



— CONNECT TO LUXURY —

DÉCOUVREZ L'ADN DIGITAL DU LUXE...

PRESS KIT

JULY 1ST, 2016

Press Contact : Maryvonne LANTERI

[mlanteri@idice.mc](mailto:mlanteri@idice.mc)



**TABLE OF CONTENTS**

General Information ..... p.3

Summary ..... p.5

Conference Program ..... p.6

Partners ..... p.9



*IDICE organises professional events and fairs: LUXE PACK MONACO, LUXE PACK New York, LUXE PACK Shanghai, PACK & GIFT, FIP solution plastique® and 3D PRINT. IDICE belongs to the INFOPRO Digital Group, a leading information and professional services group (2,400 employees, turnover of €300 million) covering several key sectors of the economy: construction, automotive, industry, insurance and finance, retail, tourism, and local communities.*

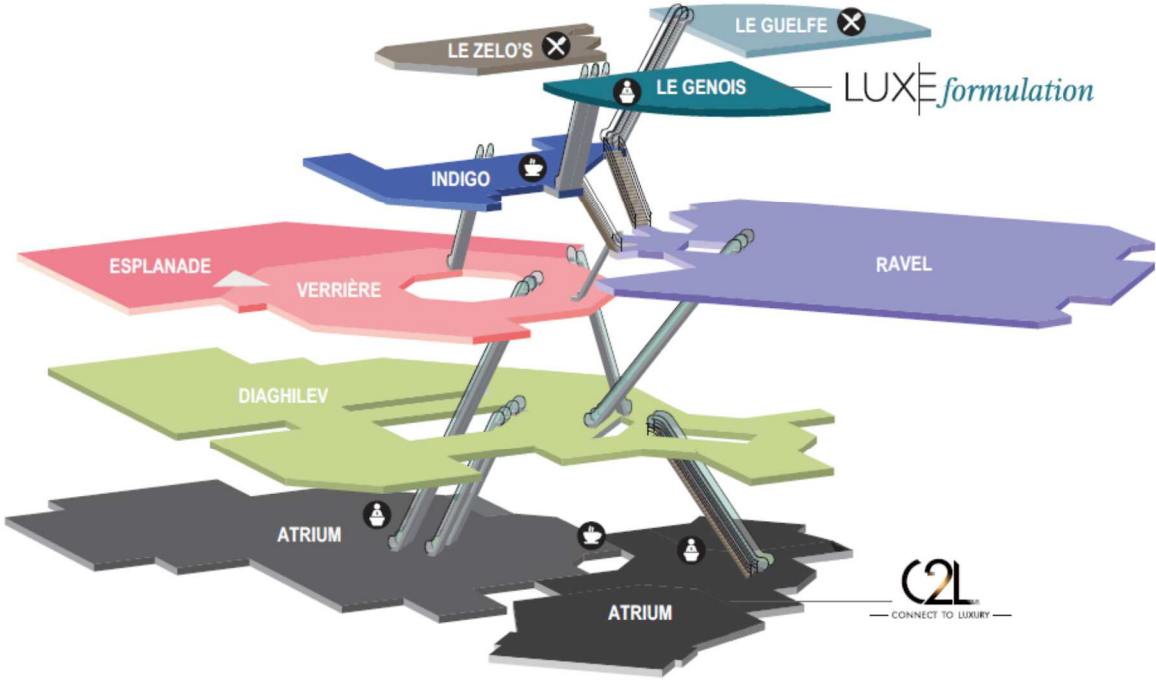


## **GENERAL INFORMATION**

<b>Dates</b>	Wednesday, September 21 <sup>st</sup> - Friday, September 23 <sup>rd</sup> , 2016
<b>Schedule</b>	September 21 <sup>st</sup> & 22 <sup>nd</sup> – 9:00am to 6:00pm September 23 <sup>rd</sup> – 9:00am to 5:00pm
<b>Venue</b>	Grimaldi Forum - 10, avenue Princesse Grâce - Monaco
<b>Press Accreditation</b>	Request for accreditation on <a href="http://www.luxepackmonaco.com/Press">www.luxepackmonaco.com/Press</a>
<b>Press Center</b>	Auric Room - Hall Atrium Level -2  <u>Strictly designated for accredited journalists</u> (Standard marketing and advertising teams will also allowed). Also available in the press center, will be the latest show materials, exhibitor's press materials, internet access
<b>Conferences on September 21st</b>	<b><u>Access to conferences only upon pre-registration (pre-register at <a href="http://www.c2l-congress.com">www.c2l-congress.com</a>)</u></b>
<b>Visitors Information</b>	All LUXE PACK visitors will have access to C2L exhibition space + 377 97 77 85 60 – <a href="mailto:info@idice.mc">info@idice.mc</a>
<b>Press Contact</b>	Maryvonne Lanteri – <a href="mailto:mlanteri@idice.mc">mlanteri@idice.mc</a> – 06.73.67.17.91
<b>Website</b>	<a href="http://www.c2l-congress.com">www.c2l-congress.com</a>



LUXE PACK MONACO Floor plan





**CONNECT TO LUXURY : For The First Time Ever, an Event Dedicated to the Digital Transformation within The Luxury Industry!**

Learn what's happening now, seize challenges deriving from advancing technologies, and leave with a firm understanding of the digital future within your industry: C2L is your chance to stay abreast of these growing and inevitable business disruptions.

Industry decision makers will hear from keynote presentations from digital business models experts, industry's top voices, influencers and top visionaries who will address specific issues within digital transformation and provide solutions for exponential possibilities within their organizations.

**3 Strategically designed days to:**

- Understand tactical challenges
- Anticipate branding evolutions in the digital era
- Identify new uses
- Discover ground-breaking technologies

**C2L is open to all luxury brand executives:**

- An exhibition space with companies leading the digital transformation and
- A day of conferences\* with industry experts.

\*to register (complimentary registration) please see link. [www.c2l-congress.com](http://www.c2l-congress.com)

**Conference session will take place in C2L conference room, Hall Atrium, level -2.**

# CONFERENCE PROGRAMME

Conference room C2L - Atrium Hall

WEDNESDAY, SEPTEMBER 21

9:00 - 10:00 am

## NETWORKING BREAKFAST

10:00 - 10:20 am

## INTRODUCTION



**Guy MAMOU-MANI**, Co-President of OPEN, President of SYNTEC NUMERIQUE, Member of the National Digital Council

"Transform or disappear". We have entered a new world... A world in which all the codes have changed: time, distance, ownership, employment... The question is no longer whether or not to resist this change, but how to turn it to our advantage. How can the luxury goods sector seize the opportunities of the digital transformation?

10:20 - 10:40 am

## OPENING CONFERENCE: THE 21<sup>ST</sup> CENTURY, GENETICALLY MODIFIED LUXURY?



**Carmen TURKI-KERVELLA**, Brand specialist and Author of "Luxury and new technologies"

Luxury is pioneering by definition, infused with a singular vision of a designer, constantly pursuing technical excellence. In that case, why is the digital revolution unprecedented for the luxury goods market? Is its DNA undergoing an irrevocable mutation? Product offer, communication, client relations, packaging, distribution, experience... what perspectives, opportunities and challenges will the luxury industry face tomorrow?

10:40 - 11:10 am

## THE DIGITAL SHOCK: LUXURY INDUSTRY LEADERS' VIEWPOINTS



**Jules TRECCO**, CDO of FAUCHON

**Jean-Robert BELLANGER**, CDO of TAG Heuer

**Vivek BADRINATH**, Deputy Chief Executive Officer in charge of Marketing, Distribution, Sales and Information Systems at ACCOR



TAG Heuer, Fauchon and Accor are part of the prestigious brands dovetailing their digital strategy into their brand's global strategy.

For the first time ever, connect and exchange insight with these 3 CDOs who have propelled their company to the next level with a new and dynamic digital program and applied forward thinking technology to create new products and find new business opportunities.

An exclusive seminar you won't want to miss!

**11:10 - 11:50 am**



## **DIGITALISED AND OMNICHANNEL RETAIL: HOW LUXURY BRANDS CAN RE-INJECT EXCELLENCE INTO THE CLIENT EXPERIENCE?**

**Fabien RAMBAUD**, Senior Manager Retail & Consumer, STANWELL

With speakers: **Joël PLAT**, Retail Expert, former Managing Director of Jardiland and Opticiens Kryss, today Market Leader for APPLE RETAIL

**Michael O'GRADY**, Senior Forecast Analyst for FORRESTER

**Maëva BLESSIS**, Deputy Chief Officer, L'EXCEPTION.COM

After lagging behind their clients' evolving consumer habits and being threatened by client experience innovations by lower-end brands, luxury brands are now revving up to accelerate their digital transformation. Cutting and pasting is not an option, the entire brand-client interaction must be reinvented. What are the specific needs and main consumer evolutions of luxury goods clients? How can we create a seamless, omnichannel client experience? How can we develop synergy between online and the boutiques?

---

**11:50 am - 12:30 pm**



## **E-REPUTATION: HEAVEN OR HELL FOR LUXURY BRANDS**

**Franck PERRIER**, Trainer and CEO of IDAOS/THE DIGITAL ACADEMY

Today, 90% of luxury brands are present on at least one social network. Open minded, the major brands put digital at the heart of their strategy. However, the risk of chipping their image exists. In Jean-Paul Sartre's prophetic words "Hell is other people..." Between luxury, synonymous with rarity, and digital, symbol of abundance, it isn't easy to find common ground. By taking a look at examples in the luxury goods sector, and elsewhere, we will debate risks and opportunities, good practices and how data contributes to an e-reputation.

---

**12:30 - 2:00 pm**

## **LUNCH BREAK**

---

**2:00 - 3:00 pm**



## **TAKING ON THE CHALLENGE OF CONNECTED OBJECTS**

**Jean-Christophe LECOSSE**, President of CONNECT WAVE, connected object experiment and use platform

As we move towards a 100% connected world, you have to reinvent your products a little more every day.

Designing a connected object to sell: why not? But we could also ask, why?

From concept to project phase, come learn more about the world of connected objects: differentiating through innovation, developing new services, improving the automation process and traceability, creating new economic models.

How do we identify and choose the application, key factors, appropriate technologies and object to be transformed?

Luxury goods players will talk about their vision of IoT as a veritable growth driver and also give examples of transposing applications from neighbouring sectors.

---

**3:00 - 3:30 pm**



## **HOW CAN WE USE DATA TO OFFER ULTRA PERSONALISED SERVICE WHILE WORKING IN A UNIVERSE OF CRAFTSMANSHIP?**

**Gilles BABINET**, Digital Champion and Chairman of the Board, CAPTAIN DASH

How can we use data to offer ultra personalised service while working in a universe of craftsmanship? This is clearly an issue that is at the heart of the luxury goods market. Some major groups held back from digitalising, fearing they would lose their soul. Others have trouble shifting into digitalization mode, while the low-cost retailers move upscale by exploiting data's potential...

**3:30 - 4:15 pm**



### **COLLECTIVE BRAINSTORMING SESSION**

**Jean-Christophe BONIS**, Founder and Strategy Director of OXYMORE INC, technological watch consulting firm  
Creativity and innovation are the key words for this collective brainstorming session focusing on new technologies in the luxury goods sector. We will divide into teams for an immersion into the world of start-ups. Group dynamics, intellectual gymnastics and creative insolence will be your helpmates for this highly enriching experience. The farther off the beaten track the better. Who's game?

**4:15 - 4:45 pm**

### **COFFEE BREAK**

**4:45 - 5:30 pm**

### **5 INNOVATIONS TO WATCH**

How would you like to be introduced to the innovations that will change your profession and enable you to differentiate your brand on your activity sector?  
There is no shortage of applications...  
A new kind of conference, veritable concentration of disruptive technologies, an ideas incubator set to reinvent your products, your brand...  
Experience your first "Benchmark Innovation" in less than 60 minutes!!

**5:30 - 6:30 pm**



### **IF YOU PLEASE SIRI... DRAW ME THE FUTURE**

**Jean-Christophe BONIS**, Founder and Strategy Director, OXYMORE INC, technological watch consulting firm  
Digital, retail, artificial intelligence, shopping experience, brand... The day was full of reflections on the major challenges spanning the luxury and retail worlds. Now it's time to stand back and put to music all of this information to draw the market's major lines and roll out the film of the next 20 years. What major challenges face brands? What technological challenges await us? How will they impact consumer behaviour?

**Conferences free of charge with your trade show access badge, registration required.**

Registration and more event information at  
[www.c2l-congress.com](http://www.c2l-congress.com)





**C2L PARTNERS AS OF JUNE 27TH, 2016**

Large groups, SMEs, start-ups, many companies have immediately confirmed their participation at C2L.

Evolving in various markets and expertise, these partners intend to inform and support luxury brands with their digital approach.

Partner listing as of June 27<sup>th</sup>, 2016:

SOCIETES
ADESA
ALDEBARANDE (SARL)
APE ETIQUETTES
CADVISION
CONNECTWAVE
GALATEE 3D
GIP MIND
KURZ FRANCE
M'PACK
MARTINENQ ETS
MYPACK CONNECT
NANOLIKE
RC IMAGE
S2P - SMART PLASTICS PRODUCTS
SARALON GMBH
SELINKO
SIAM - SOLUTIONS DE COMMUNICATION DIGITALE
THE KORRIGAN'S
THINFILM ELECTRONICS INC.
TRACE CONNECT
VM FRANCE