



2011

PREMIERES VISIONS

By Leaders Club International

Tuesday, October 19th 2010

CNAM - Paris 3^e
(Conservatoire National des Arts et Métiers)

Wednesday, October 20th 2010

SIAL - Paris Nord Villepinte



Be the first to discover the Outlook for 2011,
Get ready for the return of Growth and Profitability,
Secure the development of your budgets,

Meet the best Foodservice Experts, leaders of catering companies, suppliers,
distributors, investors, bankers, designers...

TOPICS TO BE DISCUSSED:

- Is the recovery here?
- 1 Year after the VAT reduction: Where are we in France? And the VAT in Europe?
What are the risks to see VAT going back up?
- How to increase, speed up and strengthen your performance?
- The new trends in Foodservice: Architecture, Concepts, Social Media, Changes in
consumer behaviour, Culinary Innovation, etc...
- IT Communication Tools: How do they fit in our marketing plans in 2011?
- How to integrate in concrete terms the 'Green Attitude' in our menus in 2011?
- SIAL Live: Food and Nutrition, the real innovation for 2011...

206 seats available!

Participate in « 2011: Premières Visions »

www.premieresvisions.com

In Partnership with

SIAL 2010
The Global Food Marketplace





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TUESDAY, OCTOBER 19TH 2010

At the CNAM – Paris 3^e

8h30 - 9h00		'Contact' Breakfast at 'Café des Techniques'
9h00 SHARP	<p>Daniel MAJONCHI President Leaders Club International</p>	Launching of the 2nd edition of 'Premières Visions'
9h00 - 11h00	<p>Michael JONES Gira Foodservice</p> <p>Jochen PINSKER NPD Group (Panel Crest)</p> <p>Nicolas NOUCHI & Paul HAGEGE CHD Expert</p> <p>François BLOUIN Food Service Vision</p>	<p><u>The 'True' Industry Figures in 120 minutes!</u></p> <ul style="list-style-type: none"> - The state of the food market in Europe and France? - Market situation of the Foodservice Industry after one year of lower VAT in France. - Evolution and Trends 2011. - Who wins? Who loses? - The Recovery around the corner? - What are the likely impacts on the behavior of our consumers in 2011? - International comparisons (USA/Europe/France). - How do foodservice retailers go along with the recovery? - What are the new positions between <i>protagonists</i>? - The outlooks for 2011 on the market and the supply chains. - How restaurateurs have adapted their offering to the market? ('Tracking' of restaurant menus from VAT reduction: new offers, new products, etc...) <p>- Q/A : Dialog between the Experts and the audience</p>
11h00 - 11h30		'Networking' Break at 'Café des Techniques'
11h30 - 13h00	<p>Anne-Claire PARE Bento</p> <p>Philippe HERSANT & Olivier SCHRAM Philippe Hersant & Partners</p> <p>Robert PETIT President Leaders Club France 'A Toutes Vapeurs'</p>	<p><u>The Concepts that will make the news in 2011</u></p> <ul style="list-style-type: none"> - What are the trends that reinforce? - What are the emerging trends? - International Benchmark: What international concepts could succeed on the French market? ('Hot Concepts', 50 Fastest Growing Chains, Nominees to the Belgian, German and Swiss Foodservice Awards 2010...) - « Snacking, Branding »: Master-words in foodservice (Launching of 'Cantina 2011'). - In preview: Revealing of the French Foodservice Awards, to be held on February 21st 2011, in the context of the Omnivore Food Festival (20-22 February 2011 – Deauville). <p>- Q/A : Dialog between the Experts and the audience</p>
13h00 - 14h00		'Networking' Lunch buffet at 'Café des Techniques'
14h00 - 15h00	<p>Rémy LUCAS Cate Marketing</p> <p>Dorothee GRICOURT Comexposium</p> <p>Luc DUBANCHET Omnivore - Carnet de Vigne</p>	<p><u>'Culinary Innovations 2011'</u></p> <p>TRENDS NOTEBOOK:</p> <ul style="list-style-type: none"> - What are the new items that will make your menus more attractive? Majors trends that have changed our offers in the last years, and those which will change them in 2011 and 2012? - Foretaste: Food Innovations in 2011: America, Asia, Europe, France - 'Jeune Cuisine' and 'Vin Nature' : The revolution? - The Top 10 of Omnivore rising young chefs (World and France) <p>- Q/A : Dialog between the Experts and the audience</p>

PRACTICAL INFORMATION



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Organizer

LEADERS CLUB INTERNATIONAL SERVICES

TUESDAY, OCTOBER 19TH 2010 - FROM 8H30 TO 18H30:

CNAM (Conservatoire national des arts et métiers)

292 rue Saint-Martin – 75141 Paris Cedex 03



Where & When ?

[Click here to enlarge the map](#)

WEDNESDAY, OCTOBER 20TH 2010 – FROM 9H30 TO 16H30:

SIAL – Paris Nord Villepinte

Easy to access, the **Parc des Expositions de Paris-Nord Villepinte** is **30 minutes away from Paris** via the RER B (Parc des Expositions station) and **10 minutes from the airport and the TGV station Roissy-Charles de Gaulle**.

[Click here for more info on the access to SIAL Exhibition.](#)

Fees

International Attendee: **490€**

Registration

Fill out the registration form and send it back to:

LEADERS CLUB INTERNATIONAL

- **by mail:** 50, rue du Faubourg Saint-Antoine - 75012 PARIS - FRANCE

- **by fax at:** +33 1 55 78 20 25

- **by e-mail:** sophie.potez@leadersclubinternational.com

Hotels

A new agency has been hired to help you make your hotel bookings for SIAL 2010.

Whether you prefer to stay in Paris, near the Parc des Expositions or in Chantilly, **WIP** offers a whole gamut of accommodation, ranging from *Chambre d'hôtes* to luxury 4-star hotel, at preferential rates. [Click here to make a booking.](#)

IN PARTNERSHIP WITH:



LEADERS CLUB INTERNATIONAL SERVICES

Passage de la Boule Blanche – 50, rue du faubourg Saint-Antoine – 75012 PARIS

Tel. +33 (0)1 55 78 20 22 – Fax. +33 (0)1 55 78 20 25 – Email: contact@leadersclubinternational.com - www.leadersclubinternational.com
SAS AU CAPITAL DE 50 000 € – SIRET 510 035 314 00010 – NAF 8230Z – N° TVA Intracommunautaire: FR18510035314



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REGISTRATION FORM

To send back to Sophie Potez by fax: +33 (0)1 55 78 20 25, or by e-mail at sophie.potez@leadersclubinternational.com or by mail at: Leaders Club International Services - 50, rue du faubourg Saint-Antoine - 75012 PARIS – France

First Name: Last Name:
Company: Title:
Invoice Address:
Post Code: City: Country:
Tel: Fax: Cell:
European VAT number: Email:

FEES:

- Price per person – International Attendees **490€**

The registration fee includes:

Access to the 2 Days of conferences, access and visit of the SIAL Exhibition, lunches, 'Networking' breaks, and the presentation texts.

PARTICIPATION :

I will attend the conference « 2011 Premières Visions » at the CNAM (Paris 3^e) – October 19th 2010

I will attend the conference and visit at the SIAL (Paris Nord – Villepinte) – October 20th 2010

I will be accompanied by:

1) Name: Last Name: **490€**

Company:

2) Name: Last Name: **490€**

Company:

TOTAL AMOUNT €

Payment by Check made out to LEADERS CLUB INTERNATIONAL and drawn on a French bank only.

Payment by Credit Card:



Card holder's name:

Credit Card number:

Expiration date: CVV code:

I hereby authorize LEADERS CLUB INTERNATIONAL SERVICES to charge my credit card for the amount of €

Date et signature with the mention "read and approved":

Payment par Wire Transfer (Bank details below).

Bank Details:

Bank name and address: HSBC FR AUBER MATHURINS - 3 rue des Mathurins – 75009 PARIS

Bank Code: 30056 – Teller Code: 00811 – Account number: 0811 009 6682 – RIB key: 97

IBAN : FR 76 3005 6008 1108 1100 9668 297 – BIC : CCFRFRPP – European VAT number: FR18510035314

Your registration is considered definitive as soon as we receive it. A bill will then be sent to you.
There will be no refund and no discount.

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