

FRANCE - SWEDEN

FOR CONNECTED COMMERCE

E-COMMERCE / WORKSHOP / ONE2ONE

APRIL 19TH 2018 / STOCKHOLM

France is one of Europe's leading markets for e-commerce with 72B€ spent by 37m online customers in 2016. According to Forrester Research's last insight report, France e-commerce market grew by nearly 15% between 2015 and 2016. This growth is expected to continue in the same pace the next coming years with the accrued contribution of smartphone sales, new product verticals and the increase of subscription-based services.

Today, over 200'000 online webshops exists in France and during the past 3 years an increasing number of new and international brands have successfully entered this market with the help of smart digital marketing efforts and the use of influencers.

Sweden is a pioneering country within this type of marketing, which is why *Digital Influence Consulting* and the *Swedish Chamber of Commerce in France* have decided to create this event: focusing on **Swedish brands who wish to grow their digital business on the French market, helping them to attain a good understanding of the market, referring them to relevant local partners and marketplaces as well as guiding them to the right digital marketing mix adapted for the French market.**

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

For more information about the initiative *France-Sweden For Connected Commerce* please visit the website www.france-sweden.com

PROGRAM E-COMMERCE AND DIGITAL MARKETING IN FRANCE

8h30- 9h00 Breakfast

9h00 - 10h00 Presentation by Pascal Gayat, Digital Influence Consulting: *E-commerce and the digital marketing landscape in France*

10h00-10h15 Coffee break

10h15-11h30 Presentation from French partners: e.g. customer acquisition, product marketing, social advertising and SEO optimization in France

11h30-12h00 Success story from a Swedish fashion brand in France

12h00-12h30 Presentation "l'Appart Suédois" Showroom of Swedish lifestyle and design - Paris, 2019

12h30-13h45 Networking lunch

13h45-17h00 One2One meetings between participating Swedish brands and French partners and partners (meetings of 15 min)

17h00: Presentation of the project The Lobby – the new retail and phygital market experience in Stockholm

PRACTICAL INFORMATION
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Location of workshop

Helio GT30
Grev Turegatan 30
114 38 Stockholm

& visit of The Lobby:

<https://www.thelobbystockholm.se/>

Price

(Including breakfast, coffee breaks, lunch,
networking drink)

1 participant = 300€ excl. VAT

2 participants = 500€ excl. VAT

Please note that the number of participants is
limited. Registration must be done no later
than February 28th 2018.

Registration & Payment

For registration and payment please visit:

<https://www.weezevent.com/workshop-e-commerce-and-digital-marketing-in-france>

Cancellation policy

In case of cancellation, no refund will be
made, except if the cancellation is due to
the organizer.

Contractor

Digital Influence Consulting

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MARKETING

FRANCE-SWEDEN

CROSS-BORDER

MARKETPLACES

INFLUENCERS

CONTENT

ADAPTING

SEO-OPTIMIZATION

GUIDANCE

ONE2ONE