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EUROPE

15 - 17 SEPTEMBER 2026 | PARIS

AGENDA AT-A-GLANCE

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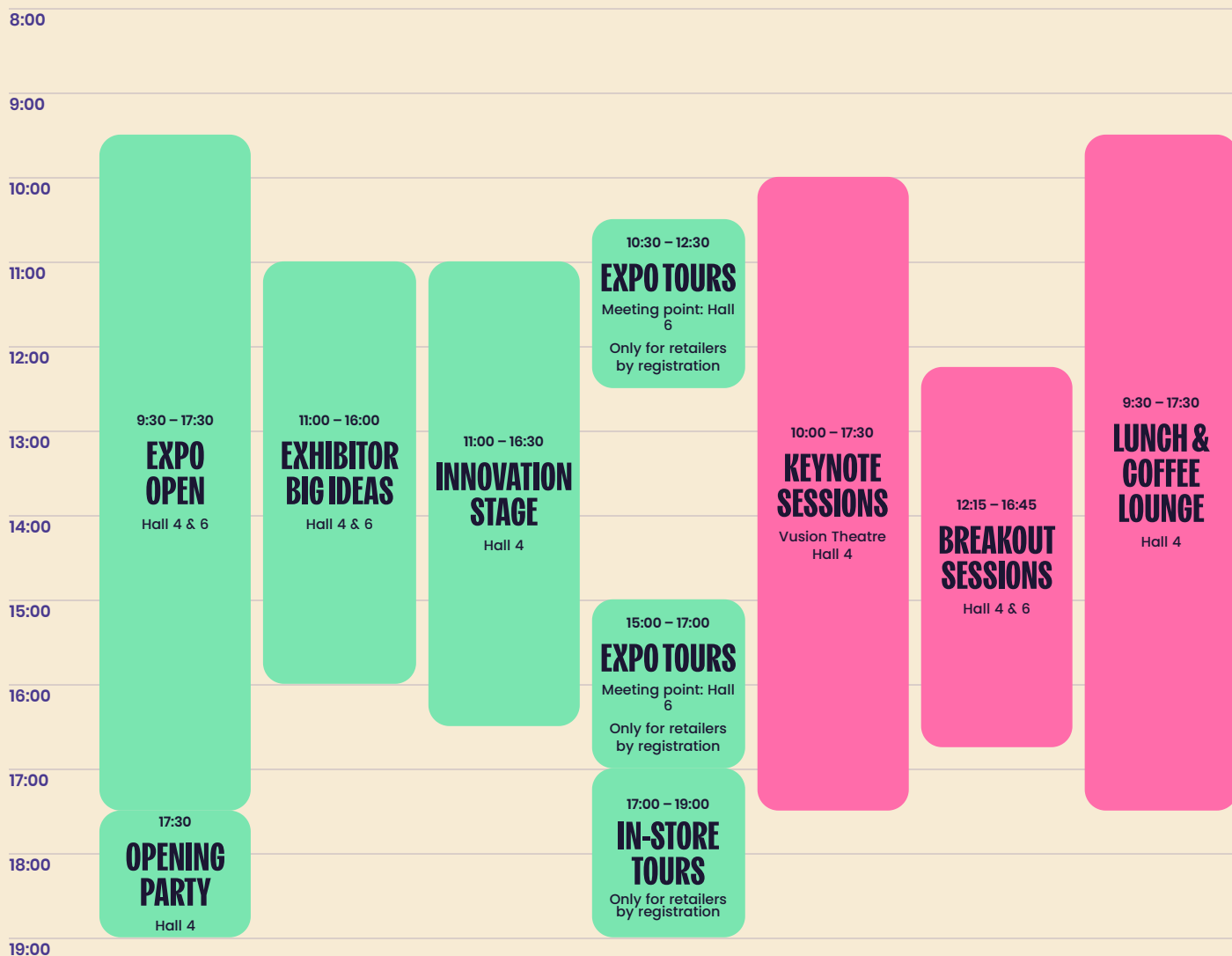
AGENDA AT-A-GLANCE – Tuesday 15 September

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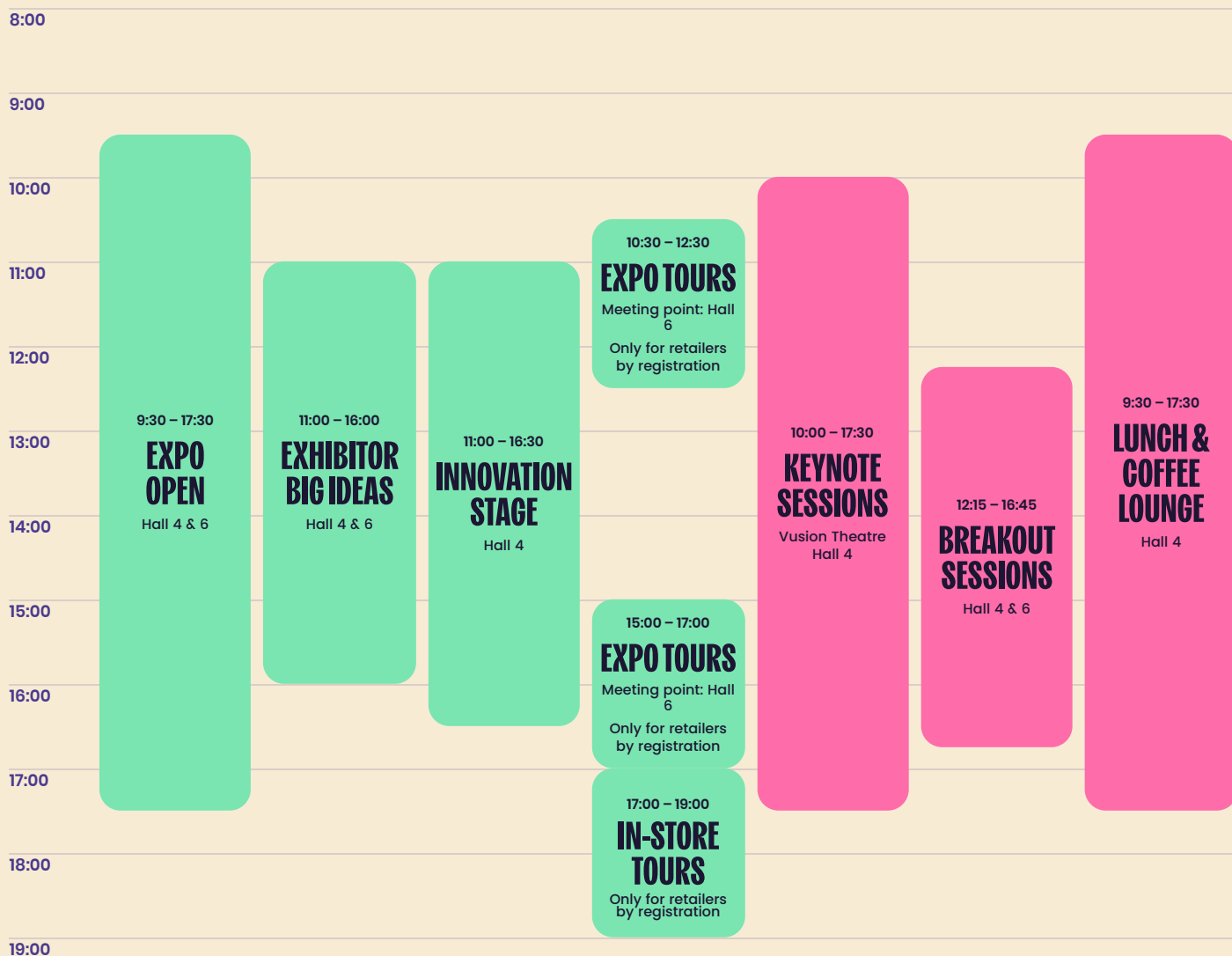
AGENDA AT-A-GLANCE – Wednesday 16 September

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BIG SHOW
EUROPE

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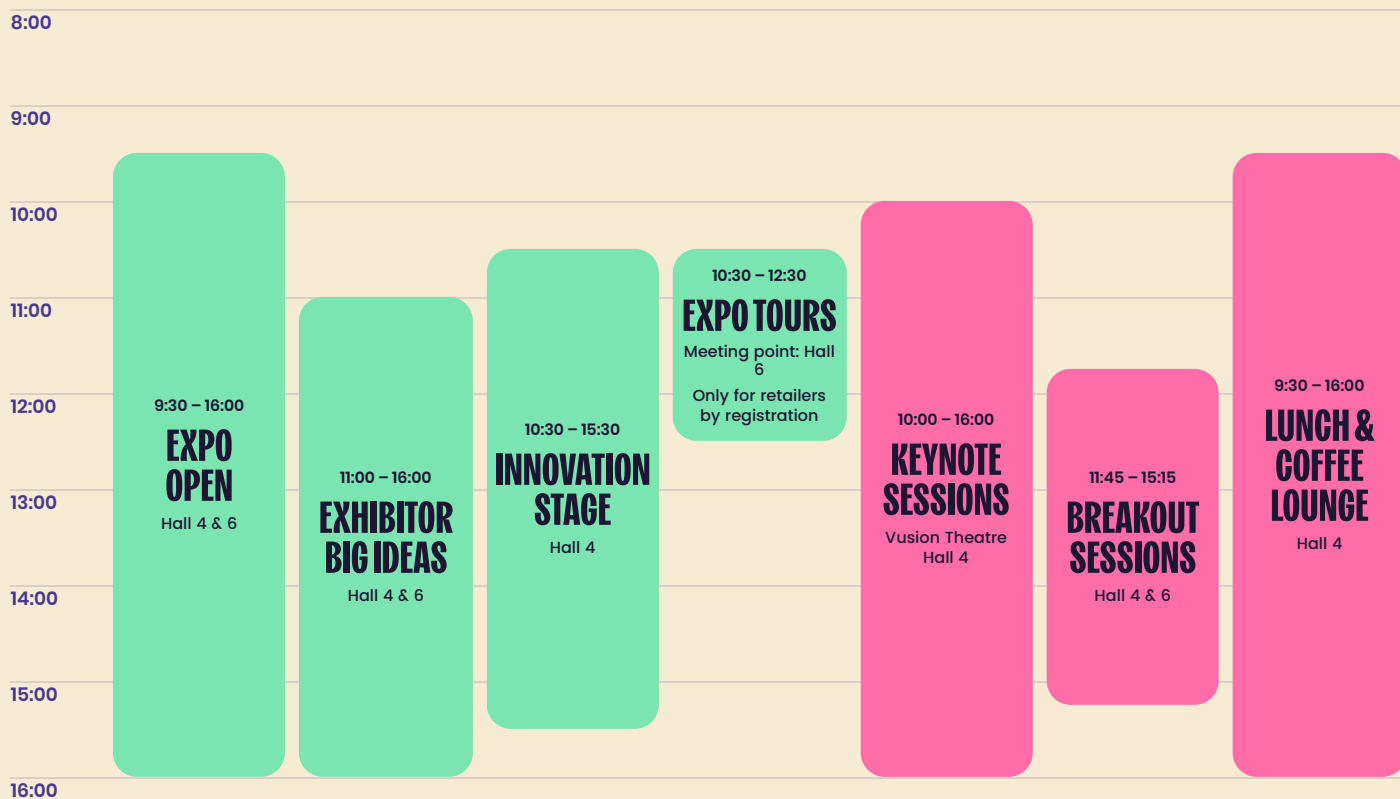
AGENDA AT-A-GLANCE – Thursday 17 September

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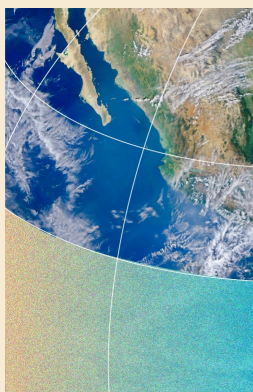
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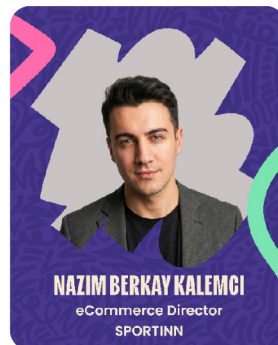
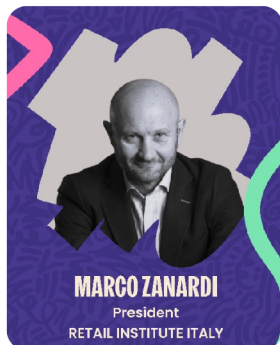
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SESSION DETAILS – Tuesday 15 September

12:15 – 12:45 · Breakout Session — Stage 1

BALANCING ONLINE AND PHYSICAL COMMERCE THROUGH UNIFIED RETAIL

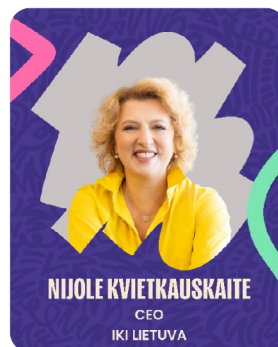
Discover how unified retail enables retailers to strike the right balance between digital and in-store experiences to ensure a seamless journey for all types of customers. This session highlights the tools and strategies — real-time data, connected inventory, and AI-driven personalization — that bridge online and physical commerce to deliver an easy and consistent customer journey.



12:15 – 12:45 · Breakout Session — Stage 2

LOGISTICS IN THE NEXT NOW: REBUILDING THE SUPPLY CHAIN FOR UNIFIED COMMERCE

This session explores how supply chains adapt to the Next Now through data-driven decision-making, agile distribution, and real-time consumer insights. We will highlight the supply chain's central role in unified commerce, from faster delivery and CSR expectations to reverse logistics and demand anticipation.



Reserved for All-Access Pass holders

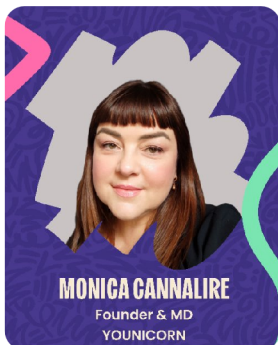
Open to all pass types

SESSION DETAILS – Tuesday 15 September

16:15 – 16:45 · Breakout Session — Stage 1

CRAFTING VALUE IN SUSTAINABLE RETAIL

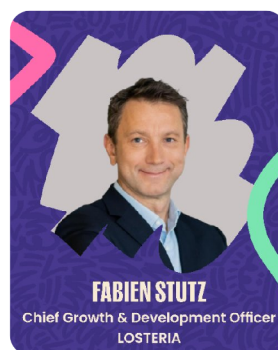
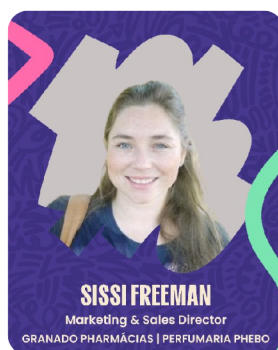
In a rapidly changing world and evolving market landscape, retail rethinks its priorities, impact and long-term value. This session explores how responsible sourcing, material research and design-led innovation can reduce environmental impact, while strengthening brand value, desirability and the overall retail experience. A conversation on creating objects of desire through conscious choices, material intelligence and design-led creativity.



16:15 – 16:45 · Breakout Session — Stage 2

EXPANSION OF MARKET PLACES: RETAIL BEYOND BORDERS

Despite tariffs and supply chain challenges, retailers are increasingly looking beyond their borders and International brands are targeting Europe, with Asian brands especially setting out ambitious plans.



SESSION DETAILS – Tuesday 15 September

11:00 – 11:30 · Exhibitor Big Ideas — Stage 3

ALL IN BOX

HOW MORE AND MORE BUSINESSES RUN THEIR MARKETING WITHOUT AN AGENCY, THANKS TO OUR AI, EDEN.

What if your marketing fit in your pocket — with no limits of time, availability or budget? All in Box is an all-in-one platform to get the word out and get customers through the door. At its core: Eden, the AI agent that advises and acts. Got news, a new offer, a product launch? Eden sizes up your competition, creates your visuals, launches your campaigns and tracks the results — around the clock. Small enough to start, big enough to grow with you. No more juggling subscriptions, no more dropped tasks, no more campaigns that reach no one.



11:00 – 11:30 · Exhibitor Big Ideas — Stage 4

RELEX SOLUTION

FRESH AT SCALE: HOW M&S FOOD TRANSFORMED ITS SUPPLY CHAIN

Managing fresh food at scale is one of retail's toughest supply chain challenges. M&S Food shares how it moved its entire food range onto Machine Learning forecasting, replenishment, and allocation, cutting through the complexity of short shelf lives, demand spikes, and a stockless supply chain model. Hear the honest story of implementation, the results delivered, and why M&S Food is now turning AI to the next challenge.



SESSION DETAILS – Tuesday 15 September

11:45 – 12:15 · Exhibitor Big Ideas — Stage 1

HANSHOW

REIMAGINE THE DIGITAL TWIN STORE: HOW CONNECTED INFRASTRUCTURE TURNS STORE VISIBILITY INTO SMARTER DECISIONS

As retailers accelerate AI adoption, one challenge remains: translating complex in-store realities into timely, actionable decisions. In this session, Hanshow and a leading grocery retailer will demonstrate how connected technologies — including NexShelf, NexMate Robotics, Retail Media Network, Smart Cart, and NFC Tap-to-Engage — work together to create a Digital Twin of the physical store. By connecting people, products, shelves, and store operations in real time, the Digital Twin gives retailers a clearer view of what is happening on the shop floor, enabling smarter merchandising, more efficient replenishment, optimized pricing, streamlined operations, and more personalized customer experiences. Drawing on a real-world deployment, attendees will discover how a Digital Twin Store provides a scalable foundation for AI-powered retail, helping retailers bridge the gap between physical stores and intelligent decision-making.

11:45 – 12:15 · Exhibitor Big Ideas — Stage 4

MARKET PAY

360° UNIFIED PAYMENTS: UNLOCKING YOUR GROWTH AT EVERY TOUCHPOINT

Seamlessly connecting every transaction—online, in-store, unattended and mobile—is key to driving sustainable revenue growth. This session introduces a 360° Unified Payments Strategy designed to eliminate operational silos, reduce friction, and build customer loyalty across every interaction. Discover how consolidating your payment infrastructure transforms fragmented touchpoints into real-time data insights, enhances checkout conversion rates, and unlocks scalable global expansion. Gain actionable strategies to modernize your payment stack and deliver a fluid, high-converting customer journey from end to end.



SESSION DETAILS – Tuesday 15 September

12:15 – 12:45 · Exhibitor Big Ideas — Stage 3

KIBO COMMERCE

STOP BUILDING CHANNELS. START GROWING COMMERCE.

Every new touchpoint shouldn't require a new project. Kibo makes the case for a unified commerce layer that lets brands meet customers wherever they are, without rebuilding every time the landscape shifts. Hear from the brands navigating this in practice, in a lively panel discussion with real audience Q&A. Ask the questions you actually want answered, and leave with perspectives you can use.



14:45 – 15:15 · Exhibitor Big Ideas — Stage 1

CENTRIC SOFTWARE

WHY CONNECTED DECISIONS WILL DEFINE THE NEXT GENERATION OF RETAIL.

Retail organizations make thousands of decisions every day across product development, sourcing, planning, pricing and commercialization. Too often, those decisions happen in silos. As AI becomes mainstream, the retailers that win will be those that connect decisions across teams, data and workflows. Join us to explore how leading retailers are creating more agile, responsive businesses by transforming disconnected information into coordinated action across the retail lifecycle.



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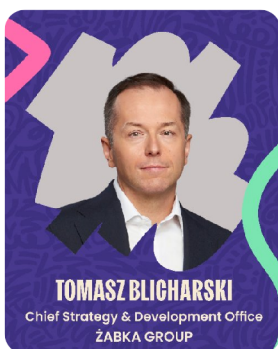


SESSION DETAILS – Wednesday 16 September

10:00 – 10:30 · Vusion Theatre — Hall 4

FROM CORNER STORE TO CONTINENT LEADER: HOW ŻABKA GROUP IS SHAPING THE FUTURE OF EUROPEAN CONVENIENCE

As the convenience sector is redefined by changing consumer expectations, Tomasz Blicharski will explore how Żabka Group is building one of Europe's most dynamic convenience ecosystems — moving beyond the traditional store model through technology, data, ecosystem growth and seamless customer experiences. He will share the strategic vision behind Żabka's ambition to lead the future of convenience in Europe, a direction that will also shape his leadership as CEO of the Group from January 2027.



13:45 – 14:15 · Vusion Theatre — Hall 4

FROM ECOMMERCE PLATFORM TO DESIGN SUPERBRAND: CREATING THE FUTURE OF PREMIUM HOME & LIVING

As consumer expectations evolve beyond convenience and price, the future of retail will be shaped by brands that create emotional relevance, strong identity and seamless experiences across every touchpoint. In this session, Andreas Hoerning, CEO of Westwing, shares how the company is evolving from a digital-first retailer into a premium, design-led lifestyle brand with growing international relevance. From disciplined international expansion and profitable growth to the role of physical touchpoints in a digital business model, he explores why brand building, curation and customer experience are becoming the key differentiators in modern commerce and what it takes to build a European Superbrand in Design.



Reserved for All-Access Pass holders

Open to all pass types

SESSION DETAILS – Wednesday 16 September

14:15 – 14:45 • Vusion Theatre — Hall 4

BEYOND THE BASKET: HOW CONNECTED RETAIL IS RESHAPING GROCERY

Grocery retail is entering a new era that blurs the line between physical and digital experiences for customers. By capturing real-world signals at the edge through technologies such as smart trolleys and in-store sensors and then combining them with rich, ecommerce data, retailers can build a dynamic, real-time understanding of customers, products, and store environments. Ryan Hamburger, Chief Commercial Officer at Instacart, will lead a conversation with Guilherme Maia Cardoso, Head of Ecommerce at MC, Sonae Group on what it takes to build a seamless online-to-offline grocery ecosystem, drawing on real-world learnings from markets across Europe, US, Australia, Latin America, and the Middle East.



RYAN HAMBURGER
Chief Commercial Officer
INSTACART



GUILHERME CARDOSO
Head of Ecommerce
SONAE MC / CONTINENTE

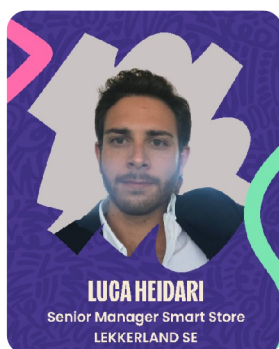
12:15 – 12:45 • Breakout Session — Stage 1

PAYMENTS INNOVATION IN THE NEXT NOW: AI-DRIVEN AND TECH-POWERED

This session explores how AI and cutting-edge retail technologies are reshaping payments. From predictive checkout and autonomous stores to digital wallets, biometrics and embedded finance, discover how innovation is making transactions faster, smarter, and seamlessly integrated across unified commerce.



NICOLAS DIACONO
Founder
NINCOTECH



LUCA HEIDARI
Senior Manager Smart Store
LEKKERLAND SE



MICHAŁ RUSSAK
CIO, IT Director
ESOTIQ & HENDERSON SA



JORDAN UZAN
Market Lead Data – Europe
KFC FRANCE

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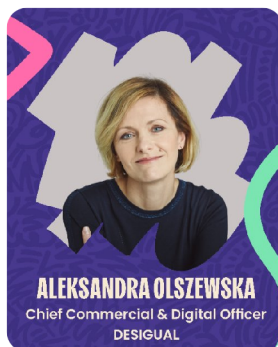
Open to all pass types

SESSION DETAILS – Wednesday 16 September

12:15 – 12:45 • Breakout Session — Stage 2

CRM AND THE INTELLIGENT USE OF DATA: PRIVACY-FIRST STRATEGIES

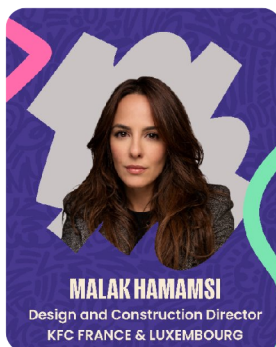
Explore how modern CRM systems turn data into actionable insights while respecting privacy regulations like GDPR. Learn how retailers can leverage AI and real-time analytics to personalise customer experiences, anticipate needs, and build loyalty without compromising customer personal data security.



16:15 – 16:45 • Breakout Session — Stage 1

PHYSICAL COMMERCE: THE NEXT NOW PLACES AND SPACES

To meet next-generation expectations—especially those of millennials—retailers and brands are refocusing on physical environments, exploring new ways to engage consumers, and becoming increasingly ambitious about where they locate their outlets. This session will showcase some of the most innovative ideas, technological solutions, and omnichannel inspirations from around the globe.

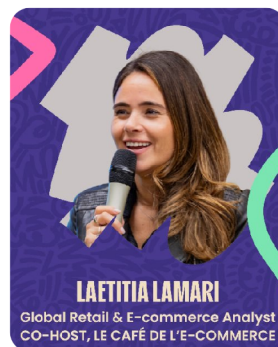
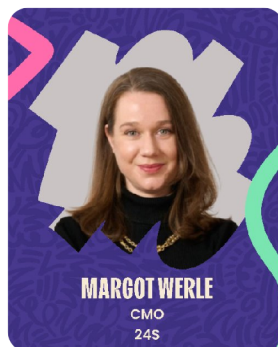
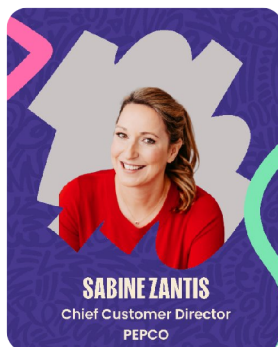


SESSION DETAILS – Wednesday 16 September

16:15 – 16:45 · Breakout Session — Stage 2

HYPER-PERSONALIZATION: UPGRADING THE CUSTOMER EXPERIENCE

Retailers are leveraging AI, data, and recognition technologies to deliver hyperpersonalized experiences online and in-store. This session explores how tailored journeys and smart recognition tools elevate engagement, loyalty, and the human touch in every interaction.



11:00 – 11:30 · Exhibitor Big Ideas — Stage 1

SPLIO

CRM AND AGENTS: HOW DOES AI EMPOWER MARKETING TEAMS?

AI is an opportunity for CRM. Whether generative, predictive, or agent-based, it delivers what CRM teams have long been waiting for: greater precision, relevance, and performance, as well as real productivity gains. In a day-to-day environment marked by tight deadlines, high expectations, and a strong demand for results, AI does not replace the CRM manager—it enhances their ability to take action. With business agents, this promise becomes even more tangible. They make it easier to access the full wealth of CRM data, analyze campaigns, explain results, prepare upcoming activations, generate reports, and align internal teams. During this workshop, we'll present our new agent suite and, together with our clients, share initial feedback on Ask My CRM—Splio's AI agent designed to interact with CRM data and inform the decisions of CRM managers, marketing executives, and business teams.



SESSION DETAILS – Wednesday 16 September

11:00 – 11:30 · Exhibitor Big Ideas — Stage 2

IMPACT ANALYTICS

AGENTIC AI WITH PROVEN ROI, AT SCALE

Leaders from Impact Analytics and a retail client speaker will explore how Agentic AI moves retailers towards autonomous decision-making—with measurable ROI. We'll walk through specific use cases you can act on now: Phantom Inventory Analyzers that uncover hidden stock losses and eliminate shrink. Promotion Optimizers to test and deploy promotions that yield strong margin lift. Dynamic Pricing Agents that respond in real time to demand shifts. Replenishment Agents that anticipate where stock is needed—before problems arise. You'll leave with a tactical playbook: how to identify low-hanging, high-impact use cases; how to build safe guardrails; and how to operationalize agentic workflows.



MARK STEVENS

Chief Digital and Technology Officer
C&A



BRIAN CRAIN

General Manager, EMEA
IMPACT ANALYTICS



PRASHANT AGRAWAL

Founder & CEO
IMPACT ANALYTICS

11:00 – 11:30 · Exhibitor Big Ideas — Stage 3

ACE WAVES

CUSTOMER SERVICE IS THE MOST UNDERRATED GROWTH LEVER IN RETAIL

AI is reshaping retail customer experience faster than any technology before it, but the gap between the brands pulling ahead and the ones stuck in pilots is widening. The reason most AI initiatives stall is Customer Service Debt. This session breaks down what it is, why it undermines automation, and what the winners do differently. You'll learn how to tell whether your operation is ready to automate, what makes AI work at scale, and how to turn customer experience into a retention and revenue driver.



ANTANAS BAKSYS

CEO & Co-Founder
ACE WAVES

SESSION DETAILS – Wednesday 16 September

11:00 – 11:45 · Exhibitor Big Ideas — Stage 4

PAYTWEAK

RETAIL 2027–30: SHOULD WE STILL INVEST IN PHYSICAL STORES?

In the next 3–5 years, the role of the physical store will be fundamentally redefined. As ecommerce, AI, and seamless omnichannel journeys continue to evolve, the question is no longer whether retail is digital or physical—but whether physical retail still deserves sustained investment. This roundtable will explore the future strategic role of stores within retail ecosystems: are they becoming profit centers, brand media channels, fulfillment hubs, or legacy assets carried forward by inertia? Through contrasting viewpoints and real-world experiences, the discussion will address store profitability, format reinvention, and the new functions physical retail must adopt to remain relevant in a data-driven, experience-led economy.

11:45 – 12:15 · Exhibitor Big Ideas — Stage 2

PRICER

THE HUMAN SIDE OF AUTOMATION: TECH AS A SUSTAINABILITY ENABLER

Can automated retail be both highly efficient and socially responsible? This session flips the script, showing how a long-lasting, real-time digital infrastructure — like Electronic Shelf Labels (ESL) — serves as the operational backbone for Api's remote stores. Discover how this durable tech platform makes rural automated retail commercially viable while driving powerful community impact and CSR. Learn how Pricer and Api merge cutting-edge automation with human-centric values to eliminate waste, support local communities, and guarantee long-term operational resilience, efficiency and success.



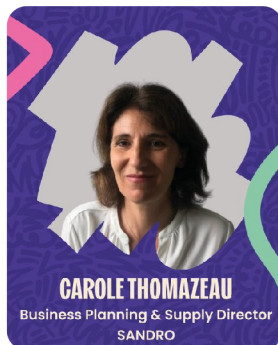
SESSION DETAILS – Wednesday 16 September

11:45 – 12:15 · Exhibitor Big Ideas — Stage 3

LOKAD

SEE MORE CLEARLY, DECIDE FASTER: SMCP X LOKAD

How can fashion retailers move from manual replenishment rules to daily, automated, economically driven stock decisions? SMCP shares one year of production experience optimizing store replenishment and stock rebalancing across omnichannel operations. The discussion will explore how teams built trust in algorithmic recommendations, improved stock positioning, reduced stockouts, and shifted from manual execution to operational steering. A concrete look at what it takes to make supply chain optimization work at scale, beyond the go-live.



11:45 – 12:15 · Exhibitor Big Ideas — Stage 4

EPI COMPANY

FROM CLICK TO STORE: HOW WERO IS TRANSFORMING THE CUSTOMER JOURNEY

This workshop provides practical insights into major developments in payment methods and their impact on the retail customer experience, in the face of rapidly changing consumer habits. Bringing together leading figures from the retail, sports, and fashion industries, as well as a stakeholder actively involved in these changes, this discussion will combine real-world insights with strategic visions. At the heart of the discussions is the launch of Wero ecommerce in France, scheduled for 2026. We'll cover both the operational challenges and opportunities it presents for retailers. Speakers will analyze the implications of the European digital wallet solution for the customer journey, conversion, and loyalty, while providing specific insights into point-of-sale integration as 2027 approaches.



Reserved for All-Access Pass holders

Open to all pass types

SESSION DETAILS – Wednesday 16 September

15:30 – 16:00 · Exhibitor Big Ideas — Stage 2

INSIDER ONE

CLIENTELING & DRIVE-TO-STORE: MARIONNAUD'S WINNING STRATEGY WITH INSIDER ONE

Discover how Marionnaud leverages clienteling and an AI-driven omnichannel strategy to strengthen customer relationships, drive more in-store visits, and deliver personalized experiences at every stage of the customer journey.



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SESSION DETAILS – Thursday 17 September

10:00 – 10:30 · Vusion Theatre — Hall 4

AGENTIC COMMERCE: WHAT IF THE BIGGEST RISK ISN'T MISSING OUT? IT'S LOSING CONTROL OF THE PURCHASE JOURNEY

Agentic commerce does not replace ecommerce. Instead, it gradually shifts purchasing decisions to a new layer of intermediation: intelligent agents capable of understanding intent, comparing offers, and preparing orders. How will this new interaction channel impact e-commerce ?



12:15 – 12:45 · Vusion Theatre — Hall 4

THE CEO PERSPECTIVE ON 'THE NEXT NOW'

Through the lens of All We Wear Group (home to Pepe Jeans London, Hackett and Façonnable) Laura Fernandez will share her perspective on the decisions that cannot wait, the immediate priorities and the strategic bets reshaping the future of retail. A conversation on leadership, market transformation and the choices driving the growth and evolution of an international fashion group.



Reserved for All-Access Pass holders

Open to all pass types

SESSION DETAILS – Thursday 17 September

13:30 – 14:00 · Vusion Theatre — Hall 4

THE ERA OF RELATIONAL RETAIL: AI AND LOYALTY AT THE HEART OF GROWTH

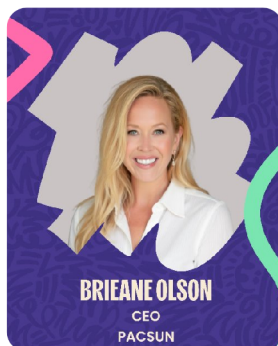
Customer loyalty has become a core driver of retail growth. As acquisition costs rise, the key differentiator is the ability to truly understand customers and build lasting relationships. With AI, retailers are entering a new era of intelligence and personalization: real-time insights, predictive capabilities, and tailored interactions that make every touchpoint more relevant and engaging. The mobile app sits at the center of this transformation, acting as the main hub of the customer relationship. It connects data, simplifies journeys, and enables continuous, personalized service across the entire customer lifecycle. The result: loyalty becomes the main growth engine, turning every interaction into long-term value.



15:30 – 16:00 · Vusion Theatre — Hall 4

RETAIL AT THE SPEED OF CULTURE: HOW PACSUN CONNECTS WITH THE NEXT GENERATION

Youth culture moves fast — and Pacsun has built its strategy around keeping up with it. Under CEO Brie Olson's leadership, the brand has strengthened its position by tapping into emerging trends, collaborating with creators and influencers, and building meaningful connections with Gen Z consumers. She will explore how Pacsun balances physical retail with digital innovation while staying culturally relevant in a challenging retail environment. From social commerce to community-driven brand building, she'll share why being culturally fluent is now essential for retail success.



Reserved for All-Access Pass holders

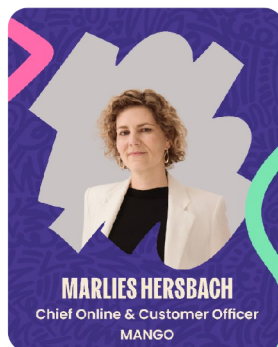
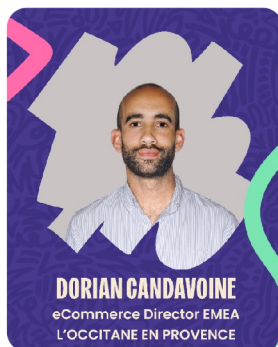
Open to all pass types

SESSION DETAILS – Thursday 17 September

11:45 – 12:15 • Breakout Session — Stage 1

HOW AI IS TRANSFORMING RETAIL PAIN POINTS INTO OPPORTUNITIES – THE NEXT NOW OF RETAIL

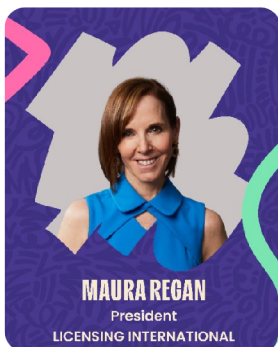
This session explores how retailers are using AI today to solve real operational and customer challenges, while strengthening the role of human talent. Through concrete use cases, it shows how the next generation of AI is already delivering now – augmenting employees, improving decision-making, and driving sustainable performance where technology and people work together.



11:45 – 12:15 • Breakout Session — Stage 2

MARKETING WITH A TWIST: CO-CREATE, PLAY, REMEMBER

Explore how retailers use social media, playful brand voices, and co-branding/licensing partnerships to create fun, memorable experiences. Creative campaigns and interactive storytelling turn marketing into a playground that delights and engages customers.



Reserved for All-Access Pass holders

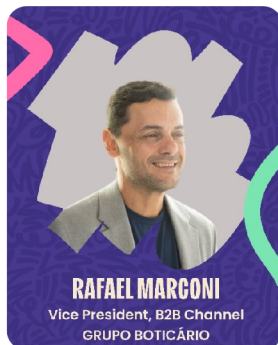
Open to all pass types

SESSION DETAILS – Thursday 17 September

14:45 – 15:15 • Breakout Session — Stage 1

RETAIL IN RHYTHM: LESSONS FROM A MARKET THAT NEVER SLOWS

Brazil operates at a different pace: fast, dynamic, and deeply driven by emotion and cultural moments. This session explores how leading brands are navigating a market shaped by constant activation, strong seasonality, and a 365-day commercial calendar. From omnichannel strategies to ecosystem thinking, discover how companies are connecting with consumers across multiple touchpoints, seamlessly integrating physical retail, digital channels, and direct-to-consumer models.



14:45 – 15:15 • Breakout Session — Stage 2

RETAIL IS NO LONGER A STORE, IT'S A HIGHLY PROFITABLE PLATFORM

Retail Media is transforming the retail model: data is becoming a true business in itself, a strategic asset monetised at high margins. Powered by AI, it enables sharper targeting, continuous optimisation, and maximum audience value across both digital and in-store environments. The store itself is turning into an experiential media space, directly connected to the moment of purchase. Retailers are evolving into full-funnel platforms, able to monetise their data and activate consumers across every touchpoint. A new era is emerging: physical retail media that is intelligent, experiential, and data-driven.



Reserved for All-Access Pass holders

Open to all pass types

MEET OUR ADVISORY BOARD

The NRF 2026: Retail's Big Show Europe advisory board is composed of international senior retail industry leaders who offer strategic insight and support innovation and cross-border collaboration within the European retail landscape.



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