



EPONIMO FAST:TRACK

FAST:TRACK Your Business Into France

The aim of the French Rendezvous-Eponimo Fast Track program is to accelerate the development, enhancement and promotion of commercial and cultural networks between Australia and France in five of the fastest growing sectors of exchange:

1. Fashion Cosmetics & Beauty
2. Bio Medical & Bio-Tech
3. Energy & Mining
4. Environment & Environmental Services
5. Information Technology & Telecoms

For the 2009-10 period Eponimo Fast:Track is concentrating on Fashion designers, Cosmetics, Beauty products and Tourism with an integrated program of business development services including:

- Extensive consultative program to ready the business for international markets
- Market networking and communications
- Client market adaptation services
- Personalised business matching and facilitation services
- Access to trade facilitation services through a fast developing international network

Postcard from France

Australian businesses have a good reputation in France and amongst French consumers and are doing very well in the present climate of rising trade in food, fashion and consumer goods. Australian companies have an excellent opportunity to leverage off these positives which offer further opportunities for savvy exporters.

Eponimo Fast:Track is playing an active role in matchmaking both French and Australian companies in key sectors of growth through representation and development in major trade shows and important big events which create great hubs of export activity and help with 'critical mass' of clients, distributors and potential joint venture partners. Lots of this spontaneous business networking has led to a number of significant export deals for both first time and experienced players in the highly competitive atmosphere of international business.

Many Australian businesses find the commercial and cultural aspects of international expansion daunting and Eponimo Fast:Track is specifically designed to open markets in Europe without the normal commercial and cultural delays by offering market specific support including:

- French Business understanding
- Market specific strategic counselling
- French networking and contact expertise
- Cultural understanding
- Language skills and translation services
- Continuing representation in France

Trade Shows, Exhibitions and Events

Fast Track Rendezvous your business towards a large number of other world-class trade shows particularly in Fashion, cosmetics and beauty where Australian companies are uniquely placed to succeed.

This year Eponimo and French Rendezvous represented clients at a number of high profile events in France and in particular, Lyon City Mode, Paris Fashion Week and the Rugby World Cup all during September and October. Thousands of delegates from around the world attend and the events provide a forum for international professionals in every facet of the development, management and operation of their respective sectors. It provides a fantastic opportunity to meet new people, exchange knowledge and experience, discuss solutions, and discover new ideas.

Fast Track Rendezvous will provide representation opportunities for Australian companies and be making contact with the whole range of fashion, cosmetics and beauty professionals, including:

- Designers, fashion houses and fashion brands
- Press contacts and public relations
- Distribution and wholesale
- materials suppliers
- materials manufacturers
- finance and investment firms
- professional organisations

The 2009 Eponimo Fast Track will be a particularly significant event as it celebrates the completion of a three year effort to generate bilateral commercial and cultural exchange between Australia and France. Events are being held first in Sydney and across Australia followed by Road Shows to France, including Paris, and will offer an extraordinary market development environment that's not to be missed.

Fast Track Market Intelligence

1. Differing visions concerning major current issues, devoted to new perspectives on fashion, cosmetics and beauty
2. Strategic directions, focusing on a forward-looking examination of issues in the field of fashion, with reference to governance and management of the distribution system, money collection, manufacture and production, and quality of product design and fabrication
3. Technical aspects based on the work of the various fashion houses, distributors, retailers and individual contributions
4. Marketing directions dealing with specific or multi-disciplinary subjects including, PR, advertising, promotions, POS and involving other international representatives
5. Collections, at which selected individual contributions are presented

Fast Track to January - February 2009

Late February 2009 will see the hosting of the Paris Spring Summer Fashion Week and Salon International de la Lingerie, Fast Track Rendezvous will have laid the ground work for an anticipated and very limited Australian delegation of 10 to 15 companies. Delegates will include designers, managers, proprietors and other staff members of leading edge Australian fashion, cosmetics and beauty sector companies.

Eponimo Communication is promoting the Australian participation and co-ordinating an Australian delegation. The main elements of Eponimo involvement are:

- Promotion of Fast Track Rendezvous to potential participants in Australia
- Provision of information to delegates – accommodation options, local transport, suggestions for activities and post visit options for people planning to stay on
- Production of a website containing information about the Australian delegation
- An official welcome function, with external invitees is being planned for the Australian delegation
- An exhibit showcasing the work of the Australian delegates
- Contribution to several workshop sessions through representatives on the workshop committee

Eponimo and French Rendezvous may run a limited number of sector specific networking events throughout the year for your company to participate in including; trade workshops in Paris and Australia as well as French Rendezvous (Australia) 2008. These events provide unique networking opportunities and are attended by high profile sector specific keynote speakers, professionals, and media, PR and industry VIP guests.

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