



Institut du  
**COMMERCE**  
PARTAGE & PROSPECTIVE

Mission, role and activities

Benefits of becoming a member



Institut du  
**COMMERCE**

PARTAGE & PROSPECTIVE

**The unique and recognized platform within which  
all players, small and big manufacturers, retailers  
and service providers can work together to better  
fulfil consumers' expectations**

# BETTER PREPARE TOGETHER THE FUTURE OF RETAIL

Institut du Commerce combines since 2017 the best of the 3 industry associations that it unites : ECR, IFLS and IFM.

Its mission is to actively support its members needs to collectively build increased efficiency in a deeply changing retail environment, by better understanding consumer behaviours and their impact on the manufacturer-retailer relationship.

Our activities are based on the ECR approach of “working together to fulfil consumer needs, better faster and in a sustainable way”

Each member company is free to implement the best practices and adapt them according to their systems and organisation

# A MEMBER DRIVEN APPROACH

The activity program is **built by the members** (content, deliverables, format), output is **member exclusive** and **included in the membership fee**, as well as attendance to the conferences



## Visualise & Manage

**General Assembly:** 1 delegate from each member company

**Board of Directors:** 12 manufacturers, 12 retailers, 2 partners, define the strategic vision

**Retail Committee & Supply Chain Committee :** 10 to 15 manufacturers, retailers and partner members build the activity roadmap



## Analyse & Deliver

**Think tanks:** deciphering the new process and technology usage

**Working Groups:** building the best practices of retailer-manufacturer relationship

**Surveys :** understanding the shopper and monitoring the evolutions of retail



## Share

**Conferences :** sharing use cases

**InnoLaB :** understanding innovation

**SIRIUS:** awarding best cases

**Training modules**

**Store Tour :** showcasing new trends

# ANALYSE - DELIVER

## PROSPECTIVE THINK TANKS

**Achieved** - Digital Supply Chain (31 Jan) | Circular Economy (2 Feb) | Merchandising 4.0 (5 April) | Usage of IA & Machine Learning in Forecasting (14 Jun) | Develop a senior –friendly approach (5 July)

**Scheduled** (subject to modifications) – Datasharing : what is really at stake? (Jan 2019) | Product Information exchange (Feb 2019) | Omnichannel Category Management (Mar 2019)

## WORKSHOPS

**RETAIL** : E-commerce | Convenience | Merchandising | Shopper survey and market trends | Promotion efficiency | Omnichannel Category Management | Out of home consumption

**SUPPLY CHAIN** : Last mile delivery | Tracking & IoT | No OOS | OSA & Shrinkage (with ECR Community)

**CSR** : Circular economy | Food Waste (with ECR Community)

**NON FOOD** : Toys | DIY | Perfumes | Electronics

## SURVEY

Naturality, a new lifestyle (on sale) | Out-of-stocks on & off line (member exclusive) | Proximité (on sale) | Direct Purchase (on sale) | New payment processes (member exclusive) | Mobile shopping (on sale)

## BAROMETERS

Monthly Out-of-stock (member exclusive) | Monthly Consumer trends (member exclusive)

# SHARE

## CONFERENCES

**2018** - Retail : all you want to know on retailers strategy (28 Mar) | Journée Partage & Prospective : la vitrine de l'IdC (31 May) | e-commerce & omnichannel (26 Jun) | Convenience : the new shopping missions (20 Sep) | Promotion efficiency (11 Oct) | Award ceremony : SIRIUS (8 Nov)

**2019** (subject to modifications) - Collaborative Merchandising (29 Jan) | Retail : all you want to know on retailers strategy (28 Mar) | Journée Partage & Prospective : The showcase for IdC (23 May) | e-commerce & omnichannel (27 Jun) | Convenience (26 Sep) | Promotion (17 Oct) | SIRIUS Award ceremony (14 Nov)

## RETAIL TOURS

**2018** - Retail Tour « Drive » (14 Mar) | Retail Tour « New convenience » Paris (21 Sep)

## TRAINING

**2018** – Promotion efficiency | How to communicate on social responsibility | Successful Category Management

# MEMBERSHIP BENEFITS

2019 membership fees are unchanged from 2018, available on [institutducommerce.org](http://institutducommerce.org)

## Activities and services included

- ✚ Free attendance to **all conferences\*** :
- ✚ Participation to **think tanks** and **working groups\*\*** , access to **deliverables** : blue books, tools, guiding books, ...
- ✚ Detailed results of a **shopper survey** which content is chosen by company members
- ✚ Access to **barometers** Rout-of-stocks\*\* and Retail

## Additional services with reduced fees

- ✚ Training modules : Promotion Efficiency, Category Management, ...
- ✚ Store Tours

## Activities are open to all employees of the member company

From the Executive Committee to operational experts of all functions Retail, Marketing, Trade Marketing, Catman, Digital, Supply Chain, CSR, HR, ...

\* 3 participants maximum per member company

\*\* limited access for service providers members

# LES MEMBRES PAR COLLÈGE (août 2018)

## 31 RETAILERS

ADEO Services, AUCHAN France, BRICO Belgium, BRICODEPOT, BUT INTERNATIONAL, CARNET DE VOL, CARREFOUR France, CASINO, CASTORAMA, COOP ATLANTIQUE, CORA, CULTURA, FCJPE, FRANCAP, ITM Alimentaire, ITM LEMI (Bricomarché, BricoCash, Roady), LAGARDERE TRAVEL RETAIL, MARIONNAUD PARFUMERIE, MBLOG (Mr Bricolage), METRO Cash & Carry, NATUREO, NOCIBE, PHARMACTIV / OCP, PICARD, SC GALEC, SCHIEVER, SCHMIDT GROUPE, SEPHORA, SYSTEME U, TOTAL MKG SERVICES, VENTE PRIVEE

## 82 MANUFACTURERS

ANDROS, ARLA FOODS, AXIANE MEUNERIE, BACARDI, BEIERSDORF, BIC, BLEDINA, BOLTON SOLITAIRE, BONDUELLE, BPI (SHISEIDO), CANDIA, CHANEL SAS, CLARINS, COCA COLA European Partners, COLGATE PALMOLIVE, CRISTAL CO, CROUSTIFRANCE BENELUX, DANONE EAUX, DANONE PF, D'AUCY, DAUNAT, ECKES GRANINI, EDGEWELL, ESSITY, ESTEE LAUDER, EURIAL, FERRERO, FINDUS, FJP, FLEURY MICHON, FRANCAISE DES JEUX, FROMAGERIES BEL, GALLIANCE ELABORES, GOUTERS MAGIQUES, GUERLAIN/DIOR, HANES, HARIBO, HEINEKEN ENTREPRISE, HENKEL France, INTERSNACK, JACOBS DOUWE EGBERTS, JOHNSON & JOHNSON Santé Beauté, LABORATOIRES M&L (L'Occitane), LACTALIS, LA FOURNEE DOREE, LBD MAISON, LINDT, L'OREAL, MARIE BRIZARD WINE & SPIRITS, MARS CHOCOLAT, MARS PETCARE FOOD, MARTINIQUEAISE, MATERNE, Mc CORMICK France, MERISANT, M INDUSTRIE France, MOET HENNESSY DIAGEO, NESTLE, NUTRIXO (DELIFRANCE), ORANGE, ORANGINA SCHWEPES, PANZANI, PARMENTINE, PEPSICO, PERNOD S.A., PETIT NAVIRE (THAI UNION), PHILIPS LIGHTING, PUIG, RAYNAL ET ROQUELAURE, RIAN, RICARD, SAINT HUBERT, SAVENCIA BONGRAIN, SODEBO, SOLINEST, SONY Interactive Entertainment, TEISSEIRE, TEREOS, TRIBALLATNOYAL, UNIBAL, UNILEVER France, WERNER&MERTZ

## 98 PROVIDERS

A3 DISTRIBUTION, ACTEOS, AGENCE CROSS, AGOV (LaComDigitale), AGRO DEVELOPPEMENT, AKDV-LONSDALE, ALKEMICS, ARMADA, ARMIS, ARTHUR LOYD LOGISTIQUE, ATMOSPHERES, B&BMARKET, BEBETTER&CO, BEMYEYE, BONIAL, BRAND LOYALTY, BUDGETBOX, CACOM, CAMELEON GROUP, CATALINA, CCI PARIS IDF, CHEP, CLIC2BUY, CONTAINER CENTRALEN, COSPIRIT, CPM France, CRITEO, DATA IMPACT, DATA SOLUTIONS, DDS LOGISTICS, DIAGMA, DIAMART, DIAM INTERNATIONAL, DISTRICOM, DISTRIPUS, DS SMITH PACKAGING, DUNNHUMBY, EMNOS, ESGCV-ESGM, ESSEC, EXTERNIS, FM LOGISTIC, GENERIX, HAROPA, HIGHCO, IER BOLLORE, IMPACT (IFMG), IMPP, INTERLOG SERVICES, IRI, JPG CONSEIL, KANTAR, KLEE COMMERCE, LA POSTE, LUCKY CART, MARKETING SCAN, MEDIA PERFORMANCES, MOBEYE, MUTUALLOGISTICS, NEFAB, NIELSEN, NP MERCHANDISING, NUMSIGHT, PARABELLUM, PECLERS PARIS, PICXYZ, PILOTES PLV, POOLING PARTNERS, REED MIDEM MAPIC, RETAIL AND DETAIL, RETAIL EXPLORER, ROAMLER, SAGUEZ PARTNERS, SEGMENTS, SES IMAGOTAG, SHIPPEO, SHOPPER INTELLIGENCE, SHOPPERMIND, SIMON et ASSOCIES, SITOUR, SOFRIOLOG, SORAP, SPI, STEF, STORETAIL MKG SERVICES, STORIES DESIGN, STRADA MARKETING, SYMPHONY RETAIL AI, TCC, TRANSALLIANCE SERVICE, TRANSPARENCY ONE, TRANSPOREON, TVS ETUDES, UNIBAIL RODAMCO, VIRAGE CONSEIL, VOXMINING, WEVIOO, XPO SUPPLY CHAIN France



# THE TEAM



Xavier  
**HUA**  
Directeur  
Général

Comité et GT  
Supply Chain



Emilie  
**CHALVIGNAC**  
Directrice des  
Opérations

Comité Retail  
GT Zéro rupture,  
Suivi des marchés, CHD,  
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Françoise  
**ACCA**  
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GT E-commerce  
GT Proximité  
GT Promotion  
Formation



Sylvie  
**GUINGOIS**  
Responsable  
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