

Media alert

Saint-Ouen, France, 28 November 2023

Inetum takes part for the 2nd year running in the Tech for Retail show on 28 and 29 November 2023 in Paris

Inetum, a European leader in IT services and solutions, will be at the Tech for Retail show which is held at Paris Expo Porte de Versailles on 28 and 29 November 2023. As a specialist in digital transition and ESG challenges for large distributors and manufacturers in the consumer retail industry, Inetum will present its technological expertise and digital innovations for the ecosystem.

Inetum, benchmark partner for a new retail experience

As a company that specialises in supporting enterprises in their digital transformation, Inetum is widely recognised for its commitment to sustainability. A distinguishing feature is its capacity to help core-business as well as IT departments find a balance between technology, solutions, and sustainability. Relying on its expertise, Inetum guides companies through significant changes, optimises their presence across all channels, and uses data to create unique and immersive customer experiences.

Transformation in the world of retail is accelerating. The Group's expertise in retail and e-commerce with numerous companies, including major global names in the sector, enables it to bring a value proposition that is known for addressing new business challenges for the sector and for its clients: optimising customer experience and the fluidity of customer journeys across all channels, brand preference, last-mile logistics, new payment options and security, and the integration of new technologies based on Data and generative AI.

Talks and demonstrations for retail professionals

Inetum's presence at the 2023 Tech for Retail show once again underlines the Group's commitment to shape the future of retail through digital innovation, sustainability, and societal responsibility across a wide range of topics: innovation, data management, the cloud, solution integration, cybersecurity, corporate social responsibility (CSR), human support, change management, and consulting.

The Inetum stand (F59) will be a lively, dynamic place with short talks and demos where visitors can learn more about technological challenges in retail. Several Inetum experts will also be three to chat with visitors and hear what their needs are.

During this major event, Inetum experts will present various talks on key topics in the retail sector:

- **"IA Générative : Démystifier et Acculturer"** ("Generative AI: demystify and get to grips with it") with Matthieu Blanc, Machine Learning Product Specialist at Google Cloud, and Dorian Vacher, manager Language AI domain & GenAI Products Inetum, on Tuesday, 28 November from 4.30 to 5 pm in Room 4.

- **"Le passeport numérique (DPP) levier d'accélération pour la circularité"** ("The digital passport (DPP), a driver to accelerate circularity") with Bruno Vanhove, Senior Manager Inetum Consulting, and Diana de Bernardy, Sector Manager Sustainability and Circularity-GS1, on Wednesday, 29 November from 11.30 to 12h in Room 4.

About Inetum, Positive digital flow:

Inetum is a digital services and solutions company. *Present in more than 27 countries, the Group has nearly 28,000 employees and generated revenues of EUR 2.4 billion in 2022. In a world where needs and uses are continuously being reinvented, the Inetum Group supports companies and governments in their digital transformation by offering them a unique combination of proximity, sectoral organisation, and innovative solutions. With its multi-specialist profile, Inetum aligns its organisation around 4 Global Business Lines: Inetum Consulting, Inetum Technologies, Inetum Solutions, and Inetum Software.*

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