



**FRENCH**  
**DESIGN & DECORATION DAY**  
**SPEED-MEETINGS**  
**IN STOCKHOLM**

FRENCH AMBASSADOR'S RESIDENCE

9th of October 2019





## • WHY •

The **French Design & Decoration Day**  
is an initiative taken by  
**Business France**  
in collaboration with  
the **French Embassy in Sweden**  
to highlight  
new and existing **French brands**  
within **interior decoration**  
on the **Swedish market**.



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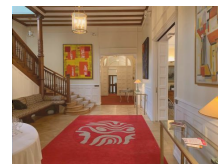
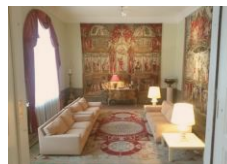
## • WHEN •

9th of October 2019  
(installation on the 8th of October)

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## • WHERE •

Bromska Palatset  
French Ambassador's Residence  
Stockholm



*The whole residence is at our disposal.*





## • THE CONCEPT •

Create a meeting place  
for French qualitative brands (*furniture, lighting,  
carpets, home textiles, and decoration items, etc.*)  
and  
Swedish professionals (*architects, decorators,  
specifiers, retailers, journalists, influencers, etc.*)  
working mainly for the Contract & Projects 'market.

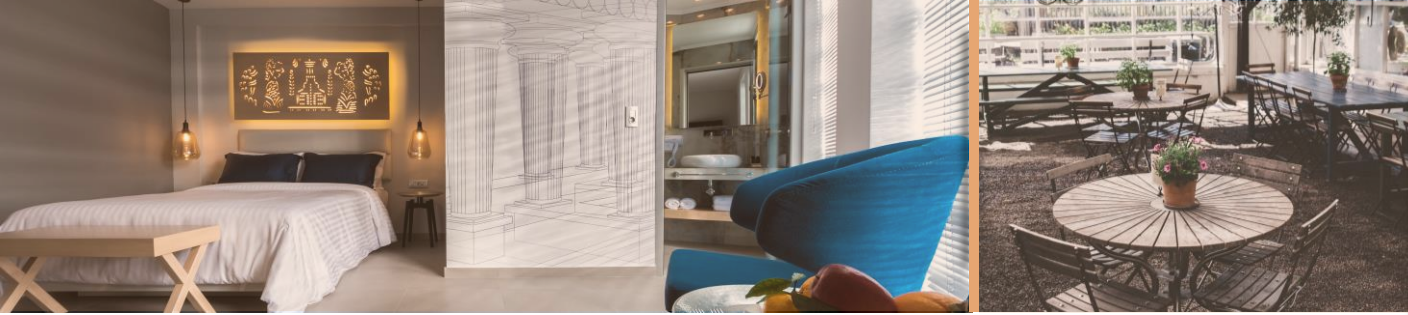


## THE SET-UP

A B2B and showcase event filled with market presentations, inspirational testimonials, B2B meetings, product showcases in an inspiring and exclusive atmosphere.

Around 100 professional visitors are expected!

# WHO WILL BE THERE



## Visitors:

Swedish professionals working on decoration projects: hotels, offices, private projects, retail buyers, influencers, journalists, etc.

## Exhibitors:

High qualitative & exclusive French brands with a know-how in the decoration & Contract market.





## KEY FIGURES

7,6 Mds€



Consumption of decoration products in 2018

44 079€



GDP per capita in Sweden in 2017

25 millions



Consumers in the nordic area

- ❖ The construction sector is booming with numerous construction and renovation projects including the hotel and catering sector, companies/offices, schools...
- ❖ Swedish architect's offices often take part in international projects
- ❖ Decoration and furniture products remain the leading household consumer item among durable and semi-durable goods (before clothing, for example).



# PRELIMINARY PROGRAM

## TUESDAY 8<sup>TH</sup> of OCTOBER

❖ Installation at the French Residence between 14:30 and 18:30

## WEDNESDAY 9<sup>TH</sup> of OCTOBER

❖ All day

Get inspired! Products' exhibition of representative & iconic items from some French Brands

❖ 9:00 - 10:30

**Breakfast meeting : Market trends presentations, testimonials & French Brands' pitches**

Speakers will present the latest trends on the contract & projects' market in Sweden: Interior decoration market, what are the architects looking for, the Hotel & Contract sector, testimonial of a French company in Sweden.

The breakfast will end with the French Brands' pitches to present quickly their products, vision and values (30').

❖ 10:30 - 12:00

**Business speed-meetings**

Pre-arranged face-to-face meetings to connect French brands with potential cooperation partners.

or

**Free visit of the exhibitors**

Products showcases will also take place, so visitors can directly meet the French brands without necessarily booking a meeting.



# PRELIMINARY PROGRAM

❖ 12:00 - 12:45

Working lunch

❖ 12:45 - 14:00

**Inspirational Coffee time: Inspirational testimonial & French Brands' pitches**

Participants will have the opportunity to enjoy a coffee while listening to an inspirational testimonial of a professional within design in Sweden followed by the second session of French Brands' pitches where the French Brands exhibiting will present quickly their products, vision and values (30').

❖ 14:00 - 17:00

**Business speed-meetings**

Pre-arranged face-to-face meetings to connect French brands with potential cooperation partners.

OR

**Free visit of the exhibitors**




Products showcases will also take place, so visitors can directly meet the French brands without necessarily booking a meeting.

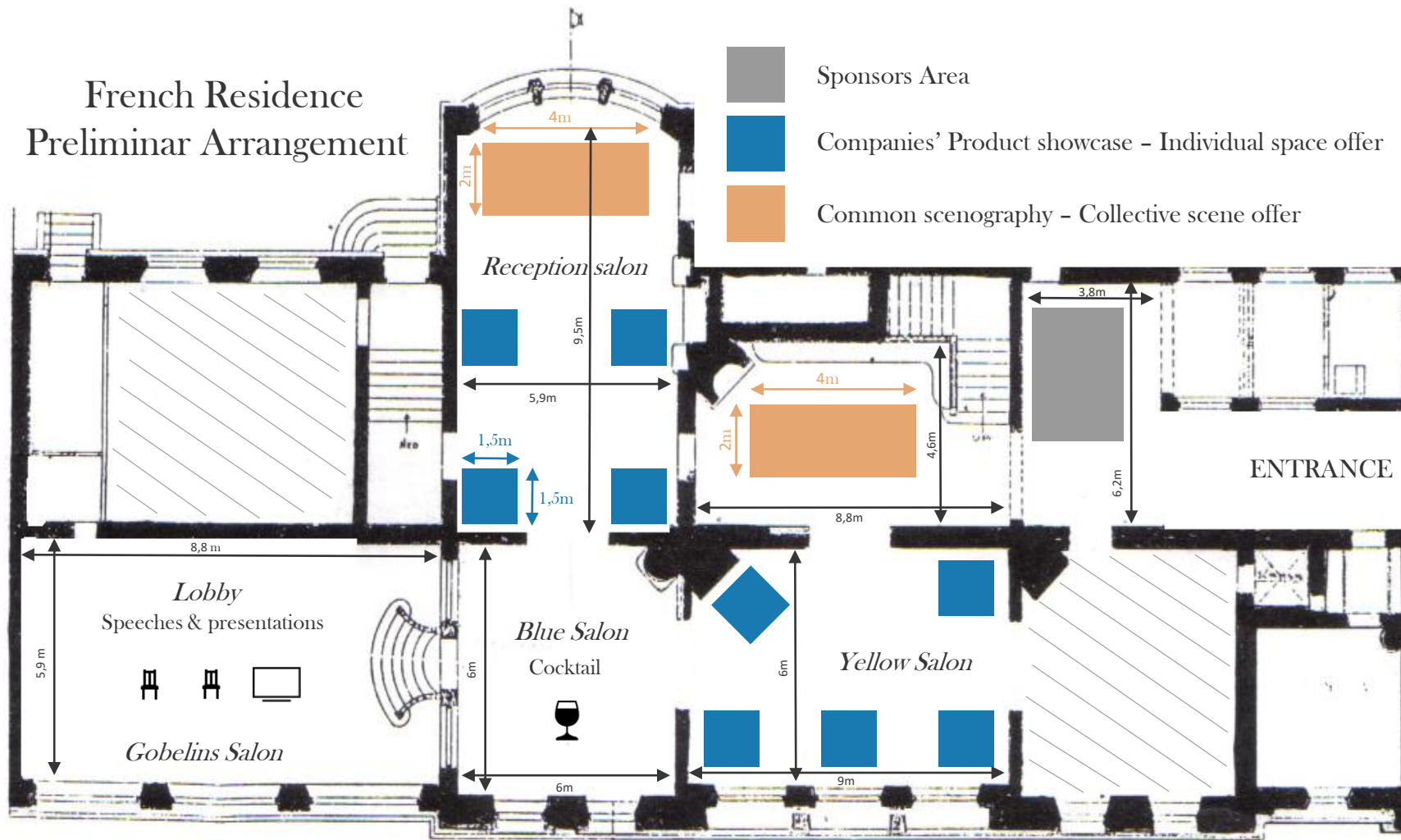
❖ 17:00 - 18:00

**Networking cocktail**

Visitors will have the opportunity to mingle, to walk around the different showcases, and engage spontaneous discussions with companies' representatives while enjoying a cocktail.

# French Residence Preliminar Arrangement

-  Sponsors Area
-  Companies' Product showcase - Individual space offer
-  Common scenography - Collective scene offer



# THE FRENCH RESIDENCE

Lobby



Yellow Salon



Blue Salon



The existing furniture  
will be removed  
for the event.



Reception salon



The Gobelins Salon



# PARTICIPANT'S OFFER

## OFFER N°1: INDIVIDUAL SPACE & B2B MEETINGS

- ✓ B2B meetings with potential partners in the interior decoration's sector
- ✓ 2 pitches' sessions
- ✓ Market trend presentations
- ✓ Networking cocktail & working lunch
- ✓ Set-up: 1 table + 2-3 chairs to welcome visitors + possibility to exhibit some samples
- ✓ A selected invitation addressed to all potential partners on the market (architects, decorators, importers, buyers , etc.) + journalists, influencers.
- ✓ Communication : A digital communication addressed to the local journalists, influencers, mm.
- ✓ After the event : List of the companies visiting the event (min 100 contacts)

Prices  
(excl. VAT)

**1 850 EUR**

# PARTICIPANT'S OFFER

## OFFER N°2: INDIVIDUAL SPACE, B2B MEETINGS & COLLECTIVE SCENE

- ✓ Exhibition of representative products in a common scenography
- ✓ B2B meetings with potential partners in the interior decoration's sector
- ✓ 2 pitches' sessions
- ✓ Market trend presentations
- ✓ Networking cocktail & working lunch
- ✓ Set-up: 1 table + 2-3 chairs to welcome visitors + possibility exhibit some samples
- ✓ A selected invitation addressed to all potential partners on the market (architects, decorators, importers, buyers , etc.) + journalists, influencers.
- ✓ Communication : A digital communication addressed to the local journalists, influencers, mm.
- ✓ After the event : List of the companies visiting the event (min 100 contacts)

Prices  
(excl. VAT)

**2 200 EUR**

# PARTICIPANT'S OFFER

## OPTIONS

✓ An additional participant

Prices  
(excl. VAT)

**325 EUR**

✓ Video promotion: 1-3 minutes video + a sponsored “campaign content” on LinkedIn

**775 EUR**

✓ Follow-up contacts after the event (3-4 contacts during 3 months)

**650 EUR**

✓ Extension in Denmark: individual meetings program in 2019/2020)

**2 600 EUR**

Submit your participation request online [here](#)

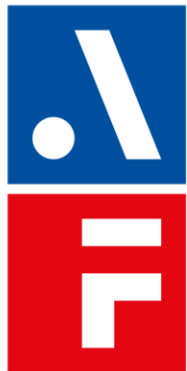
Registration deadline: 26/07/2019



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• OUR PARTNER •

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**L'Ameublement  
français**

#MY  
FURNITURE  
IS FRENCH

L'Ameublement français | #MyFurnitureIsFrench supports and helps furniture producers to develop their activities on the French and international markets, and foster innovation and know-how to tackle tomorrow's concerns.



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