



## « Ouvrir un point de vente en Roumanie

### /Open a retail store in Romania»

September, 22<sup>nd</sup> - 23<sup>rd</sup>, 2014 - Bucharest - Romania

Novotel Hotel

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#### **PROGRAM**

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### September 22<sup>nd</sup> - Paris Gauche Room

#### 09.00AM - 09.10 AM: Welcoming coffee

Welcome speech **HE François SAINT PAUL – French Ambassador in Romania, and Yann FROLLO DE KERLIVIO – French Embassy’s Commercial Counselor, Director of UBIFRANCE Romania**

Round table, introducing of the French participants - *BEAUMANOIR Group – Cache-Cache, Bonobo, VIVARTE Group with la Halle – FOLIES DOUCES with their new concept Adopt’ – , WEILL Group - Weill.*

09.10 AM - 09.25 AM: « Business environment in Romania », Yann FROLLO DE KERLIVIO – French Embassy’s Commercial Counselor, Director of UBIFRANCE Romania;

09.25 AM – 10.00 AM: « Retail & Shopping Trends » « Consumer Profile », specialists’ speeches of GFK Romania;

10.00 AM – 10.20 AM: « Legal Do’s and Don’ts to succeed in Romania » Dana Gruia DUFAUT – Lawyer firm GRUIA DUFAUT Bucharest & Paris;

10.20 AM – 10.40 AM: « How to finance your business development » BRD Société Générale Romania;

10.40 AM – 11.00 AM: Coffee break

11.00 AM – 11.20 AM: « The Commercial Real Estate market in Romania», Carmen RAVON, Head of Retail Agency JLL;



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**11.20 AM – 11.40 AM:** « How do we see mass market/ FMCG industry in Romania » Catalin OLTEANU-HEEL – General Manager FM Logistic Roumanie;

**11.40 AM – 12.00 AM:** « Testimony – Success story in Romania », Philippe BESADOUX, Kenvelo Group (to be confirmed)

**12.00 AM – 13.30 PM:** *Networking lunch offered by UBIFRANCE;*

**13.30 PM – 17.00 PM:** Visit of malls and store locations with Carmen RAVON, JLL

**19.00 PM:** Gala dinner at the French Embassy – networking cocktail.

*On invitation, please confirm your attendance before September, 18<sup>th</sup>:  
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**September, 23<sup>rd</sup> – Lyon Room**

**09.00 AM – 18.00 PM:** BtoB meetings between French companies and Romanian partners

**September, 24<sup>th</sup> to 25<sup>th</sup> – Mission in Prague**

**September, 24<sup>th</sup> at 08.00 AM:** Flight transfer (with TAROM) – Bucharest / Prague

**Partners of the event:**



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