



Press Release

NRF 2026: Retail's Big Show Europe's Cements Its Role as a Must-Attend Retail Event

PARIS, September 17, 2026 — The second edition of **NRF 2026: Retail's Big Show Europe** took place 15-17 September in Paris, establishing itself as a leading international retail conference and Expo. Held under the theme *"The Next Now,"* this year's edition brought together **thousands of retailers and industry partners from 70 countries**, nearly **300 exhibitors**, more than **200 international speakers**.

"No generation has ever had to face change at the speed we are experiencing it today," said **Kate Ancketill, CEO and Founder of GDR**, during the opening keynote of NRF 2026 : Retail's Big Show Europe.

That sentiment set the tone for the "The Next Now" theme, in recognition that retail's transformation is already taking shape today.

"We are grateful to all attendees and supporters of NRF Retail's Big Show Europe who contributed to three days of networking and insightful discussions about industry challenges and opportunities from around the world," **National Retail Federation Senior Vice President Jill Dvorak said.** *"By bringing together retailers, brands, startups, and solution providers, this edition once again demonstrated the strength of our community and the importance of creating spaces to learn from one another, share ideas, and build the future of retail together."*

A Confirmed International Dimension

NRF Europe reaffirmed its role as an **international platform for dialogue and collaboration**. The **Business Meetings** program enabled retailers and exhibitors to arrange meetings in advance, while the **Expo Tours** and **In-Store Tours** offered an immersive look at emerging retail practices.

Innovation on Full Display

With more than **80 exclusive sessions** and **200 international speakers**, including **Andreas Hoerning** (CEO, Westwing), **Charlotte Delmas** (COO Europe & Latin America, Lagardère Travel Retail), **Romain Roulleau** (Group Digital & E-Commerce Director, Kingfisher PLC), **Guilherme Cardoso** (Head of E-commerce, Sonae MC / Continente), **Tomasz Blicharski** (Chief Strategy & Development Officer and incoming Group CEO, Żabka Group), **Kate Ancketill** (CEO and Founder, GDR), **Dan Finley** (Group Chief Executive Officer, Debenhams Group), and **Joe Shoemaker** (Head of Digital, SNIPES USA) — the

program explored the industry's major transformations: **agentic AI, customer journey personalization, supply chain transformation, investments in physical retail, and the expansion of retail media.**

Innovative technology solutions were featured on the **Innovation Stage** as well as the **Startup Hub** (featuring more than 50 startups), the **NRF Innovators Showcase** (spotlighting 25 technologies reshaping how consumers shop and how businesses operate), and **50 exhibitor product demonstrations.**

“NRF Europe reflects the importance of bringing together global industry leaders to foster discussions with diverse perspectives. This collective thought is a driving force that will support retail through the transformations ahead,” **Comexposium Managing Director of NRF 2026: Retail's Big Show Europe Annabelle Serres** said.

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About Retail's Big Show Europe

Europe's most important retail event will take place in Paris from 15 to 17 September 2026. Be inspired by top retail leaders from across Europe in one of the world's most dynamic, consumer-focused markets. Over three days, retail professionals from around the globe will gain access to high-level content, explore the latest industry solutions and innovations, and discover cutting-edge technologies in the Innovators Showcase and Startup Hub.

About NRF

The National Retail Federation passionately advocates for the people, brands, policies and ideas that help retail succeed. From its headquarters in Washington, D.C., NRF empowers the industry that powers the economy. Retail is the nation's largest private-sector employer, contributing \$5.3 trillion to annual GDP and supporting more than one in four U.S. jobs — 55 million working Americans. For over a century, NRF has been a voice for every retailer and every retail job, educating, inspiring and communicating the powerful impact retail has on local communities and global economies. nrf.com

About Comexposium

Comexposium is one of the world's leading organizers of professional and consumer events. The Group organizes 400 trade shows, exhibitions, conferences and one-to-one meetings in 80 cities across 20 countries, including SIAL, the world's leading network of events for food industry professionals; Wine Paris and Vinexpo, the leading global network of business events dedicated to wines and spirits; Who's Next; Les Assises de la cybersécurité; Foire de Paris; Retromobile; the Salon du Chocolat; and L'Étudiant.

Comexposium brings together communities of professionals and enthusiasts around the world through an omnichannel strategy designed to meet the real needs of its clients. Headquartered in Courbevoie (Île-de-France), the Group employs 1,200 people across its various subsidiaries.

The Comexposium Group is jointly owned by SIPAC, a subsidiary of the Paris Île-de-France Chamber of Commerce and Industry, and Crédit Agricole Assurances.