



THE MERGER OF ECR, IFLS AND IFM IN FRANCE LEADS TO THE FORMATION OF THE INSTITUTE FOR RETAIL (“INSTITUT DU COMMERCE”)

THE INSTITUTE FOR RETAIL IS RECOGNISED AS A DEDICATED INSTITUTION, COMMITTED TO EXCELLENCE IN ALL ASPECTS OF COLLABORATION AND THE SHARING OF BEST PRACTICE. IN WHICH ALL MANUFACTURERS -BIG OR SMALL- DISTRIBUTORS AND SERVICE PROVIDERS CAN WORK TOGETHER TO BETTER MEET THE NEEDS OF SHOPPERS.

ECR France is pleased to announce its merger with two other high profile joint associations: the IFM (French Institute of Merchandising) and IFLS (French Institute for Self-Service), leading to the creation of “Institut du Commerce” (Institute for Retail)

In creating the Institute for Retail, all three organisations hope to consolidate their teams and broaden their expertise, allowing to capitalise on new synergies and above all offer more content and a broader range of services to all businesses within the value chain.

This merger planned over the last year and at the request of all three boards, reinforces the ability to penetrate the omnichannel and puts the Institute for Retail right at the centre of the changes taking place across FMCG, Retail and Trade today.

The Institute for Retail is the ideal place for sharing and bringing all prospective industry players, together, regardless of size, in a constructive way with supports finding solutions to tomorrow's problems.

Some of our key focus areas include:

- **INSTIGATING STUDIES** to understand new patterns of consumption and purchase within the omnichannel shopper and to detect emerging trends.
- **WORKING GROUPS** to identify the impact of changes on the manufacturer-distributor relationship, formalising and disseminating tools and business practices to respond effectively,
- **CONFERENCES and RETAILS SAFARIS** to disseminate best practices, identify and discover new concepts

* Subject to validation of the ECR EGA 11 January 2017



A FEW WORDS FROM THE THREE ASSOCIATIONS

Vincent RINGENBACH Co-President ECR France

"The Institute of Commerce is the ideal place to analyse and understand customer expectations, allowing us to build, formalise and disseminate best practices and thus respond to its demand efficiently and in a collaborative way."

Emmanuel BERTIN Co-President ECR France

"Exchanging ideas between peers within an ethical framework will allow the members of the Institute of Retail to benefit from this collective intelligence, and to better understand how to make the digital revolution part of our DNA."

Giampaolo Schiratti - President IFLS

"Exchange and Foresight are the two hallmarks of the Institute of Retail: manufacturers, distributors and service providers alike will find the spirit of innovation that characterises the association"

Sophie NEYERTZ - President of the IFM

"The convergence of industry trade associations represents a tremendous opportunity for all industry players to discuss the current issues in a constructive spirit"

Ends.

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