



Press Release

Annabelle Serres appointed Director of Events for Siec and NRF Retail's Big Show Europe

PARIS, March 5th, 2025 – With just a few months to go before the 2026 editions of Siec (June 10–11) and NRF Retail's Big Show Europe (September 15–17), Comexposium, one of the world's leading organisers of professional and public events, announces the appointment of Annabelle Serres as director of events for these two flagship trade fairs dedicated to retail real estate and the retail industry. This appointment comes at a time when both sectors are undergoing profound transformation.

Expertise built in the field

With nearly 20 years of experience at RX Global, Annabelle Serres has developed strong expertise in the production and development of professional events in France and internationally, spanning trade shows, conferences and large-scale industry gatherings. She has notably led VISCOM Paris, contributed to the commercial development of IFTM Top Resa, and participated in the launch of the first edition of Taste of Paris. Additionally, she also headed the IT sector at SITL, driving the development of RFID technologies and creating a dedicated demonstration space, that later evolved into a side event with the RFID Show. In parallel, she has supported major structural projects such as COP 21/22 and World Efficiency. More recently, she led business development, marketing strategy, management of technology-driven projects and the support of an AI deeptech company, as founder and strategic advisor at HANBAÏ.

A focus on innovation and international reach

In her new role, Annabelle Serres will lead the production of NRF Retail's Big Show Europe. NRF Retail's Big Show now includes annual events in New York City, Singapore, and Paris and will be expanding to Riyadh in 2027.

NRF 2026: Retail's Big Show Europe features an ambitious programme, with more than 200 leading international speakers, 525 exhibitors and guided store tours

throughout the city. The theme is « The Next Now » to emphasize that the future isn't waiting, it's already here.

On Siec's side, ambition follows the same direction. With the 2026 edition, themed *"Commerce, it's meant to be lived!"*, just months away, Annabelle Serres will be tasked with supporting the show's transformation and reinforcing its positioning as the strategic event for commercial real estate. In a context where retail destinations are reinventing themselves to incorporate leisure, technological innovation and evolving consumer expectations, Siec is more determined than ever to assert its role as France's leading transactional platform for commercial real estate.

"Joining Comexposium means contributing to a global ecosystem that supports innovation and the development of professional communities. For NRF: Retail's Big Show Europe, the challenge is to fully embed this edition within the international momentum of the NRF global network, offering content that is demanding, strategic and open to the world."

For SIEC, the ambition is equally strong: to continue making it the go-to event for retail real estate, keeping pace with the sector's transformations. At a time when retail spaces are reinventing themselves as places of experience, connection and community engagement, SIEC must more than ever accompany these evolutions and bring together the entire ecosystem," says **Annabelle Serres**.

Press Contacts – Agence Open2Europe

NRF Retail's Big Show Europe

Florine Garreau | +33 6 03 23 73 62

Mélina Dahmane | +33 6 20 91 99 20

retailsbigshoweurope@open2europe.com

Siec

Tessa Savin | +33 6 51 94 83 82

Camille Iparraguirre | +33 1 55 02 15 29

siec@open2europe.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; Rétromobile; 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

About Siec

Siec is an event produced by the Fédération des Acteurs du Commerce dans les Territoires (FACT), the French professional organisation bringing together stakeholders involved in the promotion and development of commercial real estate: developers, owners, property managers, retailers, service providers and merchant associations.

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.