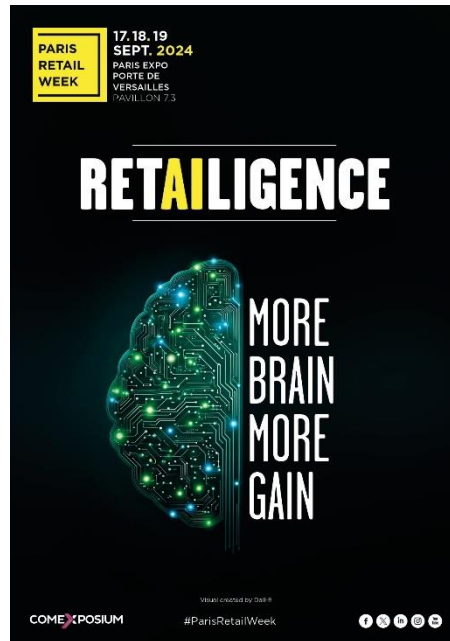


## Press release

Puteaux, 12 June 2024



## Paris Retail Week announces a comprehensive programme and leading names for its 10th anniversary

*An AI-focussed edition, spotlighting eight key business issues:  
Data, Omnichannel commerce, Store design and equipment, Logistics,  
Marketplaces, New payments, Customer experience and CSR Data,*

Paris Retail Week, the leading event for omnichannel commerce, bringing together all the sector's players: leading brands, retail chains and solution providers, presents its "Retailigence" theme showcasing retail intelligence in all its forms. This tenth edition, which will be held from 17 to 19 September at Paris Expo Porte de Versailles, explores the latest innovations, deciphers the emerging trends and finds tangible solutions for all industry professionals. At the heart of its programme, visitors will be able to choose from more than 200 panel discussions, 150 solution workshops and 30 talks and keynotes presented by the event's mentoring partners and world-renowned experts, to address the issues of generative AI in retail.

## Generative AI at the heart of the agenda

**Over the course of three days, leading specialists and retailers** such as LeBonCoin, Adidas, McDonald's France, Zalando, Carrefour, Café Joyeux, Jonak, L'Oréal Luxe, Nespresso, FNAC Darty, La Redoute, Courir, NRF, KPMG, La FEVAD, PROCOS, Urban Sublime and La Retail Tech **will host debates, discussions and round tables to share their expertise on AI and discuss current and future key trends in the retail and e-commerce sectors.**

*AI, curation... what model for the future of your marketplace? Data & AI: What use cases to scale a business and improve the customer experience? 2025 retail trends: what are the new drive-to-store strategies? The life cycle of a point of sale: from creation to second life. The consumer at the heart of societal transition: how can we get them on board? La FEVAD & KPMG report: E-commerce and generative AI. How can environmental intelligence be used in physical commerce? Payment and fraud: turning challenges into opportunities with data and AI. Data & Logistics: the winning duo for an optimal customer experience.* These are just a few examples of the business issues addressed by high-level experts during the event.

**And to kick off these three days on AI across retail, Arnaud Gallet, Director of Paris Retail Week and Vincent Mayet, Founder & CEO of Havas Commerce** will unveil the results of their **joint study, "How AI is transforming retail on a global scale."**

## Provisional programme now available

This comprehensive programme will focus on the business issues over 3 days. Each day will be dedicated to specific areas, providing an in-depth exploration of the different aspects of the sector.

## TUESDAY 17 SEPTEMBER 2024

#STORE DESIGN AND EQUIPMENT

#DATA / AI

#MARKETPLACES

### 10:30 – 12:15: OPENING PANEL DISCUSSION

#### 10:30 – 10:45: INTRODUCTION

**Arnaud GALLET**, Managing Director, PARIS RETAIL WEEK

#### 10:45 – 11:15: HAVAS COMMERCE INSIGHT

##### AI REVOLUTION: HOW AI IS TRANSFORMING RETAIL ON A GLOBAL SCALE

Havas Commerce's next BtoB survey, conducted in partnership with Paris Retail Week, will look at the revolutionary impact of AI in the retail sector around the world. This wide-ranging survey will explore in depth with Global Retail professionals:

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

- How are market leaders leveraging AI today to optimise their operations and improve the customer experience?

##### **Expectations for tomorrow**

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

##### **The major challenges of retail in an AI era**

- What obstacles do professionals have to overcome in this constantly changing landscape?
- Strategies and solutions for navigating a world where AI is setting the rules.
- How consumers are engaging with AI and how it is penetrating retail channels.

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

- What will tomorrow's commerce look like with AI at its core?
- Anticipated innovations and emerging trends that will transform the way we buy and sell.

**The exclusive results of this global study will be revealed at the opening plenary.**

**Vincent MAYET**, Founder & CEO, HAVAS COMMERCE

### 11:15 – 12:15: FEEDBACK FROM RETAILERS

#### With the participation of NRF and FCD

- **Followed by a round table comprising French retailers:**  
**Arnaud GROJEAN**, Chief Data & Analytics Officer, CARREFOUR  
**Thibault VIGIE**, Head of Strategy & Transformation, FNAC DARTY

## **14:30 – 15:00 – [WORLDPAY KEYNOTE](#)**

### **15:00 – 15:30 : [STORE DESIGN AND EQUIPMENT MENTORING](#)**

#### **[HOW CAN ENVIRONMENTAL INTELLIGENCE BE USED IN PHYSICAL COMMERCE?](#)**

On the eve of the application of the new environmental regulations and the tertiary sector decree, all retail and restaurant chains are asking themselves the same question: "How can we build in a way that reduces our carbon footprint and design buildings that are more energy efficient?"

To meet these challenges, it is essential to apply environmental intelligence.

Life cycle analysis of existing buildings, architectural approach, technical solution...: how can eco-responsible building design enable us to meet and even outperform the constraints set by law? Life cycle analysis of existing fittings, choice of materials, durability, ergonomic maintenance, etc.: how can sustainable design be applied to interior fittings?

**Mentor:** [Cyril AYROLES](#), **Construction Director, MCDONALD'S France**

### **16:00 – 16:30: [DATA / AI MENTORING](#)**

#### **[DATA & AI: WHAT USE CASES TO SCALE A BUSINESS AND IMPROVE THE CUSTOMER EXPERIENCE?](#)**

AI has already demonstrated its effectiveness in recent years, enabling many companies to develop on solid foundations. The use cases are both multiple and scalable. Generative AI, on the other hand, is a more recent development and is in the process of triggering a veritable industrial revolution. Although it is sometimes perceived as a threat, its use provides a number of advantages to help companies' business models evolve: automating tasks, strengthening commercial foundations, improving the customer experience (BtoB and BtoC), and so on. Zalando and Back Market will be sharing their success stories based on its use.

**Mentor:** [Laura TOLEDANO](#), **Managing Director France, ZALANDO**

[Amandine DURR](#), **Product and Data Director, BACK MARKET**

### **17:00 – 17:30 : [MARKETPLACE MENTORING](#)**

#### **[AI, CURATION... WHAT MODEL FOR THE FUTURE OF YOUR MARKETPLACE?](#)**

In this ultra-competitive environment, a strong DNA has never been so crucial to a brand's survival. This strategy is equally valid in the world of Marketplaces, where product offering diversity and seller selection consistency must often go hand in hand.

Performance, efficiency, profitability, AI and customer experience, curation... find out how two singular companies with different objectives and marketplaces have succeeded in maintaining their historical positioning and the sustainability of their models.

**Mentor:** [Amandine DE SOUZA](#), **CEO, LEBONCOIN**

[Amélie POISSON](#), **Deputy Chief Executive, LA REDOUTE**

## WEDNESDAY 18 SEPTEMBER 2024

#CSR

#NEW PAYMENTS

#CUSTOMER EXPERIENCE

### 10:00 - 10:45: URBAN SUBLIME KEYNOTE

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

Every year, Laetitia Faure, founder of the Urban Sublime trend agency, travels the world with her teams to reveal the best emerging trends. Come and get a sneak preview of tomorrow's experiences and innovations.

Hélène Bernhard and Chloé Bertagnolio from Adidas will be providing valuable feedback on the theme of how to generate expectation and appeal around the shop.

**Laetitia FAURE, Founder, URBAN SUBLIME**

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

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

### 10:45 - 11:15: EPI KEYNOTE

**Martina WEIMERT, CEO, EPI COMPANY**

### 11:15 - 11:45: CSR MENTORING

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

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

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

### 12:30 - 13:30: PARIS RETAIL AWARDS CEREMONY

### 14:00 - 14:30: DEBRIEF

#### BACK FROM NRF APAC 2024

The experts will report on the best presentations made by leading Asian retailers, tech innovations spotted at the exhibition and the latest innovative shop concepts visited in Singapore.

**Mike HADJADJ, Founder, ILOVERETAIL.FR, LA RETAIL TECH**

**Frank ROSENTHAL, Retail marketing consultant**

### **14:30 - 15:00: NEW PAYMENT MENTORING**

#### **PAIEMENT & FRAUD : TURNING CHALLENGES INTO OPPORTUNITIES WITH DATA AND AI**

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 customised dashboards. It will highlight how AI and machine learning can transform the analysis of massive volumes of data, quickly detect anomalies and improve knowledge of customers across different channels and countries. Finally, how these technologies can strengthen the fight against fraud while providing a smooth and frictionless payment experience.

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

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

**Marie-Virginie NAVARRE, Payment and Fraud Manager, 24S (LVMH Group)**

### **15:00 - 15:30: NEXO KEYNOTE**

### **15:30 - 16:00: CUSTOMER EXPERIENCE MENTORING**

#### **CUSTOMER EXPERIENCE: THE ROAD TO SUSTAINABLE AND VALUE GENERATING CUSTOMER-CENTRICITY**

In an increasingly complex customer relations environment (more demanding consumers and customers, accelerating adoption of generative AI applied to CRM) and where omnichannel marketing is becoming the norm, it is vital for brands to reposition the Customer at the heart of their strategy and deliver consistent, impactful experiences. Against this backdrop, Customer Experience is gradually moving beyond its 'historical' boundaries to become the real driving force behind 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 Experience, L'ORÉAL LUXE**

### **16:00 - 16:30: BREVO KEYNOTE**

### **16:30 - 17:00: LA FEVAD ROUND TABLE**

#### **EUROPEAN THEME**

### **17:30 - 18:30: CLUB ENSEIGNE & INNOVATION ROUND TABLE**

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

Club Enseigne & Innovation, the association of retail chains' technical divisions, 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 be addressing the key points in the life of your shops. We will be discussing design, intelligent operational management, energy savings and second life.

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

#### **Introduction**

**Emmanuel LE ROCH**, Chief Executive, PROCOS

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

Round table jointly hosted by **Stéphane JOBERT**, journalist and presenter, and **Stéphanie CAMPAGNE**, consultant moderator.

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

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

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

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

**Isabelle VIRENQUE**, Technical Leader France, KIABI

## **THURSDAY 19 SEPTEMBER 2024**

**#LOGISTICS**

**# OMNICHANNEL COMMERCE**

### **10:00 - 10h20 : Presentation of results of LA FEVAD + KPMG study**

#### **E-COMMERCE AND GENERATIVE AI**

**Géraldine CHEVALLIER**, Director Business Development Consumer & Retail, KPMG

**François-Xavier LEROUX**, Associate, Lead Digital & Customer, KPMG

### **10h20 - 11:00 : Round table LA FEVAD + KPMG INSIGHT**

Presented by **Marc LOLIVIER**, Chief Executive, La FEVAD

### **11:30 - 12:00: OMNICHANNEL COMMERCE MENTORING**

#### **UNIFIED COMMERCE: HOW TO SUCCESSFULLY LAY ALL THE OMNICHANNEL BRICKS?**

Mentor: **Lisa NAKAM**, CEO, JONAK

### 15:15 - 15:45: LOGISTICS MENTORING

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

Managing warehouses, transport, orders, social media and customer data: the entire logistics sphere and its data offer incredible potential for optimisation and security in the aim of delivering a better experience.

In this panel discussion, we will discuss the trends observed in the orchestration of the omnichannel supply chain, and how to address them in practice through the use of data collected during the various buying journeys.

**Mentor: Marion RIFFARD, Supply Chain Director, COURIR**  
**Grégoire SANQUER, Chief IT Officer, COURIR**

## Startup Village By La Retail Tech, Le Ring and Paris Retail Awards

For this 2024 show, **more than 40 startups** from **e-commerce** and **retail** have been selected for their revolutionary solutions to exhibit in [The Startup Village By La Retail Tech](#). This area, featuring business pitch contests and speaking slots for entrepreneurs, offers a **deep dive into the heart of innovation**. Retail innovations and trends will also be the subject of virile discussions in [Le Ring](#), while the nine best solutions in retail, e-commerce and commerce will be distinguished at the presentation of the [Paris Retail Awards](#).



[Discover the teaser video for the 2024 edition of Paris Retail Week](#)



## PARIS RETAIL WEEK IN FIGURES

- 20 000 professionals over 3 days
- More than 370 exhibitors
- 30 talks & keynotes
- More than 150 Solutions workshops
- More than 40 startups
  
- More than 700 business meetings
  
- 9 innovation awards presented

[Pre-registration now open here](#)

## PARIS RETAIL WEEK 2024 – PRACTICAL INFORMATION

Make a date for 17 to 19 September 2024 for the 10<sup>th</sup> edition of Paris Retail Week, the must-attend business event bringing together all retail professionals.

### Opening hours:

- Tuesday 17/09: 09:30 - 18:30
- Wednesday 18/09: 09:30 - 18:30
- Thursday 19/09: 09:30 - 17:00

**Venue: Paris Expo Porte de Versailles - Pavillon 7.3**

**1 Place de la Porte de Versailles** – Metro: Porte de Versailles - Line 12

[#ParisRetailWeek](#)  
[Parisretailweek.com](https://parisretailweek.com)

[Instagram](#)

[X](#)

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**An exhibition organised by**

**COMEXPOSIUM**

### **About Comexposium**

The Comexposium group is one of the leading event organisers worldwide, creating events that bring communities together to discover and explore businesses, passions and interests. Comexposium organises more than 150 professional and general public events,

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