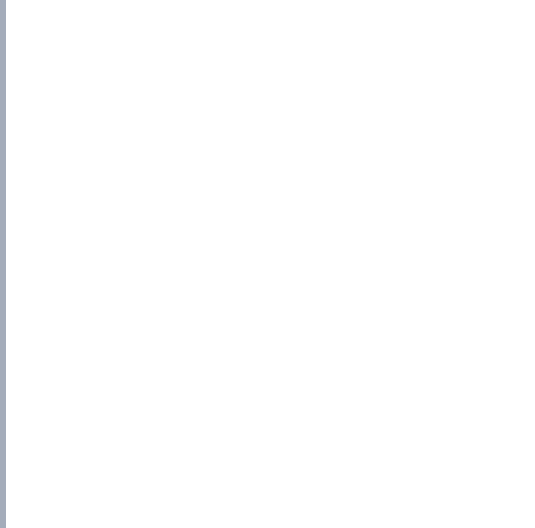




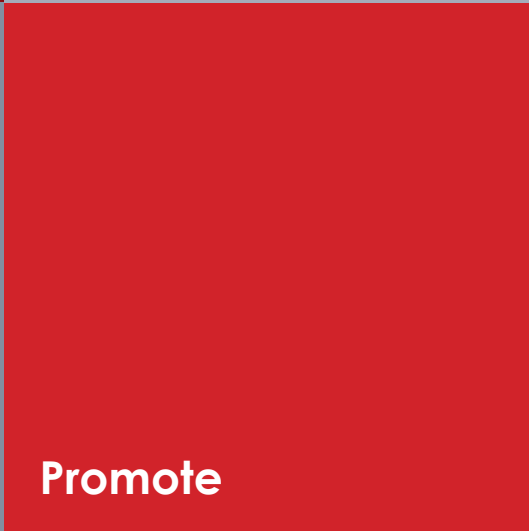
Represent



Share



informe



Promote



Gather



Grow



Train



Teach & Learn

PROCOS

Retail Federation



PROCOS

RETAIL FEDERATION

The Procos Federation brings together more than 260 of the most dynamic retail brands in the market. Together they provide 735,000 jobs in France and generate about 94 billion euros of sales. Our large representativeness allows us to defend the interests of retailers.

Procos acts as a forum for sharing knowledge, experience and intelligence among its members. Through its internal research & analysis department, Procos provides expertise and advice on consumer and retail trends throughout France, on all territorial levels. Its members share a common ethical approach to retailing and a community-minded approach in the consideration of cities and consumers. Relationships between members are based on trust, confidentiality and a community of actions, while respecting individual interests.

+ 260 BRANDS

60,000 SHOPS

735,000 JOBS



35% OF RETAILERS INCOME

65%
OF PROCOS MEMBERS
AN ABROAD



€ 93.5 BILLIONS
OF SALES

Our members represent all the diversity of the retail

- **All activities of retailers**
food and gifts, restaurants, fashion household goods, health & cosmetics, Home furnishing, culture, entertainment, services...
- **All sizes and shapes**
from 50 m² to 5000 m²
- **All chain models and legal status**
Compagny-owned, franchises...
- **All development strategies**
High-street, malls, retail parks...

PROCOS, A CLUB OF RETAILERS TO EXCHANGE AND SHARE

Our members gather together to share their experiences and knowledges with Procos experts, economists, retailers CEO, heads of real estate, chief marketing officer...

Working groups

- **Real estate and development**
- **Focus Groups**
Small cities, catering, E-commerce, retail parks
- **Director breakfasts**
Six time a year on a retail subject
- **Suitable working group on every necessary subject**

Professional education

Procos organize professional training for real estate employees on lease subject, transfer and strategy.

Online community

Procos Intranet

- More than 600 users
- All the reports and studies
- An atlas of French retail
- All the future projects: malls, retail parks...
- Our newsletter
- Agenda



PROCOS, COMMON VALUES

- **A shared ethics**
for the retail industry
- **Promoting retailers as a major actor**
of cities & society
- **A commercial development**
that respects urban planning
- **High quality services**
- **Coordinated actions**



EVENTS & PARTNERSHIPS



Partnerships

L'Institut pour la Ville
et le Commerce

The retail think tank.

Local officials, Landlors
retailers, academics.

Press conferences

News of the retail community

Performances, evolutions, commercial vacancy rate...

Seminars

Retailers, mall operators and representatives share their visions
on retail issues (economic, legal, novelty...).

Trade fair

Procos, partner of MAPIC and SIMI

Procos has a booth at every Mapic.

PROCOS, AN EXPERTISE TO ASSIST RETAILERS EXPANSION

Tailor-made solutions

Expertise on real estate portfolio

- Development strategy
- Stores performances auditing
- Key moneys
- Rents

We manage a database with all of our members' turnovers and rents. With more than 20,000 datas, we benchmark more than 1,000 sites (high streets, malls, retail parks).

Observatories

- Market studies: territorial Intelligence, Cities, regions, markets
- Retail intelligence Landlords projects portfolio, footfall, monthly growth rates.

More than 200 studies, 1,500 maps, 500 projects.

OPEN UP TO THE WORLD WITH eurelia

International Département de PROCOS

www.eurelia.com

- 15 publications per year
- Database of retail projects listing almost 1,500 projects
- 12 meetings per year – Paris/Barcelona
- Strategic consultancy services



Procos promotes the industry's activities and vitality and defend its interests

We closely collaborate with the authorities especially on real estate issues.

- We contribute with the actor of shopping centers on Leases, maintenance and marketing charges, regulations...
- We also collaborate with public authorities on Urban planning, commercial leasing, sustainable development, sunday work...

We organize a working group on laws and regulations with lawyers of ProcOS members.



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General delegate
Zaïa AZZAZ-MHIMDI
Executive assistant

Studies

Alexandre de LAPISSE
Director of studies
Mathilde d'ASSY
Consultant
Sami KITAR
Consultant

International Departement de PROCOS

eurelia

Cécile WALTER
Director of studies
Florian TRECOS
Consultant
Barbara GARBOWSKI
Executive assistant

Information system

Sylvain BEAULIEU
Director
Ann-Constance HAUET
Mission head
Mathieu DESBOIS
Mission head

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Director marketing
& public relations
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Members relation
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