



French Swedish e-Commerce One2One

France is the Third European market for e-Commerce with 72B € spent by 37m online customers in 2016. But it is also outperforming the last Forrester Research insights with still close to 15% growth from 2015 to 2016. We still expect a double digit growth for 2017 with the accrued contribution of smartphones sales, new product verticals and subscription based services.

All though there are 200k websites selling online, we have seen new brands and especially international ones growing over the past 3 years, most of them succeeding together with the help of influencers and smart digital marketing efforts.

Sweden is one of the original country of these new brands, which is why Digital Influence Consulting* and the Swedish Chamber of Commerce in France decided to create an event focusing on *Swedish brands who wish to grow their business on the French market, by helping them have a good understanding of the market, by referring the right local partners and by advising the right digital marketing mix.*

Our 1st event will take place on October 26th and 27th in the Paris office of the Swedish Chamber of Commerce.

We are now contacting 15 Swedish brands with ambitions in the short term for a 2 day workshop with the following agenda:

- **Oct 25th in the evening : Arrivals**
- **Oct 26th, 9-12.30 : Conference session – Understanding the French Market**
 - Cultural differences & Testimonial from a successful B2C Swedish brand
 - Taking advantage of the growing e-commerce French market
 - Succeeding in Digital Marketing on the French market



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- Focus on 5 partners presentations
- **Oct 26th, 12.30 – 14.00 : Networking Lunch**
- **Oct 26th, 14.15 – 17.00 : One To One Session**
 - Each attendee from Swedish brands will have 1to1 sessions during 15 mns with the 5 partners who will represent media opportunities, marketing & translation experts, logistics, search marketing, social marketing, payments..
- **Oct 26th, 17.30 – 19.00 : Blog time**
 - We will invite a few bloggers and journalists in order to help Swedish brands get some early press/social coverage.
- **Oct 26th, 19.30 – 23.00: Dinner (venue to be confirmed)**
- **Oct 27th, from 9.00 : Follow up meetings**
 - Possibilities to have further meetings with the partners or CCSF and Digital Influence Consulting for action plans and flight from end of the morning/early afternoon.

We are now contacting 15 Swedish brands who would like to take part of the Tour. We will be in Stockholm on September 27th and 28th for a French Swedish Forum and I will be happy to organize a first face to face meeting with attendees in the afternoon of the 27th at 4PM (venue to be confirmed).

Business conditions for participation to the full workshop:

- Participants need to book their flights and hotels on their own (we will help for hotel choices)
- Subscription fee including meals/cocktail/breakfast/dinner of 500€ per attendee.

We will need reply or notification of interest before September 6th in order to confirm the agenda and set up the meeting in Stockholm for September 27th.

We are looking forward to welcoming you in Paris and helping you get the most of the French digital market and the new consumption habits.



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SUBSCRIPTION TO THE WORKSHOP

26th and 27th of October, 2017

COMPANY :.....

REPRESENTED BY :.....

LOCATION ADDRESS :.....

CONTACT PHONE :.....

CONTACT EMAIL :.....

NUMBER OF PERSONS :.....

TOTAL FEE :..... € to be paid to International Bank Account Number: **FR7630004016350001010552763** - Bank Identification Code: **BNPAFRPPXXX**. An invoice will be sent.

Are participating to the French Swedish e-Commerce OneToOne workshop, taking place in the office of the Swedish Chamber of Commerce on October 26th and 27th, 2017.

Date :

Signature :

Cancellation policy : In case of cancellation, no refund, except if cancellation is due to Organizer.

Contractor : Digital Influence Consulting* – 15 rue Freycinet – 75016 PARIS

RCS Paris 823 971 635 - N°TVA FR 91 8239 71 635

*Digital Influence Consulting is represented by Pascal GAYAT, a Digital Media Top Executive with 20 years in the online industry. Pascal has managed subsidiaries of large global online players such as 24/7 Media (US), Overture Europe (US), Yahoo! Europe (US), Tradedoubler (SE), Fast Search & Transfer (NO). Pascal is board member of the Swedish Chamber of Commerce since 2015, with a focus on the digital market, startups and innovation.



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