

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

published on 01.09.2014

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

