

In partnership with the International Private Label Trade Show, Emerod has the pleasure to invite you to the experts seminars held on **March 29th 2011**:



Fanny Marie Brisdet  
Partenaire  
Brisdet Spiegelers, Lawyers



Paul STEMAN  
Partner-shareholder  
Mazars Pays-Bas



Dominique BALLANDE  
Commercial Director B to C / FMCG  
Mass market retail expert

with following subject :

## **How to launch a private label business in France: opportunities and threats**

1:45-2:15 p.m.

**Why choosing France?** A short presentation followed by a movie collecting various companies leader meanings on the benefits of choosing France to start their business.

**François Pays, Agence du développement du Val de Marne**

2:15-2:45 p.m.

**French payment means and conditions:** humorous stories which can rapidly impact your cashflow from an experienced banker.

**Hans Gunning, ABN AMRO**

2:45-3:15 p.m.

**Financial and accountancy choices.** Making the right decision at the first start is essential.

**Paul Steman, Mazars**

BREAK: 3:15-3.30 p.m.

3:30-4 p.m.

**Do's and don't from a legal point of view.** Riskless practices, recruitments and trading terms.

**Brigitte Spiegelers and Fanny Marie Brisdet, Brisdet Spiegelers**

4-4:30 p.m.

**From sales offer to partnership: what are the keys of success for tendering with the big players?**

What are the distributor's' expectations with private label products ranges?

**Dominique Ballande**

**International Private Label Trade Show - Pte de Versailles Hall 3- Paris  
1.30pm. Seminars will be held in English and start at 1.45p.m. until 5.15p.m.**

**Free entrance, priority to exhibitors and trade mission participants**

**Reservation recommended at [info@emerod.com](mailto:info@emerod.com)**

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