

[ivan.borriello@compagniadelfreddo.eu](mailto:ivan.borriello@compagniadelfreddo.eu)

Zazà

Paris, October 3<sup>rd</sup> 2007

Dear Ivan,

The SPEED MATCHING Jury met in Paris on September 28<sup>th</sup> 2007. It is a real pleasure for us to announce that your retail concept has been nominated to be presented during the Speed Matching sessions to be held during MAPIC.

For your information, you will pitch your concept on Thursday, November 15<sup>th</sup> 2007, at 11:00 in the SPEED MATCHING room, located in the Penthouse Riviera (Lerins Zone) in the Palais des Festivals, Cannes. A preparatory meeting will be held in the same room at 9:00. We are sure you will understand that your presence is mandatory.

There are no specific formats for the presentation, and you can use either a PowerPoint presentation or a video. The only thing we would request is that you keep to the following guidelines in terms of order of information during your presentation.

1. Introduction concept and Company profile
2. Development strategy, location,
3. Knowledge of the market that you are targeting
4. Conclusion: adaptations of your brand to local market. Also define if you are looking for locations or investors.

**REMEMBER: This must keep into the 7 minute slot, as you will be interrupted when your time is up! The presentation should be made in English. No simultaneous translation will be provided.**

In the submission form, we had suggested the following timed scenario:

- 2 minutes to present your company and concept.
- 1 minute to explain the development strategy.
- 2 minutes to explain the development financial.
- 2 minutes: conclusion including strengths of your concept.

You will receive before the end of this month a document to complete so we can communicate on your brand and give you more visibility during the Speed Matching sessions.

Once again, all our congratulations for your nomination. We look forward to hearing from you soon and to meeting you in Cannes!

Yours Sincerely,



Eugenia Irvine  
Project Manager - Speed Matching  
[speedmatching@reedmidem.com](mailto:speedmatching@reedmidem.com)



Claire Terrier  
Conferences Manager - Real Estate Division  
[claire.terrier@reedmidem.com](mailto:claire.terrier@reedmidem.com)