



## International Marketing Trends Conference

### CONFERENCE FEE

- Conference fees
  - Marketing Strategy Forum – Friday only (*no lunch*): Free entrance
  - Marketing Strategy Forum – Friday only (*lunch included*): Euro 40
- Payment by bank transfer to:
  - Crédit Lyonnais Paris St Maur-Parmentier
  - 65 avenue de la République – 75011 Paris – France
  - Name of Bank Account: Venise-Paris Marketing
  - International Bank Account Number - IBAN: FR543000200800000007466P38
  - Bank Identification Code (SWIFT) - BIC: CRLYFRPP
  - **Important:** Please indicate the NAME OF THE PARTICIPANT on the transfer document

### TRANSPORT AND ACCOMODATION

Transport and accomodation costs are not included in the fee. They should be paid by the participants, who should make their reservations themselves. A list of hotels is available ont the conference website at [www.marketing-trends-congress.com](http://www.marketing-trends-congress.com).

### ORGANIZING COMMITTEE

- Pr. Dr. Jean-Claude ANDREANI, ESCP Europe (France)
- Pr. Dr. Umberto COLLESEI, Università Ca' Foscari Venezia (Italy) *Member of Honor*
- Dr. Françoise CONCHON, INSEMMA Marlet Research (France)
- Pr. Dr. Michael HAENLEIN , ESCP Europe (France)
- Pr. Dr. Alberto PASTORE, Università La Sapienza Roma (Italy)

### CONFERENCE REGISTRATION SECRETARIAT

International Marketing Trends Conference  
E-mail: [venice\\_paris\\_marketing@escpeurope.eu](mailto:venice_paris_marketing@escpeurope.eu)

### CONFERENCE VENUE

ESCP Europe  
79, avenue de la République  
75011 PARIS – France  
Metro: Saint-Maur

### WEBSITE

[www.marketing-trends-congress.com](http://www.marketing-trends-congress.com).



# PARIS January 19<sup>th</sup>-20<sup>th</sup> 2018

## International Marketing Trends Conference

### MARKETING STRATEGY *Forum*

The new promising future of brands !  
*(Re)generating brands to create new marketing opportunities and support engagement.*

Friday 19<sup>th</sup> January 2018  
Saturday 20<sup>th</sup> January 2018



In the challenging context of a constantly changing environment, the aim of the International Marketing Conference is to help identify how to build up true innovations, and determine what are the *key factors* and the *new players* influencing the Marketing strategies and their implementation.

The Marketing Strategy Forum is one of the highlights of the conference.

The 2018 Marketing Strategy Forum is a unique opportunity to interact with a panel of *top business executives* and challenge not just concepts and ideas but also operational issues in a great diversity of sectors such as FMCG, Healthcare, B-to-B....

## PROGRAMME

**Friday 19<sup>th</sup> January 2018 – 10:30 – 11:15**

Welcome and registration

**Friday 19<sup>th</sup> January 2018 – 11:15-13:00**

**Round Table “The new challenges of brands in the digital era.”**

**Chairs:**

- **Mr Pierre-Yves MORIETTE**
- **Pr. Christophe BENAVENT, Université Paris X**
- Ms Valérie BERTHEAU, Product Policy Director - THALES GROUP
- Ms Elisabeth CAZORLA, Ready-to-Wear Director – GALERIES LAFAYETTE
- Ms Elisabeth CIALDELLA, Deputy General Manager – GROUPE LE MONDE | M PUBLICITE
- Mr Eric PESTEL, CEO – LOOKADOK
- Ms Maud THEVENOT, Head of FMCG Sector – GOOGLE

**Friday 19<sup>th</sup> January 2018 – 11:15-13:00**

**Healthcare Round Table “ Are drug brands part of drugs communication? ”**

**Chairs:**

- **Mr Gérard BOUQUET, President Healthcare Strategy Forum**
- **Dr. Pierre LE SOURD, Vice-President – FEFIS**
- Dr. Patrick ERRARD, CEO – ASTELLAS PHARMA / President – LEEM
- Ms Sabine DANDIGUIAN, Senior Partner Global Public Health – JOHNSON & JOHNSON
- Dr. Christian DELEUZE, CEO – SANOFI GENZYME & GENZYME POLYCLONALS
- Mr Guy EIFERMAN, Partner – NEXSTEP

**Friday 19<sup>th</sup> January 2018 – 13:00-14:00**

Lunch break *Specific registration required*

**Friday 19<sup>th</sup> January 2018 – 14:00-15:30**

**Healthcare Round Table “ How can brands be activated to support drugs communication? ”**

**Chairs:**

- **Mr Gérard BOUQUET, President Healthcare Strategy Forum**
- **Dr. Pierre LE SOURD, Vice-President – FEFIS**
- Mr Patrice CARAYON, CEO – CHIESI SAS
- Mr David FRAPPART, Marketing Director – ARKOPHARMA
- Mr Eric PHÉLIPPEAU, CEO – BY AGENCY GROUP
- Ms Valérie VUILLEMOT, Business Development Partner – ENDEAVOUR DEVELOPMENT

**Friday 19<sup>th</sup> January 2018 – 14:00-15:30**

**Round table “Nurturing brand positioning. ”**

**Chairs:**

- **Ms Florence REYNAUD , Marketing Manager – ENGIE COFELY**
- **Ms Sophie DESORMIERES, Marketing & Sales Group General Manager – SOLVAY GROUP**
- **Pr. Christophe BENAVENT, Université Paris X**
- Mr David EXPERTON, Brand Director Delivery Havana Club – HAVANA CLUB INTERNATIONAL
- Ms Mathilde HEBERT, Deputy Chief Marketing Officer – SAINT-GOBAIN GROUP
- Mr Hatem TAWAKOL, International Brand Director – SAVENCIA

**Friday 19<sup>th</sup> January 2018 – 15:30-16:00**

Coffee break

**Friday 19<sup>th</sup> January 2018 – 16:00-17:00**

**Guest Speaker – Pr. Mathieu SALDATORE, Professor – Université Paris 1 Panthéon Sorbonne  
“ Management and communication of biotechnologies. ”**

**Saturday 20<sup>th</sup> January 2018 – 11:30 – 12:00**

**SPECIAL EVENT** Welcome and registration

**Saturday 20<sup>th</sup> January 2018 – 12:00-13:00**

**Guest Speaker – Mr. Alain CAPPANNELLI, Vice President Metro Group Worldwide – METRO CASH & CARRY  
“ Redefining the role of brands in retail firms, the METRO case.”**