

GREEN TOUR PARIS
WEDNESDAY 25 OCTOBER 2023



magic
mind

Matcha	• Gives you energy
Adaptogens	• Helps you relax
Nootropics	• Keeps you focused
Honey	• Makes you happy
Herbal Supplement	2 fl. oz. (60ML)

1 day in Paris
Open Retail Tour
Inspirations and point of sale visits
Network

PARIS RETAIL TOUR
Focus on GREEN
Food & beauty
Innovative concepts



PROGRAM
OVERVIEW OF THE TOUR

MORNING	<p>Meet the team MMM for a nice breakfast. The MMM Expert provides you a road book presenting the visited store and brands and a press review</p> <p>Transfer by private vehicle for the full day</p> <p>PROFESSIONAL VISITS</p>
LUNCH	<p>Lunch organized in an inspiring retail restaurant from the capital and meeting with a disruptive project leader in the green sector</p>
AFTERNOON	<p>Transfer by private vehicle for the full day</p> <p>CONVIVIAL MOMENT</p> <p>Cocktail from 06:30pm to 07:30pm This time will be devoted to the debriefing of the visits and meetings of the day.</p>



FOCUS ON RETAIL IN PARIS

While many medium-sized cities are progressively getting emptied of their shops, Paris still has a diversified and constantly renewed offer, in line with the evolution of lifestyles and consumption patterns. The French capital has become one of the **most dynamic** cities in Europe and the world, with a higher **density of shops** per inhabitant and per square kilometer than London. In this **laboratory city**, food and non-food brands are opening up concepts that respond to new consumer trends and expectations.

The **environmental** matter is at the heart of the Parisian's concerns, who therefore prefer convenience stores which highlight **local** distribution networks. In this context, bulk buying continues to grow with the emergence of **diversified concepts** in both the food and cosmetics industries. New technologies, such as **connected bulk**, facilitate the **customer experience**.

In an era of suspicion towards industrial production, both food and cosmetic brands are playing the **green and local** card. However, inflation has a clear impact on consumers' choices and increases competition between brands. They must adjust quickly and fortify their creativity to offer **high value-added concepts**. The latter should be vectors of a **unique in-store experience** and of **omnichannel customer paths** while being representative of a committed and **responsible consumption**.

Increasingly demanding consumers

Customers are both **ultra-connected** and in search of **naturalness**, authenticity and commitment, thus preferring brands in line with their personal convictions. Nevertheless, they are still eager for experiences and **practicality**, which is a real challenge for retailers in the food and cosmetics sectors.

MARKET TRENDS

In a context of inflation and increasing household trade-offs, the organic sector experienced a decline of its results in 2022. The decline in sales of organic products in value represents -3.9% while in volume, this decrease is of -7.8% (according to Iri). Many retailers are readjusting their offer by favoring local products over organic ones.

Conversely, organic cosmetics are booming. In only a decade, sales of natural and organic beauty products have doubled. The French green cosmetics market is expected to generate sales of € 353 million in 2023.

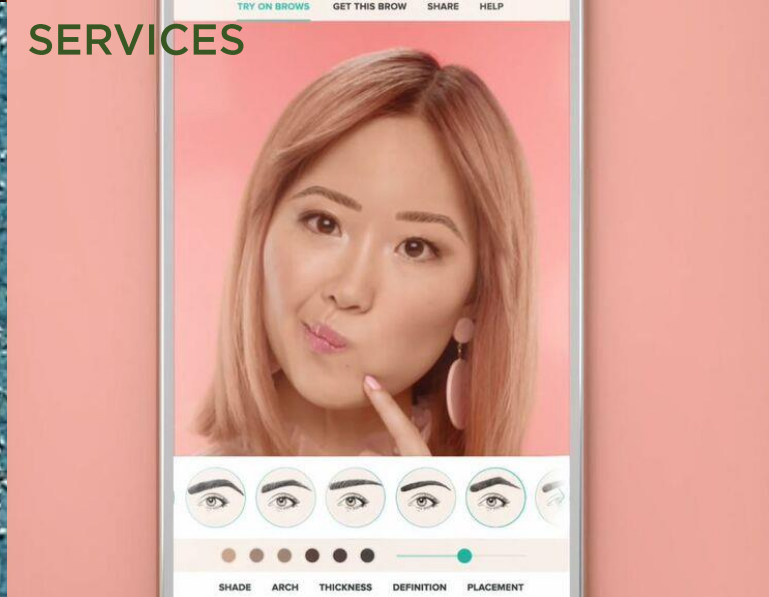
The restructuring of the beauty market is taking place in favor of **niche markets**. Certain categories are particularly buoyant, in particular skincare and haircare but also **food supplements**.

The DNVB (digital native vertical brand) of the food and cosmetics sectors transform **physical trade** by focusing respectively their strategies around **short circuits** and **community engagement**.

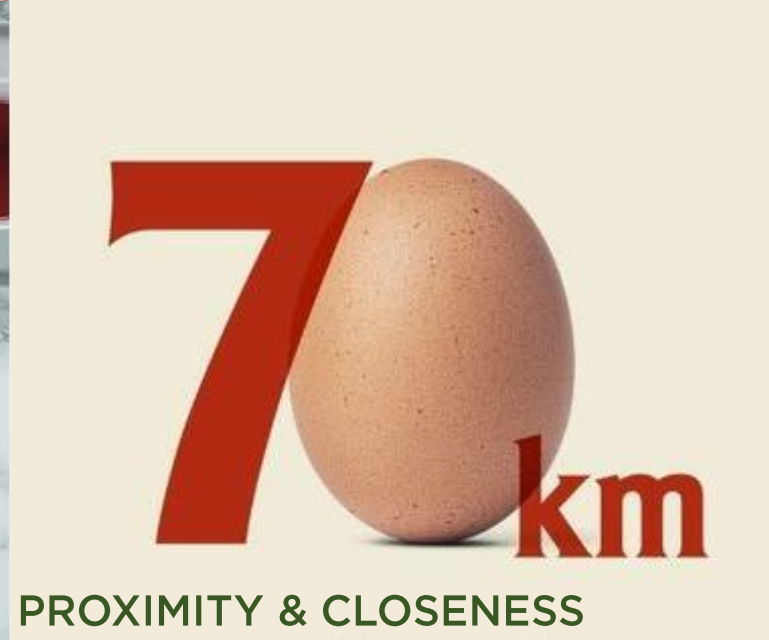
The DNVB's are expanded in points of sale as part of partnerships with mass retailers, and in the case of beauty, in pop-ups, corners or identity flagships with highly "instagramable" retail design .



HOT TOPICS



PROFESSIONAL
INTEREST



BENCHMARK OF
DIFFERENTIATING
CONCEPTS : BRANDS,
PRODUCTS AND SERVICES

INSPIRATION
CREATIVE BOOST AND
BRAINSTORMING

« SHOPPER » TEST AND
CUSTOMER EXPERIENCE ON
THE SPOT

DECODING OF TRENDS AND
BRAND STRATEGIES
INSTORE WITH THE
MISSIONS MMM EXPERT

VISITS COMMENTED BY THE
BRAND REPRESENTATIVES
AND/OR THE STORE
MANAGERS

MEETING WITH DISRUPTIVE
PROJECT LEADERS AND
INNOVATIVE SOLUTIONS





EXPERTISE AND EXCELLENCE MISSIONS MMM





- ✓ **A retail expertise** forged by **60 years of experience** and data collected allow us to establish ourselves as THE retail innovation specialist with a **forward-looking eye** fed by the Retail Innovation Department, composed of 8 people, carrying out a daily strategic watch of markets and international trends.
- ✓ **A creativity emulator:** we select the best retail practices to inspire you within and outside your sector.
- ✓ **An operational excellence** guaranteed by the know-how of a dedicated logistics centre, attentive to the comfort of your staff and the smooth running of your store tour: a double expertise for a seamless tour.
- ✓ **A facilitator of great encounters:** we build bridges between seasoned retail experts, new project leaders and your teams during convivial moments on our tours.
- ✓ And after the tour, what to do with all the ideas and inspiration gleaned during our innovation tours? We continue our mission with you after the tour with **a strategic approach in 3 steps**, Missions MMM:
 - 1 - Detects the Do's and Don'ts of your points of sale
 - 2 - Identifies the necessary optimizations
 - 3 - Advises and directs towards the most suitable solutions

RATES

→ Based on 10 participants minimum

If the group has less than 10 participants, we reserve the right to adjust prices.

Prices are based on rates and taxes on 03.04.2023, and are likely to change.

Price per person :645 € HT

This rate includes :

- Selection of the trip
- The organisation and management of the day
- The timing, the organization of the visits and appointments in the stores
- Comments by English-speaking member of the INNOVATION Missions MMM team
- Preparation of a road book presenting the visited stores and brands and a press review
- Store tracking organized by MMM experts
- Lunch (2 courses, water and coffee included) in a partner restaurant
- A moment of conviviality at the end of the day (1 drink per person)
- Transportation in private bus for the visits organized by MMM

This rate does not include :

- Unmentioned drinks and personal expenses
- All insurances
- Readjustment of taxes
- Every service provision that is not mentioned above

GENERAL TERMS AND CONDITIONS

PAYMENT :

ON CONFIRMATION: PAYMENT OF 100% OF THE SERVICES

>> We confirm and book the services after receiving your payment.

>> PAYMENT MUST IMPERATIVELY REACH US NO LATER THAN 45 DAYS BEFORE DEPARTURE

(MMM must pay all services in advance)

Our prices are based on tariffs, exchange rates and taxes as of 03.04.2023 and are subject to change.

UNINSURED CANCELLATION – COSTS INCURRED :

The existence of numerous contacts and the payment deadlines imposed by them on the organizers of the innovation tour justify the collection of cancellation fees, which are all the more important the closer the departure date is:

- Once confirmed.....80% of the total amount of the trip
- From the 01.08.23 to the 29.09.23.....90% of the total amount of the trip
- From the 24.09.23.....100% of the total amount of the trip

Any amount due to MMM cannot be carried over to a future trip. Consult your own insurance company (or April International or Mondial Assistance...) if you wish to insure yourself against the risk of cancellation (specifying the above costs), as well as for the costs of illness and repatriation.

CONDITIONS :

General terms and conditions are the ones adopted by IATA.

Transportation, hotel and restaurant bookings are made in advance and they involve financial commitment. No refund can be made for uncompleted tours or unused services in case of a cancellation made by the client.

DOCUMENTS:

- **Upon confirmation of the innovation tour and payment of the deposit :** sending a confirmation of registration with formalities and practical information.
- **About 10 days before departure :** sending of an invitation by email.
- **The day of departure :** Delivery of a folder containing the timed itinerary, a road book on the shops & shopping centres visited, including a press review, as well as, if necessary, a cultural book on the country and city visited.

MMM LIABILITY :

We want to remind you that the company France Conventions – MMM cannot be held responsible for consequences, circumstances and following events : natural risks, civil or foreign wars, government actions, terrorism, disasters, riots and mass movements, strikes, hostage takings, use of weapons, health hazards, bad weather.

France Conventions – MMM cannot be held responsible for:

- Invalid ID
- Denial of visa and other formalities in indicated delay (embassies and visa organism never guarantee delays)
- The (legal) practice of overbooking by airlines
- (<http://www.easydroit.fr/droit-de-la-consommation/voyages/vol-aerien/surbooking.htm>)
- Denial of health and other documents required by the regulation in force

GREEN TOUR PARIS

natexpo

WEDNESDAY 25 OCTOBER 2023

To be returned by email: dsimon@missions-mmm.com
Or by post: France Conventions MMM, 55 avenue Kléber, 75116 Paris
Before the 10/10/2023, with a legible copy of your valid passport

GENERAL INFORMATIONS

NAME:.....FIRST NAME:.....

COMPANY'S NAME:

ADDRESS - POSTE CODE - CITY:

VAT NUMBER: FUNCTION:

COMPANY'S PHONE: CELLPHONE NUMBER:

EMAIL (**mandatory**) :

IF DIETARY CONSTRAINTS:

Do you agree to be added to the WhatsApp group including the store tour participants : Oui Non

Registered at the GREEN TOUR PARIS on the 25th of October 2023 :

Price per person:**645€ HT** (or 774€ all charges included with 20% of french VAT)

MODE OF PAYMENT

By check made out to FRANCE CONVENTIONS (to attach to this form)

By credit card (+ fees of 0.8%) : Visa Mastercard
N° :Expiration date:
Security code:.....

By bank transfer (any costs are to be paid by the debtor)

Bank code : 30066 - Counter : 10912 - N° Account 00020067201 - key : 16

Domiciliation : CIC PARIS SUD ENTREPRISES

IBAN : FR76 - 3006 -6109 - 1200 - 0200 - 6720 - 116 BIC : CMCIFRPP

Your registration will be confirmed upon receipt of your payment of 774€ per person.

GENERAL TERMS OF SALE AND CANCELLATION

RATE: prices are calculated on a minimum of 10 participants. We reserve the right to cancel the tour or to readjust the price if these conditions are not respected. Any amount due to MMM cannot be carried over to a future tour.

This price includes: the organization of store visits (6 to 8) in Paris and/or close suburbs, a road book of technical sheets presenting the visited companies, lunch at the restaurant excluding drinks, accompaniment by an MMM specialist in retail (bilingual French/English) and the logistics of this day.

This price does not include: insurance, transportation to Paris, services not mentioned in "This price includes".

UNINSURED CANCELLATION - COSTS INCURRED: the existence of intermediaries and the payment deadlines imposed by these intermediaries on the trip organizers justifies the collection of cancellation costs, which are all the more important as the departure date gets closer:

- ✓ From the 25.06.23 to the 01.08.23.....: 80 % of cancellation fees
- ✓ From the 01.08.23 to the 23.09.23.....: 90 % of cancellation fees
- ✓ From the 24.09.23.....: 100 % of cancellation fees

I acknowledge having read the prices and general conditions of sale.

Date :

Signature / Stamp :





MISSIONS-MMM.COM