



La Chambre de Commerce Franco-Norvégienne a le plaisir de vous inviter à la conférence
Fransk-Norsk Handelskammer har gleden av å invitere til konferansen

Voulez-vous my French brand?

La communication des marques françaises en Norvège
Å bygge franske merkevarer i Norge

Sous le haut patronage de / Æresgjest :

Jonas GAHR STØRE

Ministre norvégien des Affaires Etrangères / Norges utenriksminister

Vendredi 13 octobre 2006 de 9h à 13h30 / Fredag 13. Oktober 2006 fra 9 til 13.30

Gamle Logen, Grev Wedels plass 2, 0151 Oslo

La conférence est organisée en coopération avec / Konferansen er organisert i samarbeid med:



Nous remercions nos sponsors pour la journée franco-norvégienne / Vi takker den fransk-norske dagens sponsorer:



L'ORÉAL



CONFERENCE AGENDA

08.30 Registration and Coffee

09.00 Welcome

Eric-Jean Thomas, President of the French - Norwegian Chamber of Commerce, Partner at Thomas-Herbecq & Associés

Chantal Poiret, French Ambassador in Norway

Jonas Gahr Støre, Norwegian Minister of Foreign Affairs

Presentation of the conference

Henrik Jørgensen, Brand Planning Specialist, MindShare Norway

09.30 The specificities of the Norwegian market in terms of media planning

Nicolas Achard, Director of media planning, MindShare Norway

10.15 L'Oréal, the French international brand

Markus Faschang, Managing Director, L'Oréal Norge

10.30 Break

10.45 Is wine French?...

Frithjof Nicolaysen, Vice president Corporate Affairs and QC, Arcus AS

11.00 Yoplait: Some things taste better in French

Trine Cecilie Aardal, Brand Manager, Fjordland AS

11.15 Veolia Transport, the experience of a French service company in Norway

Kjetil Førsvoll, Managing Director, Veolia Transport Norge

11.30 TOTAL – Communication strategy in Norway

Dag Olaf Ringe, Communication Manager, TOTAL E&P Norge AS

11.45 Debate

Moderated by Henrik Jørgensen

12.30 Lunch buffet and tasting of French products from Olivenlunden, Sarrazac, Oluf Lorentzen and Pascal