

Potel et Chabot: New growth driver in China

Paris, 20 March 2013 – The Parisian company Potel et Chabot announces its establishment in China. This new venture enables the leading French prestige reception organiser to increase its activity on a very promising market.

Potel et Chabot is developing its business on a worldwide scale and China is at the heart of its ambition. The Company will open its first office in Shanghai on 20 March. The aim is to accompany the brand's loyal European clients in China, where they are increasingly active, as well as promoting the French art of living among new local clients.

This announcement comes after the signature last January of a partnership between Potel et Chabot and Sofitel Luxury Hotels enabling Potel et Chabot to benefit from its partner's infrastructures. The agreement aims to satisfy the demand for high-end receptions on the fast-growing international market, with a special focus on Asia.

These two developments illustrate Potel et Chabot's desire to find new growth drivers while furthering its activity on the French and Parisian markets, which remain fundamental.

"During the past few years China has become an important luxury market throughout the world. So it is natural for a dynamic Parisian company like Potel et Chabot to establish a presence there to work with its long-standing clients," explains Franck Jeantet, CEO of Potel et Chabot.

Potel et Chabot – the leading name in prestige receptions

With a history going back almost two hundred years, the leading French event organiser Potel et Chabot is expanding its international activities with the support of its main shareholder, the French investment company 21 Centrale Partners, founded by Gérard Pluvinet and Alessandro Benetton. Potel et Chabot currently organises almost 7,000 receptions each year and has 5 exceptional reception venues in Paris. Two hundred years of meeting challenges have made Potel et Chabot, ambassador of the French art of living and member of the Comité Colbert, a key reference in French gastronomy.

More information on: www.poteletchabot.com

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