

eCommerce Fashion Trip to Russia

Sponsoring Package Lugano - Moscow



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Abstract

Following the request of many fashion eCommerce players based in Switzerland and Italy, NetComm Suisse Association is arranging a fashion eCommerce Trip to Russia.

The interests of the Fashion eCommerce players are:

- Understating the Russian eCommerce Market (size, trends, customers needs, competition, online purchase path, markets specificities)
- Understanding the general macro economic country evolution and perspectives
- Understanding how to manage eCommerce sales in Russia for eCommerce (either cross-border or setting operations in the Country) and traditional distribution

The mandate of the Association is to:

- Arrange the trip to Russia to satisfy information needs of Fashion players,
- Stimulate and facilitate business matching with local players in Russia that can manage and facilitate eCommerce sales in the country,
- Stimulate and facilitate business matching with local entrepreneurs that can provide interesting case studies and knowledge sharing
- Facilitate connection with local Institutions, Associations, Government

The Association

Founded in June 2012, with headquarter in Lugano and subsidiaries in Geneva and Zurich, NetComm Suisse is the only Association for operators of e-commerce and digital communication in Switzerland.

Through its activity NetComm Suisse supports the growth of the sector and builds consumers trust in the online sales channel. The Association is open to all companies operating in the e-commerce sector (merchants, PSP, web agencies, software houses, logistic operators, acquirers, specialized legal practices, trust and consultancy companies working in e-commerce, comparators, digital communication platforms, affiliated companies, data farms, etc.)

The Association mainly focuses on 6 activities:

- events and seminar
- training
- research & media relation
- business networking
- lobbying

The fashion eCommerce trip

We are planning to arrange a 4/5 days trip to Russia in September as request by many fashion players. Flying from Malpensa Airport (or Zurich) to Moscow.

Draft Agenda – to be created according to sponsors	
Monday 19th	Flying to Moscow and Hotel Setting-up Networking dinner, meeting party, visit Red Square
Tuesday 20th	Data and trend presentation Partner meetings and Keynote presentations Understanding Cross-border eCommerce issues Legislation Issues, Logistic and VAT
Wednesday 21st	Partner meetings and Keynote presentations Trip to TVER logistic hub Understanding eCommerce operations in Russia and case study Networking dinner at Swiss Embassy*
Thursday 22nd	Networking matching event Partecipation to Fashion Retail Russia in Moscow presenting the Ticino Fashion Valley and organizing networking moments with local players
Friday 23rd	Digital Marketing focus Yandex Visit*

The organization of the 4/5 dais might change according to the partners involved in Russia or on request of the Fashion companies attending the trip.

For us is mission critical that all supporting sponsors will have:

- Possibility to present in a keynote presentation their services
- Possibility to present 1 or 2 case studies (managers of brands companies working with the sponsors company in Russia) to reinforce the perception of trust and quality of the services offered
- Possibility to interact with all participants (fashion brands) involved in the trip both in a professional and casual moment (networking dinners).

Finalization of the agenda


The agenda will be finalized by 18th April 2015 to be presented at the event:

eCommerce meets fashion in Ticino Fashion Valley

<http://netcommsuisse.ch/Events/e-Commerce-meets-Fashion-in-the--Ticino-Fashion-Valley--2016.html>

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Involved target audience

We will address the trip project to fashion companies located in Switzerland, Italy and other European countries thanks to the collaboration with Ecommerce Europe Association.

We will mainly address:

- CEO's
- Sales Director
- eCommerce Director
- Digital Director
- Export Director
- Etc.


NetComm Suisse Association has matured a direct connection and relation, in the last 3 years, with the following companies and brands (events, seminars, fashion academy, workshops). Here follows a list of companies (non exhaustive) where NetComm Suisse has at least 1 direct connected manager:

- AF DISTRIBUTION SA
- Al Duca D'Aosta
- Amazon
- Antony Morato
- Appenzeller Gurt
- ARDI
- Assos
- AW LAB (Bata Group)
- BALLY
- Bally
- Bric's SPA
- BRULI sa
- BUENAONDA.ME
- Bulgari
- C&A
- Calzedonia
- Camicissima - Fenicia S.p.A.
- Canali S.p.a.
- Canoe Swiss
- Cerasella Milano
- Cityscape Fashion GmbH

- DSQUARED
- Eric Salmon&Partners
- Ermenegildo Zegna Group
- ETRO
- Etro S.p.A.
- FashionFriends
- Fendi srl
- Gianni Versace S.p.A.
- Gianni Versace S.p.A.
- Gold Mood
- Guccio Gucci spa
- GUESS EUROPE SAGL
- Hairdressr Srl
- HOGAN
- Holding Den Braven Group
- Inditex
- Inno&Fashion Center SA
- ITALIAN TOUCH – Gruppo Diego Della Valle (Tod's – Hogan-Fay)
- Jimlar Europe AG
- Kering (group all brands over 23 direct managers connected)
- L'INDE LE PALAIS S.R.L.
- La Martina
- La Redoute Suisse
- LANIFICIO LUIGI COLOMBO S.P.A.
- LGI SA
- Liu Jo Spa
- LOREAL
- Lumen Suisse
- Luxottica Group
- MAX&Co. - MaxMara Group
- Michael Kors
- Modis
- Navyboot AG
- New Rock
- NRG-Lex Sagl
- Officina Lifestyle SA
- Philipp Plein Int AG
- Pianoforte Holding (Yamamay/Carpisa/Jaked)
- PUREST Ltd
- Ramponi stones and strass

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- RCS Mediagroup
- Relatech
- Replay
- Rezzonico Editore SA
- Shiseido
- STAFF
- Stone Island (Sportswear Company S.p.A.)
- Swarovski
- Tally Weijl Trading AG
- Ticino Edizioni SA
- Tiffany & Co. Swiss watches Sagl
- Timberland | VF Corporation
- TOM TAILOR
- Triumph Global Sales AG
- TWIN SET - Simona Barbieri Spa
- Twin Set Simona Barbieri S.p.A.
- Valentino S.p.a.
- vente-privee
- VF Corporation
- VF internation SAGL
- Vinicio Boutique VINICIO S.r.l.
- Visconti Diffusione
- Walt Disney Company Italia
- Weekend MaxMara
- WELCOMING
- WHIRLPOOL
- WP Lavori in Corso
- www.mercanti-dorio.it
- Xago Europe SA
- Yoox Group Spa
- Zino Davidoff Trading AG
- Etc.

Here an example of a single event where we have gathered together over 350 attendees and 160 brands in 2015: <http://www.eventbrite.ie/e/e-commerce-meets-fashion-in-the-ticino-fashion-valley-tickets-15724190477>

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Here follows a non-exhaustive map representing the “Ticino Fashion Valley”.
 Companies with office in Ticino (Lugano area in Switzerland):



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Go to market strategy for the Fashion Trip

NetComm Suisse Association is highly motivated to make sure that the fashion eCommerce Trip will reach the highest number of companies as possible.

The minimum goal to reach is 15 fashion eCommerce representatives to be involved in the trip.

In order to make sure that we will reach even an higher number of managers and brands, NetComm Suisse has elaborated a clear “Go to market strategy”, described as follow:

Go to Market strategy	
November 2015	25 th November presentation of the project to 800 people in Baden at the Swiss eCommerce Conference Sight visit to Moscow - December
January-February	Call and information of the project Online of first draft on website
March	Enrolment of Russian Partners
April	18 th presentation at eCommerce meets fashion in Ticino Fashion Valley Co-marketing push with: <ul style="list-style-type: none">• Ecommerce Europe Association• Partner/Sponsors of the event• Media partners
May	Release of Position paper post event Dedicated newsletters Enrolment of Ecommerce Europe co-marketing If needed one to one calls
June-July	Dedicated newsletters One to one calls if needed
August	Last Call communication Newsletter
September	Fly to Moscow (minimum 15 brand managers from Switzerland, Italy, France, Germany or other International)

Deliverables to enroll participants

NetComm Suisse Association is planning to reach a delegation:

- from a minimum of 15 people,
- to a Maximum 30 people.

In order successfully enroll the maximum number of participants as possible, we are planning a very clear and efficient go to market strategy:

Go to Market strategy	
November 2015	Presentation at the Swiss eCommerce Conference in Baden November 25 (over 800 attendees)
January- February	Call and information of the project Online of first draft on website
March	Enrolment of Russian Partners
April	18 th presentation at eCommerce meets fashion in Ticino Fashion Valley. Dedicated panel of Fashion opportunities in Russia: http://netcommsuisse.ch/Events/e-Commerce-meets-Fashion-in-the-Ticino-Fashion-Valley--2016.html Co-marketing push with: <ul style="list-style-type: none">• Ecommerce Europe Association• Partner/Sponsors of the event• Media partners
May	Release of Position paper post event Dedicated newsletters Enrolment of Ecommerce Europe co-marketing If needed one to one calls
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Cost structure

In order to enroll at least 15 top fashion manager, we have to consider the following costs:

- Organization and Project Management
- Marketing costs
- Travel, hotel and food

Team

Here follow the internal contact person in NetComm Suisse team and ValueLab Consulting company for what concern the Russian Position Paper.

Name	Last Name	Role	Mail	Contact
Team NetComm Suisse				
Carlo	Terreni	General Director	carlo.terreni@netcommsuisse.ch	0041 (0)79 3766 238
Alessandro	Borsani	Operation Manager	projectmanager@netcommsuisse.ch	0041 (0)796361387
Bobana	Vujic	PM Russia Trip	eventmanager@netcommsuisse.ch	0041 (0)79 6578398
Philip	Weiss	Head of Partnerships	philip.weiss@netcommsuisse.ch	0041 (0)78 7853900
Value Lab for Position Paper				
Matteo	Scheggia	Senior Consultant	matteo.scheggia@valuelab.it	+39 388.3905177

2016 sponsoring fees

Benefits description:

Sponsorship Categories	Amount sponsored
<p><u>Platinum sponsoring (INCLUDES ALL 4 POINTS)</u></p> <p>1. Association Fee to NetComm Suisse (3.500CHF):</p> <ul style="list-style-type: none"> ○ Free entry to all events ○ Free download of all researches ○ Marketing online and offline of the Associated company ○ Lobbying activity towards national and international organization <p>2. Participation to eCommerce meets Fashion Event in Ticino 18th of April 2016 (15.000 CHF):</p> <ul style="list-style-type: none"> ○ Possibility to invite 1 customer on the panel (to agree with NetComm Suisse) ○ Booth – cocktail table stand in front of the event Room ○ 20 free entrance tickets to the event ○ 2 free entry Tickets for VIP party 18th dinner ○ REACH – over 400 companies <p>3. Participation to the eCommerce & Russia position paper, to be released in Europe before July (4.000CHF):</p> <ul style="list-style-type: none"> ○ Quotation in the Study ○ All company information in the study ○ To be distributed to over 250 fashion directors in Europe ○ REACH – 10.000 people in newsletter in database <p>4. Fashion eCommerce trip in Russia – Moscow (15.000 CHF):</p> <ul style="list-style-type: none"> ○ Participation to the full trip in Russia 1 person for each company including lunch and dinners ○ Keynote speech and one to one presentation in Moscow ○ Possibility to have at least 1 customer as case study to present the benefit of working with the company ○ Presence of the company on all ○ REACH – from 15-30 top brands in one to one relation 	<p>CHF 20.000.-</p>
<p><u>Gold sponsoring (INCLUDES ALL 4 POINTS)</u></p> <p>1. Association Fee to NetComm Suisse (3.500CHF):</p> <ul style="list-style-type: none"> ○ Free entry to all events ○ Free download of all researches 	<p>CHF 15,000.-</p>

- Marketing online and offline of the Associated company
- Lobbying activity towards national and international organization
- REACH – over 700 companies

2. Participation to eCommerce meets Fashion Event in Ticino 18th of April 2016 (3.000 CHF):

- 2 free entry Tickets for VIP party 18th dinner
- REACH – over 400 companies

3. Participation to the eCommerce & Russia position paper, to be released in Europe before July (4.000CHF):

- Quotation in the Study
- All company information in the study
- To be distributed to over 250 fashion directors in Europe
- REACH – 10.000 people in newsletter in database

4. Fashion eCommerce trip in Russia – Moscow (15.000 CHF):

- Participation to the full trip in Russia 1 person for each company including lunch and dinners
- Keynote speech and one to one presentation in Moscow
- Possibility to have at least 1 customer as case study to present the benefit of working with the company
- Presence of the company on all REACH – from 15-30 top brands in one to one relation

Silver sponsoring (INCLUDES ALL 3 POINTS)

CHF 10,000.-

1. Association Fee to NetComm Suisse (3.500CHF):

- Free entry to all events
- Free download of all researches
- Marketing online and offline of the Associated company
- Lobbying activity towards national and international organization
- Including 1 entrance fashion event (day not VIP dinner)
- REACH – over 700 companies

2. Participation to the eCommerce & Russia position paper, to be released in Europe before July (4.000CHF):

- Quotation in the Study
- All company information in the study
- To be distributed to over 250 fashion directors in Europe
- REACH – 10.000 people in newsletter in database

3. Fashion eCommerce trip in Russia – Moscow (15.000 CHF):

- Participation to the full trip in Russia 1 person for each company including lunch and dinners
- Keynote speech and one to one presentation in Moscow
- Possibility to have at least 1 customer as case study to present the benefit of working with the company
- Presence of the company on all

REACH – from 15-30 top brands in one to one relation

Payment and conditions

NetComm Suisse Association is willing to support all the organizational risks and costs concerning the Fashion eCommerce Trip to Russia. The costs for the fashion eCommerce trip will be due only if we will be able to enroll at least 15 people from fashion Brands and we will fly to Russia in September.

Activity description:	Platinum	Gold	Silver
Association Fee	X	X	X
Speaking at eComm Meets fashion & Stand	X		
Attendance to fashion event and VIP dinner	X	X	
Position paper – study with ValueLab	X	X	X
Fashion eCommerce Trip – dedicated presentation	X	X	
Participation to networking dinner	X	X	X
Total costs	20.000	15.000	10.000
To be paid in case we will not enroll minimum 15 participants to come to Russia (only Association fee to NetComm Suisse)	3.500	3.500	3.500


To be paid in case we will not enroll minimum 15 participants to come to Russia (only Association fee to NetCom Suisse) but participation as speaker at Fashion event in Lugano and stand	10.000		
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Payments to be due:

- 3500 CHF invoiced at the moment of signature of the document and to be paid in 20 dais (in any case)
- in case of participation as sponsor and speaker at the Fashion Event in Lugano 10.000CHF invoiced at signature of the document and to be paid before 18th of April (in case of participation to the conference as sponsors)
- the remaining costs to be invoiced at the moment of confirmation of the minimum required of participants and to be paid before 10th of August (in case we will reach Moscow with the delegation in September).

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Sponsorship form application

By filling and signing this form, the company confirms its participation to the sponsorship program and accepts all terms and conditions:

Sponsorship Categories	Please choose
Platinum + Association	<input type="checkbox"/>
Gold + Association	<input type="checkbox"/>
Silver + Association	<input type="checkbox"/>

Company name:

Person in charge:

Position:

Address:

Postcode:

Town:

Telephone number:

E-Mail:

Web Site:

Place and date:


Approval signature:

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