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## **Carmila continues to implement its open innovation strategy and has joined forces with La French Tech Rennes Saint Malo**

**Camilla, Carrefour's shopping centre management company, has joined forces with one of the largest and most dynamic French Tech companies in France – La French Tech Rennes St Malo. This project is in line with Carmila's desire to pursue its innovation strategy as a means of increasing regions' retail appeal. For the 400 or so start-ups and innovative tech companies in the Ile-et-Vilaine region, this collaboration will enable them to draw on the strength of a large group such as Carmila and so speed up their development.**

### **Camilla continues its open innovation strategy with local incubators**

This new alliance with the Brittany incubator will ensure that the partnerships of convenience entered into locally by Carmila and its partner Carrefour Property continue. These collaborations help to foster and implement new digital and omnichannel solutions to serve an ever-changing retail sector. Carmila is already benefiting from a collaboration with IoT Valley – an ecosystem dedicated to the Internet of Things that was set up in the Toulouse region in 2017 – and now wants to create more services to help its clients (retailers and consumers). As part of a co-development approach, Carmila will provide local start-ups with opportunities to share their expertise, engage in discussions about specific problems and implement their solutions in a real-life setting.

### **Carmila and La French Tech Rennes St Malo: a win-win partnership**

The regional and management teams of Carmila and Carrefour Property centres will take over management of various projects being conducted on site with La French Tech in order to identify local digital issues and ensure a level of responsiveness in the joint initiatives implemented.

*"It's in everybody's interest to develop and deploy new experiences – observation and putting into practice are in our very DNA. We have an ecosystem that has already been colonised – which brings together start-ups and major companies as part of a joint approach which sets out to innovate, learn and test new solutions in order to secure and develop new services",* says Valérie Panel, head of Business Development at La French Tech Rennes St Malo.

### **A "proof of concept" shopping centre featuring innovative tools**

The partnership with Brittany-based La French Tech has come at the right time – just as Carmila is spearheading a project to extend the Carrefour Cesson shopping centre. The innovation and extension work which began last summer is in line with the drive to develop the urban area.

With 27 additional retailers, the project will help expand the selection of stores and boutiques available. Altogether, 67 retailers will open their doors to the general public in the last quarter of 2019.

*“We are hoping to quickly deploy concrete initiatives with local start-ups so we can improve the conditions under which people are welcomed during the works phase. For example, we could consider projects designed to optimise space, create specific customer itineraries during this period or implement innovative tools to welcome new retailers and consumers”,* says Stéphane Manach, director of the Carrefour Cesson shopping centre.

### **ABOUT CARMILA**

*The third largest listed owner of shopping centres in continental Europe, Carmila was founded in April 2014 by Carrefour and a number of major institutional investors, the aim being to increase the value of shopping centres adjoining Carrefour hypermarkets in France, Spain and Italy. Driven by a fully-fledged retail culture, Carmila’s strategy involves helping retail brands to bring in customers, by offering them targeted local and digital marketing solutions based on their excellent knowledge of each catchment area and expertise in high-performance digital tools. In partnership with Carrefour Property, a subsidiary of the Carrefour Group with real estate expertise, Carmila can also create high-quality customer routes, working alongside local partners to deploy innovative, high added-value projects to benefit both retailers and visitors. Carmila is listed on the Euronext Paris under the CARM symbol. It benefits from the specific tax regime for listed property investment companies (“SIIC”). [www.carmila.com](http://www.carmila.com)*

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### **About La French Tech Rennes St Malo**

*La French Tech Rennes St Malo is the local branch of La French Tech which was set up by France's Ministry for the Economy. With a remit to support start-ups and innovative tech companies throughout the Ille-et-Vilaine region, it helps foster them, increasing the numbers being created and then supporting their acceleration and helping them to grow into leading world companies. La French Tech Rennes St Malo manages several support/acceleration programmes (Le Booster, StartMeUp, Emergys, Essor) and also contributes to the region's momentum by organising more than 100 events per year. Its partnership programme helps small and intermediary-sized companies as well as major French clients from all sectors to adapt, experiment and do business with the 400 start-ups, scale-ups and local innovative companies.*

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