROSSNICKEL, Committed consumer, Club Conso, CARREFOUR**

**Moderated by Claire DOLLEZ, Editorial Coordinator for Plenary Sessions, Paris Retail Week**

**2 :00PM - 2 :30PM : INTERNATIONAL DEBRIEF**

**BACK FROM NRF APAC 2024**

Experts will report on the best speeches from major Asian retailers, tech innovations spotted at the show and the latest innovative shop concepts visited in Singapore.

**Mike HADJADJ, Co-founder, ILOVERETAIL.FR, LA RETAIL TECH**

**Frank ROSENTHAL, Retail marketing expert, Founder, FRANK ROSENTHAL CONSEILS**

**2 :30PM - 3 :00PM : MENTORING NEW PAYMENTS**

**PAYMENT & FRAUD: TURNING CHALLENGES INTO OPPORTUNITIES WITH DATA AND IA**

In a context where retailers are facing increasing challenges, mastering payment data is essential to ensure the security and efficiency of transactions.

This round table will explore the importance of monitoring payment performance and fraud, the key indicators for optimal management and the need to create personalised dashboards. It will highlight how AI and machine learning can transform the analysis of massive volumes of data, quickly detect anomalies and improve customer insight across different channels and countries. Finally, how these technologies can strengthen the fight against fraud while delivering a seamless and frictionless payment experience.

**Mentor : Arnaud BODZON, Head of payment group, LVMH**

**Mélanie GRIGNON, Payment and Fraud Manager, Parfum Christian Dior (LVMH Group)**

**Marie-Virginie NAVARRE, Manager Paiement et Fraude, 24S (Groupe LVMH)**

**Moderated by Claire DOLLEZ, Editorial Coordinator for Plenary Sessions, Paris Retail Week**

### **3 :00 - 3 :30 : KEYNOTE NEXO**

#### **PAYMENT 4.0 OR HOW TO GENERATE VALUE-ADDED SERVICES FOR MERCHANTS?**

The 'Payment 4.0' revolution is well underway, and international standards are playing a key role! During this keynote, we will show you how to put simplicity, openness and universality back at the heart of payment solutions.

By thinking in terms of standardisation, the payment industry can concentrate on developing new value-added services for merchants and consumers.

Our guests, JP Morgan and Total Energies, will tell you about the projects that have been set up and the benefits that have been achieved, including independence, improved cost control and time-to-market gains.

\*Payment 4.0 refers to a new generation of payment systems that incorporate advanced technologies to meet the modern needs of commerce and financial transactions..

**Ludovic HOURI, Managing Director, Co-head, EMEA Payments & Commerce Solutions Payments, J.P. MORGAN**

**François MEZZINA, Payment Specialist, TOTAL ENERGIES**

### **3 :30 PM- 4 :00PM : CUSTOMER EXPERIENCE MENTORING**

#### **CUSTOMER EXPERIENCE: TOWARDS SUSTAINABLE, VALUE-GENERATING CUSTOMER-CENTRICITY**

In an increasingly complex customer relations environment (more demanding consumers and customers, accelerating democratisation of generative AI applied to customer relations professions) and where omnichannel is becoming the norm, it is vital for brands to reposition the Customer at the heart of their strategy and guarantee consistent, high-impact experiences. Against this backdrop, Customer Experience is gradually moving beyond its 'historical' boundaries to become the real orchestra conductor for the transformation of organisations. Is it (finally) time for sustainable, value-generating customer-centricity?

**Mentor : Matthieu CARON, Global Customer Care & Experience Director, L'ORÉAL LUXE**

**Caroline LOTH, Global Retail Customer Expérience, L'ORÉAL LUXE**

**Moderated by Claire DOLLEZ, Editorial Coordinator for Plenary Sessions, Paris Retail Week**

**4 :00PM - 4 :30Pm : KEYNOTE BREVO**

**IMPROVING CUSTOMER JOURNEYS: MASTERING MULTI-CHANNEL COMMUNICATION FOR OPTIMAL ENGAGEMENT**

Take part in our panel discussion and listen to a number of customer relations experts share their experiences and discuss their practices in the field of multi-channel communication. In a world where customers are looking for fluid and highly personalised exchanges with brands, we will explore together the many challenges this represents, but also how each interaction can become an opportunity to delight customers and increase sales.

**Yassine HAMOU TAHRA, CRM Expert & CDP Director, BREVO**

**Xavier FERRANDI, Head of Digital, DIPA BURDA**

**Simon TORDJMAN, Head of Operations & Digital, DU BRUIT DANS LA CUISINE**

**4 :30PM - 5 :00PM : EUROPE ECOMMERCE EUROPE ROUND TABLE**

**EUROPEAN E-COMMERCE TRENDS & FIGURES**

How did European e-commerce fare in 2023 and what are the expectations for 2024? Which goods and services were the most purchased online in the European Union (EU)? How many European consumers make cross-border purchases?

These and many other questions will be answered at the preview presentation of the European E-commerce Report 2024. Once again this year, Ecommerce Europe is set to publish its annual report, providing an overall picture of the state of European e-commerce, with a focus on regulatory aspects decided at EU level as well as national developments. The presentation will also look at the main e-commerce trends in Europe and how they are being interpreted by policy-makers.

**Luca CASSETTI, Secretary Genral, ECOMMERCE EUROPE**

**Margherita CORSARO, Policy Advisor, ECOMMERCE EUROPE**

**Moderated by Marc LOLIVIER, Chief delegate, LA FEVAD**

**5 :00PM – 5 :30PM : TABLE RONDE PERIFEM**

**WHEN INNOVATION MEETS THE DEMANDS OF A VIRTUOUS AND COMMITTED RETAIL SECTOR**

Bulk goods, till receipts, deposits, re-use, photovoltaics, recharging points... This round table will highlight the regulatory implications facing distribution and retail professionals, as well as best practice and in-store initiatives to meet them. .

**Arnaud BERCHON, Property Technical Director, LEROY MERLIN**

**Thomas BOU, CSR Project Manager, CARREFOUR**

**Franck CHARTON, General Delegate, PERIFEM**

**Arnaud LENOIR, Directof of Store Operations, PRINTEMPS**

moderated by **Mike HADJADJ**, Co-founder, ILOVERETAIL.FR, LA RETAIL TECH

### **5 :30 - 6 :30 : ROUND TABLE: CLUB ENSEIGNE & INNOVATION**

#### **THE LIFE CYCLE OF A POINT OF SALE: FROM ITS CREATION TO ITS SECOND LIFE**

Club Enseigne & Innovation, the association of retail chains' technical departments, invites you to an exceptional round table discussion on the life cycle of the point of sale.

Experts from retail chains and solution providers will address the key points in the life of your shops. We'll be talking about design, intelligent operational management, energy savings and second life.

Come and listen, learn and discuss with leading figures in the retail industry!

#### **Introduction**

**Emmanuel LE ROCH**, Managing Director, PROCOS

**Eric MANGEMATIN**, President, CLUB ENSEIGNE & INNOVATION

**Round table co-hosted by Stéphane JOBERT**, journalist and presenter and **Stéphanie CAMPAGNE**, consultant and presenter

#### **With the participation of :**

**Carole ETIENNE**, Head of Real Estate & Retail Architecture, NESPRESSO

**Olivier MULVET**, Key Account Sales Director, ANVOLIA

**Thomas ROLANDO**, Retail Works & Maintenance Manager, CAFE JOYEUX

**Isabelle VIRENQUE**, Technical Director France, KIABI

## **THURSDAY SEPTEMBER 19, 2024**

**#LOGISTICS**

**#OMNICAL COMMERCE**

### **10 :00 AM -11 :00AM : FEVAD CONFERENCE**

**10 :00AM – 10 :20AM : Presentation of the results of the LA FEVAD x KPMG study**

#### **GENERATIVE IA GAME CHANGER FOR E-COMMERCE**

Generative Artificial Intelligence represents a wealth of opportunities that need to be seized right now! It fascinates e-tailers, as much as it raises questions about how to deploy it and organise their teams. Come and find out more about the FEVAD x KPMG study, which analyses emerging use cases, particularly in terms of customer experience and the back office. We'll be sharing with you a preview of the key stages in the successful deployment of a generative AI project in e-commerce!

The presentation of the study will be followed by a round table discussion with three leading decision-makers who will share their vision and experience of these new trends in generative AI and tell us how to exploit their full potential.

**Aleksandra RUS, Manager, Digital & Customer, KPMG**  
**François-Xavier LEROUX, Partner, Lead Digital & Customer, KPMG**

**10 :20AM – 11 :00AM : Round table LA FEVAD X KPMG**  
**THE IA GENERATIVE GAME, CHANGE FOR E-COMMERCE**

Moderated by **Marc LOLIVIER, General Delegate, LA FEVAD**

**Speakers :**

**Quentin BRIARD, CEO Marketing Digital & Technology, CLUB MED**  
**Arnaud LE ROUX, Chief Innovation Officer, SHOWROOMPRIVE**  
**François-Xavier LEROUX, Partner, Lead Digital & Customer, KPMG**  
**Agnès VAN DE WALLE, General Manager Retail, MICROSOFT FRANCE**

**11 :00AM – 11 :30AM : Keynote B.CONNECT**  
**HOW CAN WE MAKE ACCESS TO E-COMMERCE SAFER, MORE FLUID AND PASSWORD-FREE?**

Fears of identity theft have become a major preoccupation: nine out of ten French people are afraid of becoming a victim at some point in their lives, making the authentication and protection of personal data an increasingly sensitive issue. E-merchants, meanwhile, are seeing their development held back by the complexity of current authentication solutions.

To meet these 2 challenges, 5 major French banks\* are launching the b.connect mass market authentication service, to make access to e-commerce more secure, more fluid and password-free.

When the service is launched in March 2025, more than 40 million bank account holders will be able to create their b.connect account in a matter of seconds from their online bank, without having to download any applications.

**Pierre CHASSIGNEUX, CEO, B.CONNECT**

**1130AM – 12 :00PM : MENTORING OMNICHANNEL COMMERCE**  
**UNIFIED COMMERCE: HOW DO YOU SUCCESSFULLY IMPLEMENT YOUR OMNICHANNEL BRICKS?**

Different building blocks adapted to each need, but which ones should be put in place and in what order? In this discussion, Lisa and Marcel Nakam will share their strategy for unified commerce! We'll look at the prerequisites for successful implementation of these building blocks at the level of each business unit. Finally, what new KPIs need to be analysed and, to take things even further, what new challenges need to be met!

**Mentor : Lisa NAKAM, Associate Managing Director, JONAK**

**Marcel NAKAM, Associate Managing Director, JONAK**

**Moderated by Claire DOLLEZ, Editorial Coordinator for Plenary Sessions, Paris Retail Week**

**12 :00PM – 12 :30PM : AUCHAN RETAIL DEBATE**  
**IA AT THE SERVICE OF IT: A REAL CATALYST FOR TRANSFORMATION**

As part of the takeover of Casino shops (over 100 shops) by the Auchan retail group in 2024, Samir Amellal will share his experience and his use of AI to converge two information systems that were previously different for Supers and Hypers. He will also explain the impact on the business and how AI has been a real catalyst in this transformation.

**Samir AMELLAL, Chief Information Officer and Chief Data Officer, AUCHAN RETAIL**

## **2 :30PM – 3 :15PM : SIAL ROUND TABLE**

### **PRODUCT DATA: A VECTOR FOR TRANSFORMATION, INNOVATION AND COLLABORATION BETWEEN PLAYERS IN THE FOOD INDUSTRY**

Product information is crucial in the agri-food sector, and concerns all players in the value chain, from manufacturers to retailers. Consumers are demanding ever greater transparency, and regulations are becoming stricter in terms of environmental labelling (Ecoscore), nutritional labelling (Nutriscore V2) and the traceability of products and ingredients (Origin Score). How can food retailers and manufacturers work together effectively to speed up the transparency of product data and adopt more sustainable models?

At this round table SIAL Paris 2024, the world's largest trade fair dedicated to the food industry, bringing together all the international players around key issues such as Supply Chain, CSR, Data and Deeptech, will be speaking alongside François Deprey, Managing Partner at SprintProject on one of this year's key topics, essential for accelerating the transition to more sustainable models and improving transparency for consumers.

#### **Speakers :**

**Audrey ASHWORTH, Managing Director, SIAL PARIS**

**Sébastien GARCIN, CEO & fondateur, startup YZR**

**Nicolas FACON, Managing Director Europe & International, D'AUCY**

**Cédric LECOLLEY, Sales and channels director, GSI FRANCE**

**Ludovic DENIS, Compliance Director, LCOMMERCE**

**Moderated by François DEPREY, Managing Partner, SPRINTPROJECT**

## **3 :15 – 3 :45 : LOGISTICS MENTORING**

### **DATA & LOGISTICS: THE WINNING DUO FOR AN OPTIMAL CUSTOMER EXPERIENCE**

Warehouse management, transport, orders, social networks and customer data: the entire logistics sphere and its data now offer incredible potential for optimising and securing the best possible customer experience.

During this discussion, the trends observed in the orchestration of the omnichannel supply chain and how to respond to them in concrete terms through the use of data collected during the various purchasing paths will be discussed.

**Mentor : Marion RIFFARD, Supply Chain Director, COURIR**

**Grégoire SANQUER, IT Director, COURIR**



**Moderated by Claire DOLLEZ, Editorial Coordinator for Plenary Sessions, Paris Retail Week**

## **Solutions workshops**

The solutions workshops are one of the pillars of the show. Spread around the exhibition area, these targeted sessions tackle the 8 major challenges facing the sector, offering professionals a unique opportunity to discover concrete solutions for optimising their e-commerce. With a satisfaction rate of 95%, more than 70 workshops led by market leaders will be held in 9 rooms throughout the day, by the leading brands of solution providers.

[Find the programme of conferences and solutions workshops online](#)

## **The Village Startup By La Retail Tech**

In Pavilion 7.3, almost 40 start-ups will be taking centre stage at the show's Startup Village. In partnership with La Retail Tech, this space will be enlivened by pitch competitions and keynote speeches, providing an ideal opportunity to discover young start-ups with innovative solutions. Among those taking part are Kleep, Ekoo, Wetri, Nricher, Leboost, Delupay and Dinmo.

[Discover the Startup By La Retail Tech Village](#)

## **The Paris Retail Awards 2024**

The Paris Retail Awards celebrate the most innovative players in each of the 8 major issues facing the sector, those who are transforming the landscape by providing effective solutions to the challenges of retail and e-commerce. For the winners, this event represents a real springboard towards raising their profile, acquiring new contracts, or even potentially raising funds. This year's awards ceremony will be held on 17 September at 12.30pm.

[Discover the Paris Retail Awards](#)

## **Finalists at the Paris Retail Awards**

## **LOGISTICS & SUPPLY CHAIN**

1. AUTONE
2. BOOST
3. VRYA

## **NEW PAYMENTS**

1. DELUPAY
2. PURSE
3. YOUNITED

## **CSR**

1. DONE
2. SAVE YOUR WARDROBE
3. SMART WAY

## **CUSTOMER EXPERIENCE**

1. DEALT
2. EKO
3. JOIN STORIES

## **OMNICHANNEL COMMERCE**

1. PLANET
2. YOCUDA
3. ZEBRA TECHNOLOGIES

## **DATA**

1. HUMANITICS
2. NRICHER
3. PRICINGHUB

## **The Ring interviews**

15 dynamic interviews and moments of truth, hosted by Franck Journo, founder of Néo 26, the leading consultancy specialising in e-logistics. With 18 years' experience in e-commerce and logistics, Franck has acquired in-depth expertise in all aspects of the e-logistics ecosystem. He challenges 15 leading figures from the digital, e-commerce and e-logistics worlds in a series of fast-paced, yet friendly, encounters, offering diverse and innovative content. To be discovered exclusively at the heart of Paris Retail Week, with a replay option.

[Discover the Ring interviews](#)

## VIP Retailers programme

The VIP Retailers programme offers an optimal visitor experience with exclusive advantages such as a VIP welcome, cloakroom and free concierge service, access to the VIP Club and its privileges for three days, and a parking space. The programme also offers personalised support for business meetings, as well as special 'Innovations Tours'.

[Discover VIP Retailers Programme](#)



**[Discover the teaser For 2024 edition Paris Retail Week](#)**

**See you from 17 to 19 September!  
Paris Porte de Versailles - Pav 7.3**

**[Get accredited at Paris Retail Week](#)**

**[Find out all the latest news from Paris Retail Week in the Newsroom!](#)**

## SUPPORT FOR THE SHOW

### Institutional partners



### Partenaires presse



## PRACTICAL INFORMATION

### PARIS RETAIL WEEK IN FIGURES

- 20,000 professionals over 3 days
- 370+ exhibitors
- almost 150 conferences, keynotes and solutions workshops
- nearly 40 start-ups
- + over 700 business meetings
- 9 innovation prizes awarded

### PARIS RETAIL WEEK 2024 - PRACTICAL INFORMATION

Join us from 17 to 19 September 2024 for the 10th edition of Paris Retail Week, the must-attend business event for all retail professionals.

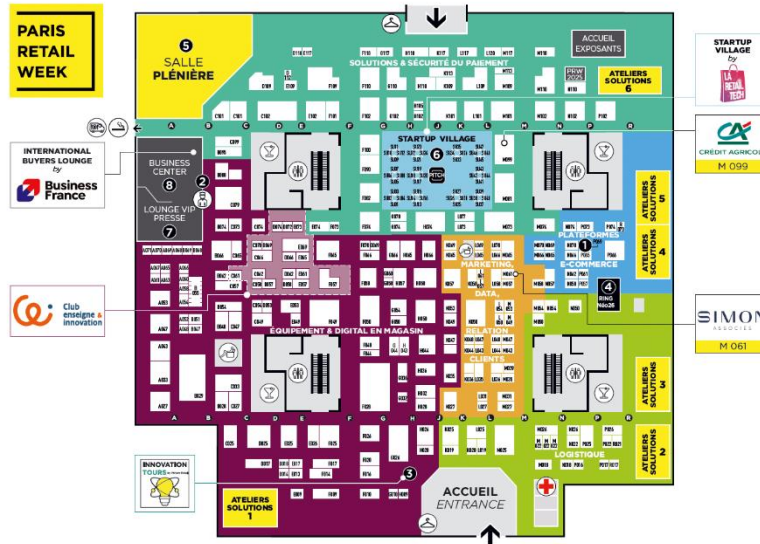
Opening times :

- Tuesday 17/09: 9.30am - 6.30pm
- Wednesday 18/09: 9.30am - 6.30pm
- Thursday 19/09: 9.30am - 5.00pm

Venue: Paris Expo Porte de Versailles - Pavillon 7.3

1 Place de la Porte de Versailles  
 Metro Porte de Versailles - Line 12

## TRADESHOW MAP



## PLAN DU SALON EVENT FLOOR PLAN



#ParisRetailWeek  
 Parisretailweek.com

Instagram  
 X  
 LinkedIn

Un salon organisé par  
**COMEXPOSIUM**

### About Comexposium

The Comexposium Group is one of the world's leading event organisers and facilitators of communities around their business and their passions. Comexposium organises over 150 events for professionals and the general public covering more than 10 sectors of activity, including food, retail, fashion and leisure. The group brings together 48,000 exhibitors and 3.5 million visitors, 365 days a year. In addition to the events it organises, Comexposium is a creator of experiences and encounters

between individuals, enabling communities to be connected all year round via effective and targeted omnichannel levers. [www.comexposium.com](http://www.comexposium.com)

**Press Enquiries :**

**Juliette Marzynski – [juliette.marzynski@comexposium.com](mailto:juliette.marzynski@comexposium.com)**