

L?Atelier BNP Paribas: an eye-opener to China

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At L?Atelier BNP Paribas in Shanghai, you will find a team of digital professionals with a passion for innovation and excellence in the projects they deliver. They offer consulting & advisory services to companies and organisations looking at...

- Understanding the Internet & Mobile market and engaging Asian consumers.
- Defining the optimal digital strategy for communication, marketing and retailing.
- Detecting new business opportunities through a continuous tracking of trends and disruptive innovations (Internet, media, telecommunications).

Their experienced and devoted team can assist you at different steps of your projects:

- **Understanding the uniqueness of the Asian digital landscape and identifying business opportunities for your company**

Key trends, consumer behaviours, business models, start-up ecosystems, Internet & Mobile leaders operating in your industry?

They deliver all the business intelligence you need on the Asian digital markets.

Typical Services: Industry research, Market & Consumer Study, Learning Expeditions in Asia, Training workshops in Shanghai or Paris

Sample of clients: Digital Luxury Group, Galeries Lafayette, Richemont, Puma, Redcats

- **Go-to-market strategy**

From a simple digital communication project to a full e-commerce activity, L?Atelier provides tailor-made advisory services to help you navigate through complex decision-making processes: project and strategy design, business modelling, competition analysis and identification of potential partners.

They provide you with strategic advice to enter the Asian digital markets.

Typical Services: Assessment of Business opportunities, Competition Analysis, Project Auditing & Design

Sample of clients: Converse, Mustela, Groupe ADEO, Twenga, Ventech

- **?Springboard Events? for service providers and startups in China**

L?Atelier BNP Paribas organises conferences for the MNCs (multi-national companies) community in China focusing on new trends (social media, online shopping, m-commerce...) and specific industries (retail, luxury ...).

They leverage this network to help their clients build their reputation, make their products known and create new business opportunities.

Sample of clients: 360Buy, Email vision, Orange Business Services

- **Monitoring new trends and disruptive innovations**

Whether you are based in Paris, London, New York or Tokyo, or stay up-to-date by receiving monthly professional newsletters presenting the latest trends and innovations

impacting your markets.

L?Atelier BNP Paribas tracks innovative products and technologies, detects the latest trends arising on the markets and delivers to you a thorough analysis under various formats.

Monthly reports: Customised newsletters, China "e-Commerce Insider" Report

Other services: Dedicated online platform for your company

Sample of clients: Total, PPR, Kering

- **Training on Digital Practices for your staff and management**

Located in Shanghai, the training workshops provide information about ?essential? and ?advanced? digital practices (e-PR and social media, search marketing, buzz marketing, e-mail marketing, media planning, KPI?s and dashboards?), combined with peer-learning opportunities from market leaders (case studies, on-site visits, testimonies).

L?Atelier develops the skills of your people with specifically designed trainings to meet the unique and rapidly changing requirements of the digital industry.

Typical Services: Training Workshops (1 to 3 day-sessions)

Sample of clients: L?Oreal, Danone, Groupe ADEO

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