

## LES MATINÉES INTERNATIONALES

### The New Retail Districts for Fashion and Creation in Paris

**Tuesday the 1st of December 2015**

from 9:00 am to 11:00 am

at **NEXITY** Headquarter  
40 rue du Rocher, 75008 Paris

08:45 **Welcome and coffee**

09:00 **Introduction**

Mr Didier GUILLOT - Member of the Paris City Hall Council and President of Paris&Co

Mrs Nelly RODI - Vice President of CCI Paris Île-de-France, in charge of Innovation-Fashion-Design hub, and founder of NELLY RODI agency

▶ **Paris, the place to be for retailers**

Mr Thierry BONNIOL - Head of Retail Île-de-France, BNP Paribas Real Estate - Partners MRICS

▶ **Fashion and Design: territorial strategies and tendencies in Paris**

Mr Renaud PAQUE - Development Manager, APUR (Paris urban agency)

▶ **How Pop-Up Stores are disrupting the retail industry in Paris**

Mr Adrien KERBRAT - Co-founder of POPUPIMMO

▶ **How to foster innovation in the retail stores: the "CoSto initiative" (Connected Stores)**

Mr Didier DELY - Managing Director, SEMAEST

▶ **A growing Textile, Fashion and Design Cluster in the North East of Paris**

Mr Luc DOGNIN - Président, Les Gouttes d'Or de la Mode et du Design - Co-founder of DOGNIN

▶ **From a store to a brand revealed in Paris**

Mr Juan-Manuel TORRALBO - CEO, Retail your place

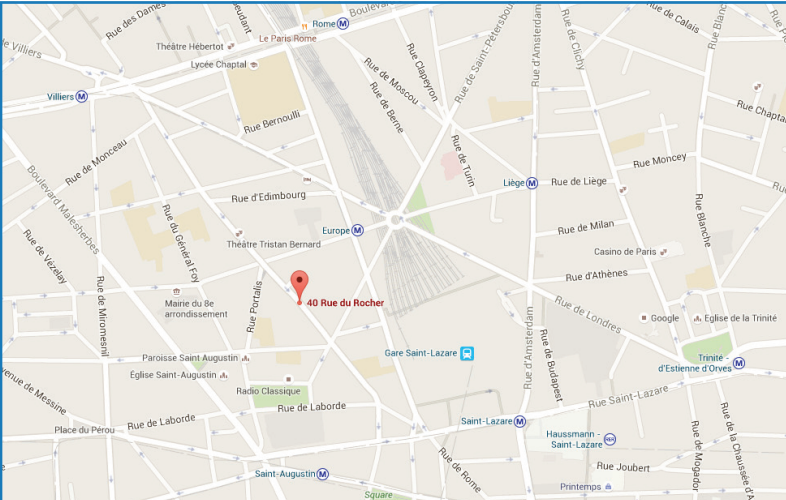

10:10 **Questions and answers**

**Coffee and Networking**

PARIS,  
BUSINESS,  
NETWORKING...

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 **THE PLACE**

<p><b>NEXITY</b></p>	
<p>40 rue du Rocher, 75008 Paris</p>	
<p> <b>Métro :</b> Europe, Saint Lazare, Saint-Augustin, Etc.</p>	

