

Beat: Technology

## PARIS RETAIL WEEK - Trends, Training & Innovations

Sept 12-13-14, at PORTE DE VERSAILLES

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**USPA NEWS** - Paris Retail Week took place September 12-13-14 at The Porte de Versailles. Over three days, professionals from the retail and e-commerce sector came together to assess the current state of the market, to reflect tomorrow's concepts and decipher the latest innovative solutions....

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With almost 300 conferences, free to attend and in different formats (Plenary Sessions, Special Sessions, Academies, Keynotes and Solutions Workshops), this is an opportunity to explore the retail world of today and tomorrow.

With the arrival of digitalisation in our daily lives, now consumption moments are appearing and expanding. The boundaries between physical retail and e-commerce are fading for the benefit of a hyper-connected consumer in search of experiences. Retail is becoming augmented retail, the key theme of Paris Retail Week 2016. What are these new consumption moments ? When and how do French People want to consume ?

Experts present at Paris Retail Week 2016 throw the light on this new consumer trend with four plenary sessions devoted to augmented retail :

- The response to the augmented consumer. Analysis of the market.
- Emotional Brand Experience. Overview of strategies which carry the flag for the Customer Experience.
- Capitalising on consumption moments. Which strategy, which tools and which offer should be adopted ?
- Accelerated Supply. Delivery and Services. How to meet new requirements.

The keynote sessions invite international retailers to share their experience and best practices in their field of expertise. Some key experts have chosen Paris Retail Week to speak for the very first time in FRANCE.

'The Academies' were the opportunity for industry experts to present their new innovations and share advice. For example : 'Google Academy' on Monday September 12, and 'Facebook Marketing Academy' on Tuesday September 12.

'The Special Sessions' are particularly popular with French and International speakers who can showcase their expertise and share their experience. For example the following themes : Europe, the new frontier for French e-retailers. The age of unified retail. Talents, new skills and the keys to success.

Paris Retail Week offers visitors several modules to hone their skills and knowledge and get to grips with tomorrow's technologies and innovations. 'The Solutions Workshops' present the best offers on the market. Real 'tool boxes' (short presentations of 45 mins) are given by participating companies, market experts, and offer a blend of strategic visions, debates, shared experiences, practical advice, testimonials, tool demonstrations, discoveries. These discussions are organized around major themes : Customer Experience, Digital Marketing, Logistics, Technologies, Transverse, Retail. The event's partners address participants through a series of workshops to provide their perspective and analysis of recent market trends.

A Special Session led by Cap Digital (the competitiveness and digital transformer cluster) considers virtual reality in all its different dimensions : the 360° store experience, virtual changing rooms, conversations with a virtual assistant or 'chatbot', and the addition of

virtual strata to physical retailing.

During the Paris Retail Tour, participants have the chance to visit a selection of stores located in some of Paris' most prestigious districts. The concepts integrated into these stores stand out for their innovative character, the new technologies used and for their commitment to eye-catching design or the merchandising used to attract and support visitors, making the act of buying a unique, global and seamless experience.

In this male-dominated world, women are carving out a place for themselves in the retail world. The Event is throwing the spotlight on five influential women in retail who give talks during the event. They reveal their perception of tomorrow's retail world between agility, artificial intelligence, omnichannel, big data and data security.

Paris Retail Week showcases & rewards innovations in the sector. Giving real recognition to Cies developing innovative solutions, to brands & to e-retailers, the E-Commerce Awards have this year become the Paris Retail Awards : 10 Awards which highlight the work & ingenuity of the sector.

Source: Paris Retail Week

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