



NRF® '25 RETAIL'S
BIG SHOW
EUROPE

**EUROPE'S
PREMIER RETAIL
GATHERING** PARIS EXPO
PORTE DE VERSAILLES
PAV. 4 & 6

NRF 2025: Retail's Big Show Europe will attract **industry- leading speakers, innovations and key Retailers** from across Europe!

An event taking place in **one of the world's
greatest trend setting and dynamic consumer-
driven cities in the world**

Europe is an **historical, matured and
structured region** for Retail.

An English-first event.



NRF '25 RETAIL'S
BIG SHOW
EUROPE

16-18 SEPTEMBER 2025 | PARIS

40% INTERNATIONAL EXHIBITORS

RETAIL'S BIG SHOPE BUREAU



3 DAYS



25,000 SQM



480 INTL EXHIBITORS



15,000 TOTAL ATTENDEES



7,000+ INTL RETAIL PROFESSIONALS



9 INNOVATION AWARDS

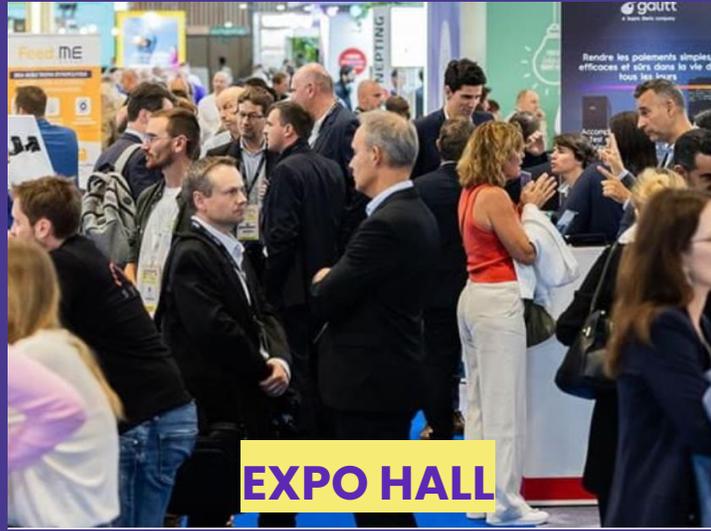
★ RETAIL'S INDUSTRY'S LARGEST MARKETPLACE ★

✓ CONTENT-RICH SESSIONS ✓

\$ COUNTLESS NETWORKING OPPORTUNITIES \$



RETAIL STORE TOURS



EXPO HALL



CONFERENCES



VIP RETAILER PROGRAMME



AWARDS



PARTNERS



RETAIL STORE TOURS

Expert Led, Time Efficient, Curated Tours for Retailers Only

The birthplace of world class innovation



Discover the refined soul of the Rive Gauche through an exceptional immersive learning tour that blends iconic Maisons with the timeless French art de vivre.

Mon. 15 sept 9:45am / 12.00am

Best practices on the iconic Champs-Élysées



Explore the heart of Paris on the iconic Champs-Élysées, where innovation, fashion, and luxury collide. Experience cutting-edge technology and timeless style in one of the world's most famous shopping destinations

Mon. 15 sept 01.00pm / 03.00pm

Innovation with luxury excellence



Immerse yourself in the world of French Touch and haute couture through a selection of iconic maisons. A journey to discover Parisian elegance, timeless luxury, and the most refined creations in the world.

Mon. 15 sept 04.00pm / 06.00pm

Each guided tour is led by a retail industry expert who will take retailers to several carefully selected stores at an iconic shopping destination. At each store, an administrator will speak about the features, innovations, store design experience, customer service enhancements and brand stories at that location.

Who should tour? Retail executives in fashion, apparel, health, beauty, cosmetics, jewelry, restaurants and department stores as well as executives in branding, IT, operations, business analyst consulting, or retailers who want to learn new perspectives.

What will the tour look like? Each guided tour is led by a retail industry expert who will take retailers to several carefully selected stores at an iconic shopping destination. At each store, an administrator will speak about the features, innovations, store design experience, customer service enhancements and brand stories at that location.

What are the benefits?

- Experience new perspectives as you go behind the scenes
- Learn the different solutions each retail store has adopted to overcome their challenges
- Be inspired with new trends and technology
- Network with your peers

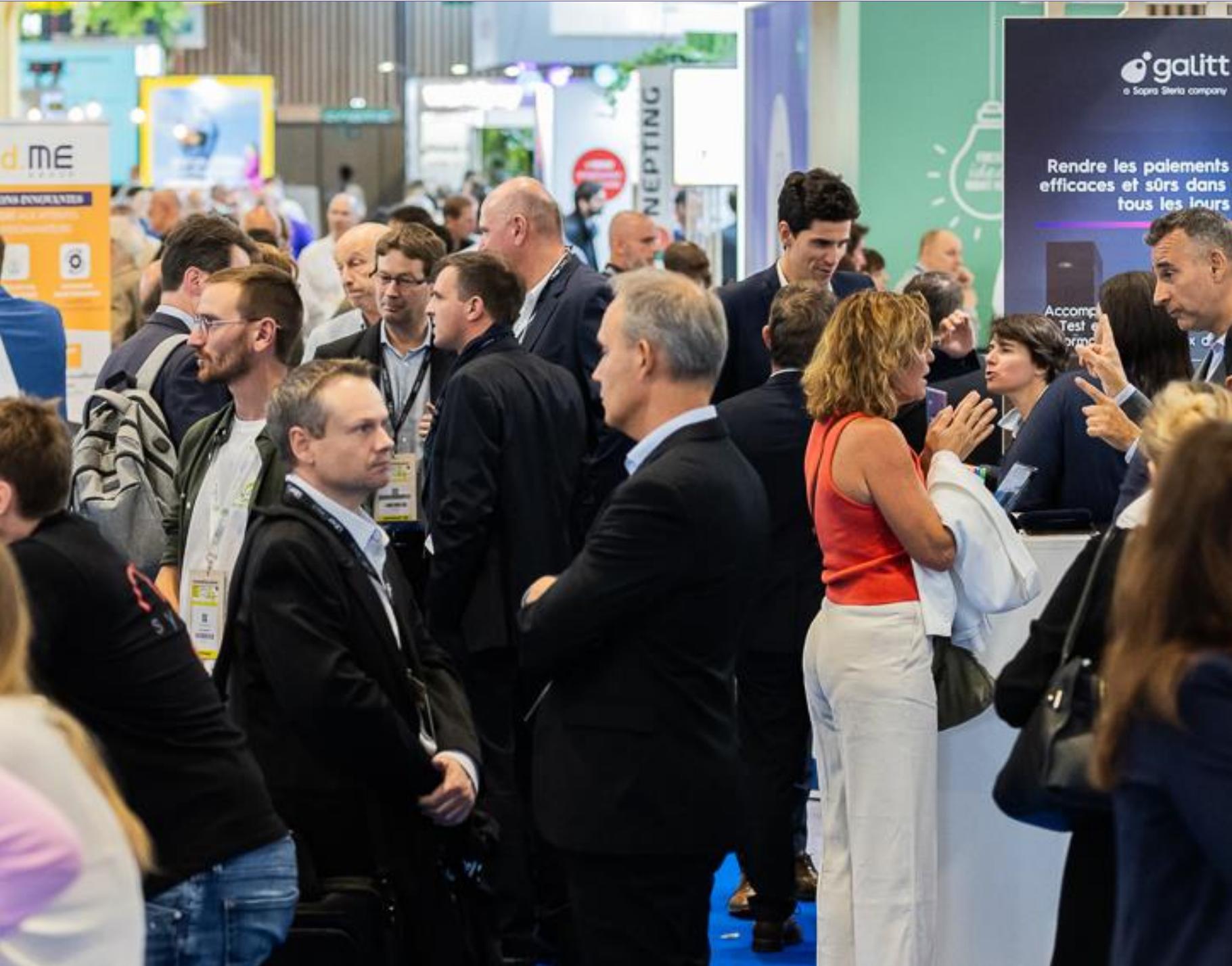
How do I purchase a tour?

- Retail Store Tours (need information)
- The cost is 250 Euros per tour
- Retail Store Tours are available to retailers only

Retail Store Tours, the official provider of store tours for NRF 2025: Retail's Big Show Europe, is a specialist in developing new and customised store tours each year based on feedback from retailers around the world. The tours expose retailers to new business models, best practices, and innovative stores. This year, tours will focus primarily on how successful retailers hire, train, and retain employees.

Store visits will highlight the different ways retailers handle hiring and training their employees, and how those techniques contribute to employee success and retention, creating a powerful, empathic, and engaged front line

Contact: hello@retailstoretours.com for more information or to book a tour.



EXPO HALL

PARIS EXPO PORTE DE VERSAILLES



Pavilions 4&6
1 Place de la Porte de Versailles
75015 Paris

Access

CDG Airport – 1h10

Orly Airport – 50mn

Notre Dame de Paris – 30 min

Eiffel Tower – 30 min

Arc de Triomphe – 30mn

WHY EXHIBIT?

ONE OF THE LARGEST AND MOST AWAITED RETAIL SHOWS IN EUROPE



Connect and collaborate with the brightest minds in retail



Co-located activities: Innovation lab, Startup zone, Exhibitor big ideas, Retail store tours

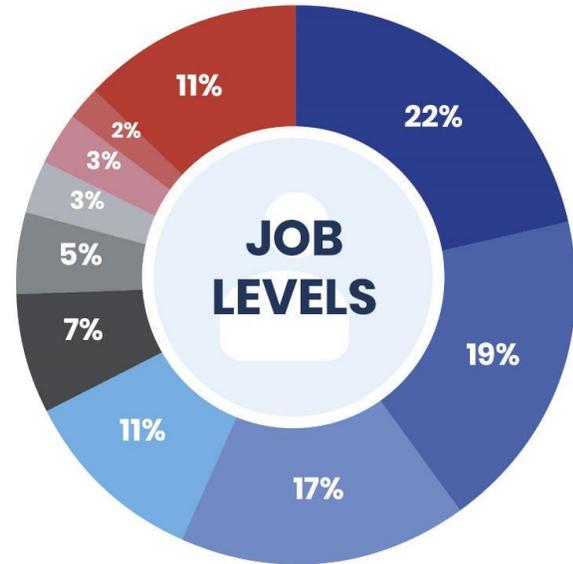


Expand your business by meeting retail domestic and international decision makers



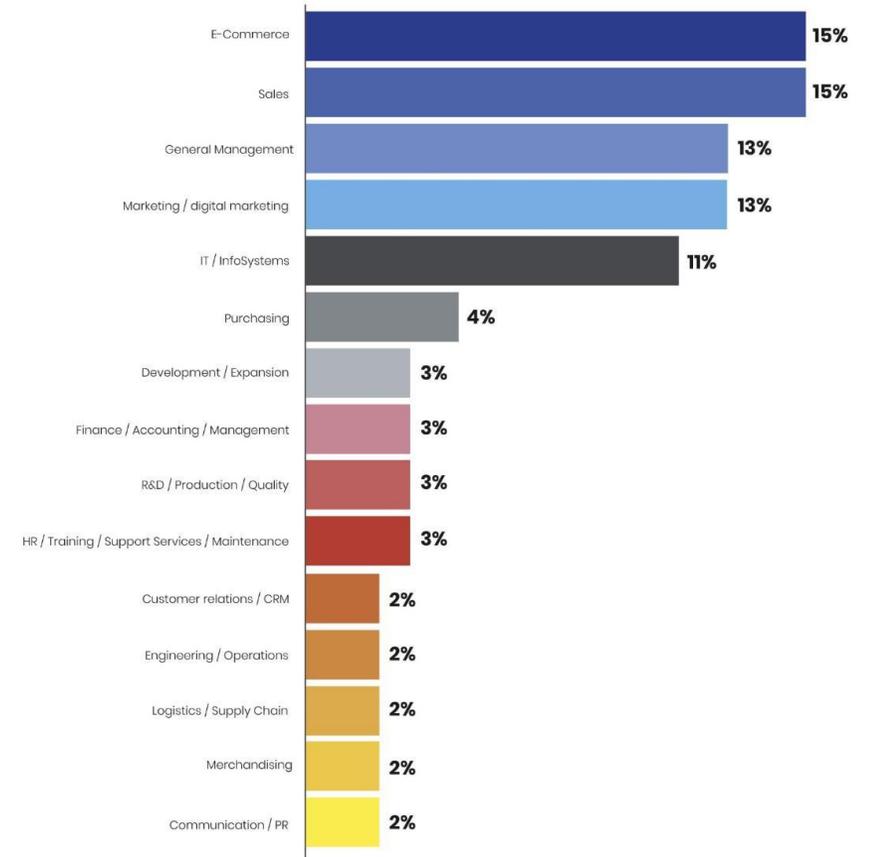
Benefit from NRF's brand power and strength

ATTENDEES



- 22%** Manager
- 19%** CEO/President/Owner
- 17%** Director
- 11%** Project manager
- 7%** Officer
- 5%** Product manager
- 3%** Employee
- 3%** Consultant
- 2%** C-Level
- 11%** Other (including non respondents)

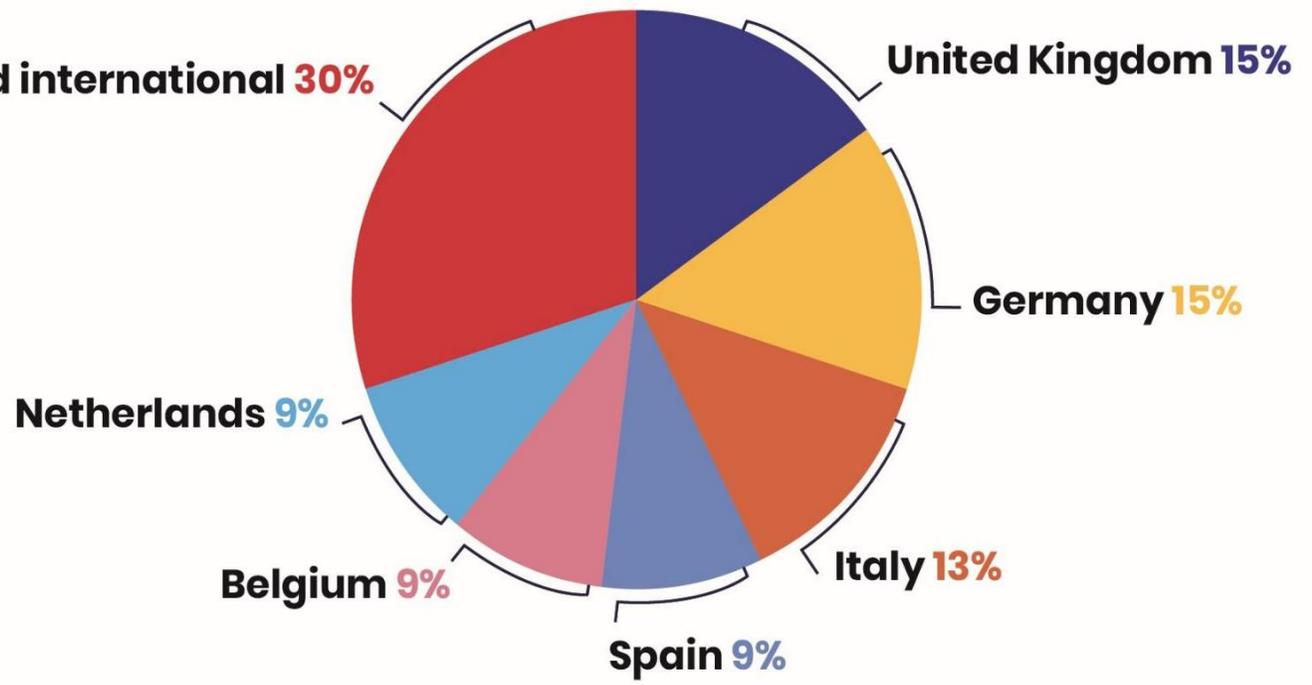
JOB FUNCTIONS



DELEGATE PROFILE FROM ALL OVER EUROPE



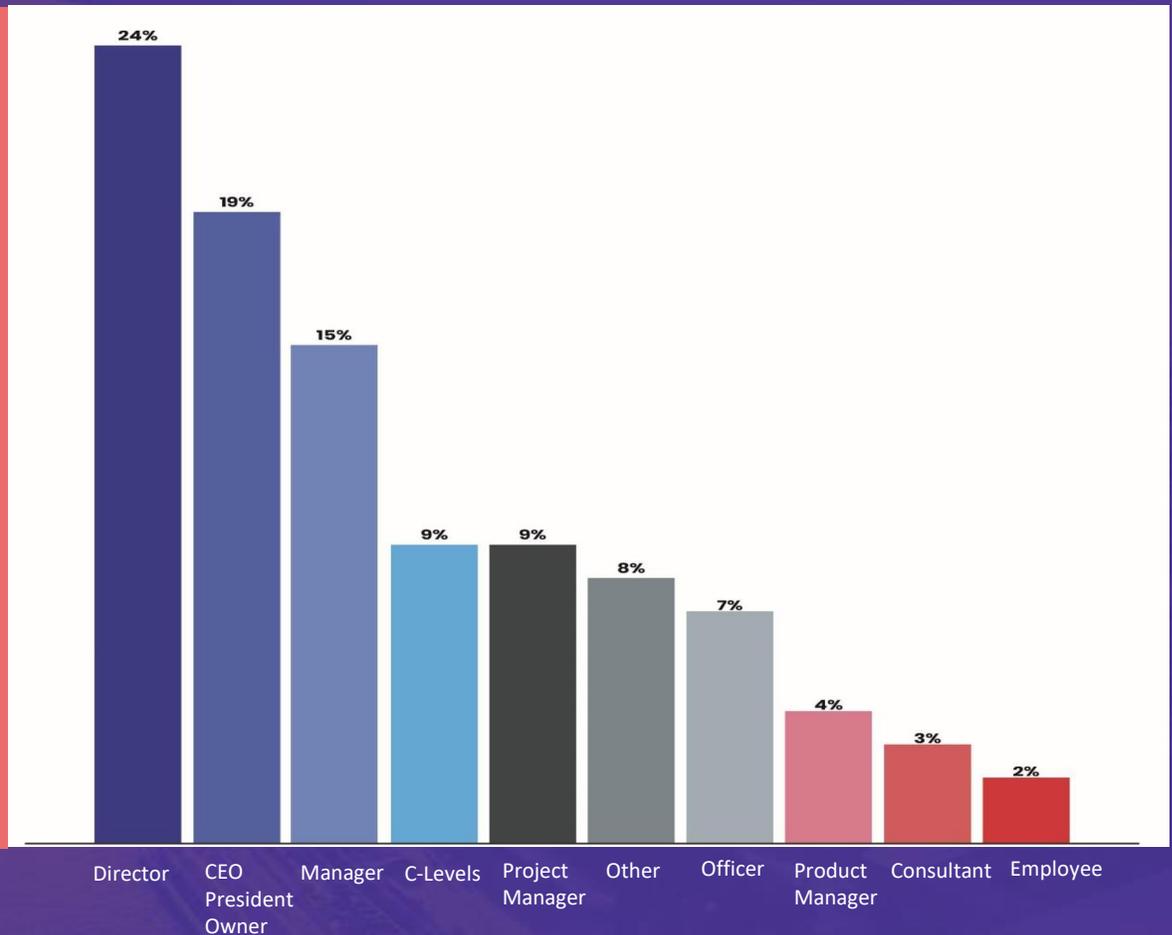
Other European countries and international **30%**



DELEGATE PROFILE FROM ALL JOB LEVELS

Members of Board
/Decision-makers
represent nearly

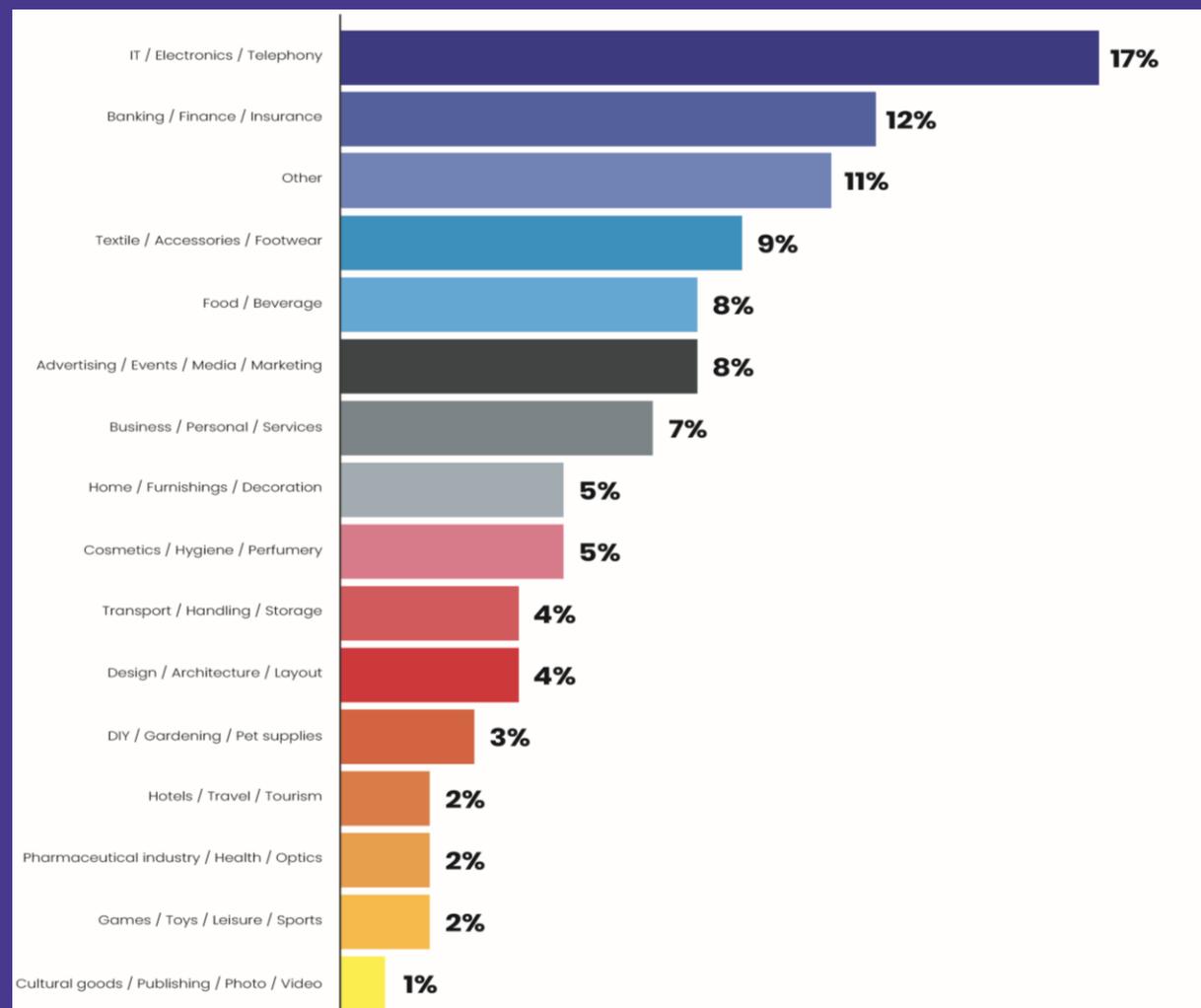
70%



DELEGATE PROFILE FROM ALL SECTORS

54%

Retailers expected



EXHIBITOR PROFILE



Accounting, Finance & Banking



Supply Chain



Consulting Services



Merchandising



Customer Service & CRM



Big Data



E-commerce



Immersive Technology



Marketing & Communications



POS



Human Resources



Hardware



In Store



IT



A POWERFUL EUROPEAN MARKETING PLAN...



INTERNATIONAL CONTENT FOR EUROPEAN C-LEVELS



SEGMENTED COMMUNICATION STRATEGY BY PERSONA



DIGITAL ACQUISITION CAMPAIGNS : SEA/SMA



TARGETED EMAILING CAMPAIGNS ON OUR DATABASES



SEO STRATEGY TO BOOST ORGANIC SITE RANKING



REGULAR SOCIAL MEDIA POSTS TO INCREASE AND ENGAGE THE COMMUNITY



STRONG MEDIA AND INSTITUTIONAL PARTNERSHIPS



TOP BUYERS PROGRAM DEDICATED TO DECISION MAKERS



PRESS RELATIONS AND INFLUENCERS STRATEGY

NRF2025: Retail's Big Show Europe will attract industry-leading speakers, innovations and key Retailers from across Europe!

**350 CONFIRMED EXHIBITORS
INCLUDING +150 NEWCOMERS
30 COUNTRIES
40% INTL EXHIBITORS
90% OF THE SPACE AREA SOLD**



NRF '25 RETAIL'S BIG SHOW
EUROPE
16-18 SEPTEMBER 2025 | PARIS



40% INTERNATIONAL EXHIBITORS

SPONSORSHIP OPPORTUNITIES



BRAND VISIBILITY

Be visible during the 3 days of the event.

Take advantage of high visibility for your brand, for example on the visitors lanyard and badge or in visitor zones.



PITCH

Show retailers how your solutions can change the way they "do retail". A not-to-be-missed opportunity to pitch your latest solutions and products to a captive audience of leading retailers, through demonstrations, case studies, etc.



NETWORK

Be the center of attention at attendee favorites such as the Parties, Happy hour, and more. Leverage on the high visibility and engagement on these platforms to reach new customers, generate leads and start new conversations.



EXPO TOURS

RETAIL TOGETHERS EXPO TOURS

Looking for specific products to enhance your business? Join our “Retail Together” Expo Tour to meet with leading companies delivering innovative retail solutions. Each curated, 90 min tour is a guided walking journey through the NRF 2025 : Retail’s Big Show Europe Expo

Seamless unified retail How to bring all the physical and digital channels together under one brand umbrella.

Store design innovation and technology Maximising the customer experience through design, technology and store fixtures.

Logistics & supply chain Trends in supply chains, nearshoring and sourcing in a changing world.

CSR & ESG How to embed sustainability and community values within business.

Marketplaces The use of digital platforms to promote sales on websites and through retailer platforms.

Payments innovation How to best capture sales through payment innovation in an increasingly cashless society.

CRM systems : Managing customer data to create enhanced customer experiences and offer

The intelligent use of data Capturing data, managing information and drawing customer insights from data

EXPO TOURS

Looking for innovative solutions and specific products to enhance your business?

Join a Retail Together Expo Tour to meet with leading companies delivering innovative retail solutions.

Each curated, **1,30 hour** tour is a guided walking journey through the NRF 2025: Retail's Big Show Europe Expo.

Expo Tours are open to retailers only and can be purchased during registration.

Retail Together Expo Tours will cover all the major themes, challenges and opportunities facing the major European retail markets and all the major disciplines.



**Tuesday,
September 16, 2025**

10.30am/12.00pm
03.30pm/05.00pm



**Wednesday,
September 17, 2025**

10.30am/12.00pm
03.30pm/05.00pm



**Thursday,
September 17, 2025**

10.30am/12.00pm
03.30pm/05.00pm

ON DEMAND EXPO TOURS



 **univers
retail**
YOU ARE RETAIL AND WE ARE TOO

Planning to attend NRF 2025: Retail's Big Show Europe with a delegation?

Book your private exhibition tour and rely on our team of retail experts to design a fully customized group experience tailored to your goals. In partnership with Univers Retail, our team of retail experts is at your service to design a customized tour tailored to your needs.

Based on your expectations and business challenges, we will curate a tailored selection of technologies and solutions to set up a dedicated program just for you!



CONFERENCES

NRF 2025: Retail's Big Show Europe brings Retail Together

The debut of NRF 2025: Retail's Big Show Europe is bringing together the established heritage of Paris Retail Week and the globally renowned National Retail Federation. The event will combine the power of two modern retail markets, Europe and North America. The content, agenda and global attendees will truly reflect the theme: Retail Together.

Five years post-pandemic, the retail industry remains resilient and agile and is repositioning itself for a new generation of shoppers. Retail is on the edge of another profound evolution, as artificial intelligence drives innovation and efficiency at every level. Retailers are also faced with meeting the demands of consumers worldwide who are experiencing heightened uncertainty amid political change, ongoing regional conflicts and the tightening of family budgets.

Retail's Big Show Europe will be the most comprehensive retail gathering in Europe and will address major challenges and opportunities facing the European retail market:

- Seamless unified retail
- Store design innovation and technology
- Logistics and the supply chain
- CSR and ESG
- Expansion of marketplaces
- Payments innovation
- CRM systems
- The intelligent use of data

Make sure you are part of bringing RETAIL TOGETHER in Paris!

NRF 2025: Retail's Big Show Europe Programme & formats



CEO's KEYNOTE
SESSIONS



TOPIC BASED
BREAKOUT SESSIONS



SPONSORED
BIG IDEAS!



MITCH VAN DEURSEN
CEO – SHOEBY



RAPHAËL KATTAN
RETAIL TRANSFORMATION
ADVISOR – MADDYNESS



RICARDO FERNANDEZ
CEO – DESTINIA



TOMASZ BLICHARSKI
CHIEF STRATEGY & DEVELOPMENT
OFFICER – ZABKA GROUP



MARK FAITHFULL
RETAIL JOURNALIST –
RETAIL UNWRAPPED



HÉLÈNE LABAUME
INNOVATION & VC FUNDS
DIRECTOR – CARREFOUR



MARCELLO PACE
CEO – SCARPE & SCARPE



MAKSYM TIPUKHOV
COMMERCIAL AND LOGISTICS
DEVELOPMENT DIRECTOR
EUROPE – FOZZY GROUP



NACHO CARNES
HEAD OF STRATEGY, DATA
STRATEGY & PAID MEDIA –
DUNKIN' BENELUX



NICOLAS DIACONO
FOUNDER – NINCOTECH



FRANCESCO PINTO
CEO – YAMAMAY



PRUE MACKENZIE
DIRECTOR – GOOGLE CLOUD



RÉGIS PENNEL
E-COMMERCE DIRECTOR –
GALERIES LAFAYETTE



MARC LOLIVIER
GENERAL DELEGATE –
FEVAD



FRANÇOIS-XAVIER LEROUX
PARTNER – KPMG FRANCE



MARIA MOREAU
CRM DIRECTOR – BOOZT



MASSIMO VOLPE
CEO – RETAIL HUB



MIKKO KÄRKKÄINEN
CEO – RELEX



LAURENE LECOMTE
DIRECTOR OF GLOBAL
PAYMENTS – BACKMARKET



ROMAIN ROULLEAU
E-COMMERCE DIRECTOR –
KINGFISHER



CHRISTOPH WERNER
CEO – DM



SALVATORE BALDINU
DIRECTOR – KERING



MIGUEL ÁNGE GONZÁLEZ GISBERT
GLOBAL & FR CHIEF DIGITAL OFFICER
– CARREFOUR



FELIPE ARANCIBIA
EU/LA EXECUTIVE VP OF
SALES & MARKETING – LOOMIS

KEYNOTES



SIMONE DOMINICI
CEO - KIKO MILANO



GUILLAUME MOTTE
CEO - SEPHORA



DUNCAN OLBY
SENIOR DIRECTOR APPLE WALLET
PAYMENTS COMMERCE INT. - APPLE



LAURA TOLEDANO
GENERAL MANAGER FR, UK & IE -
ZALANDO



HAJIR HAJI
CEO - ACTION



MARK IRVIN
ESVP - BEST BUY



DIANA MARSHALL
EVP & CEO - SAM'S CLUB



DENNIS SCHRODER
CEO - SNIPES



OLIVIER BRON
CEO - BLOOMINGDALE'S



RAMI BAITIEH
CEO - MORRISONS



FEDERICO VERONESI
CEO - CALZEDONIA



KAI-ULRICH DEISSNER
CEO - MEDIAMARKT SATURN RETAIL GROUP



MARCIN KUSMIERZ
CEO - ALLEGRO



TOPIC BASED BREAKOUT SESSIONS

BREAKOUT SESSION 1 Room 1 - Tuesday 16 sept - 12:15-12:45 :

Together in Retail: Unifying In-store and Online Retail

BREAKOUT SESSION 2 Room 2 - Tuesday 16 sept - 12:15-12:45 :

Together We Thrive: Exploring the Role of the Store in an Omnichannel World

BREAKOUT SESSION 3 Room 1 - Tuesday 16 sept - 16:15-16:45 :

How Is AI Redefining the Supply Chain?

BREAKOUT SESSION 4 Room 2 - Tuesday 16 sept - 16:15-16:45 :

Together, Creating a More Responsible and Sustainable Retail Industry

BREAKOUT SESSION 5 Room 1 - Wednesday 17 sept - 12:15-12:45

Evolving Marketplaces into Integrated Ecosystems of Social Engagement, Personalized Shopping, and Sustainability

BREAKOUT SESSION 6 Room 2 - Wednesday 17 sept - 12:15-12:45

How Are Innovations in Payment Systems Transforming Customer Experiences and Retail Operations?

BREAKOUT SESSION 7 Room 1 - Wednesday 17 sept - 16:15-16:45

Unifying Experiences: Elevating Customer Engagement In-store and Online

BREAKOUT SESSION 8 Room 2 - Wednesday 17 sept - 16:15-16:45

Connecting Data, Retail and Customers

BREAKOUT SESSION 9 Room 1 - Thursday 18 sept - 11:30-12:00 :

Together with AI: Revolutionizing the Future of Retail

BREAKOUT SESSION 10 Room 2 - Thursday 18 sept - 11:30-12:00 :

Retail together in Europe

BREAKOUT SESSION 11 Room 1 - Thursday 18 sept - 14:30-15:00 :

A Conversation with the Federation of E-commerce and Distance Selling (FEVAD)

BREAKOUT SESSION 12 Room: 2 - Thursday 18 sept - 14:30-15:00 :

NRF Curated Session



VIP RETAILERS PROGRAM

INTERNATIONAL VIP RETAILERS PROGRAM

Your exclusive access to a tailor-made
business & networking experience



Benefit from a discounted rate

ALL-ACCESS PASS 50% OFF – 475€ excl. VAT

Your registration includes a 3-day full access to Keynotes,
Breakout sessions, Exhibitor Big Ideas, Expo floor and more!

DISCOVER FRESH SOLUTIONS

- 1 free voucher for a guided Expo Tour
- Optional: Retail Store Tours across Paris (retailers only)

MEET THE EXPERTS

- Matchmaking platform : connect with top retail professionals
- Red Carpet Club: exclusive lounge for C-levels
- After Retail Party: network in a casual & festive setting

"HAUTE-COUTURE" EXPERIENCE

- VIP welcome: Fast-track access, concierge & checkroom
- On-Demand Experience (extra):
Tailored group Expo Tour for your team

How to register?

**Register as a Retailer. You'll be automatically upgraded to VIP Retailers status.
Confirmation & full benefits by email.**

TO BRING IN THE BIGGEST RETAIL BRANDS FROM ALL EUROPEAN COUNTRIES

ACTION – ALDI – ALINEA – ARGOS – ASDA – AUCHAN – AUCHAN DRIVE – B&M – BERSHKA – BIEDRONKA – BON PREU – BONOBO – BOOTS – BRICO DEPOT – BRICOMARCHE – C&A – CARREFOUR – CASA – CASINO GROUP – COLRUYT – CONFORAMA – COOP GROUP – CORA – DEBENHAMS – DECATHLON – DESIGUAL – DIXONS CARPHONE – DM-DROGERIE MARKT – DOUGLAS HOLDING – DUNNES STORES – ELECLERC – EDEKA – EL CORTE INGLES – EURONICS – FLYING TIGER COPENHAGEN – FNAC – FNAC DARTY – FOOT LOCKER – GALERIES LAFAYETTE – GAMESTOP – GLOBUS – H&M – HABITAT – HALFORDS – HEMA – HUNKEVÖLLER – ICELAND – ICI PARIS XL – IKEA – INTERMARCHE (LES MOUSQUETAIRES) – INTERTOYS – JD GROUP – JUMBO – JYSK – KAUFLAND – LEROY MERLIN – MAJE – MARKS & SPENCER – MASSIMO DUTTI – MAXI TOYS – MEDIAMARKT – MERCADONA – METRO AG – MIGROS – MONOPRIX – MOTHERCARE – MÜLLER – NETTO – NEW LOOK – NISA LOCAL – O BI – PENNY MARKT – PLUS RETAIL – POUNDLAND – PRIMARK – PROMOD – PULL&BEAR – REWE GROUP – SAINSBURY'S – SALLING GROUP – SANDRO – SCHWARZ GROUP (LIDL, KAUFLAND) – SEPHORA – SPAR – SUPERDRUG – SYSTEME U – TAPE A L'ŒIL – TESCO – THE KOOPLES – TOPSHOP – VANDEN BORRE – WAITROSE – WOOLWORTHS GROUP – XXL SPORTS & OUTDOOR – ZARA (INDITEX) – ZODIO - ...

EXPECTED RETAIL BRANDS



AWARDS

The Retail's Big Show Europe Awards honor the best international retail innovations across 10 categories!

The **Retail's Big Show Europe Awards** are a unique opportunity to showcase the most remarkable and innovative projects in Europe, aiming to redefine the retail landscape and pave the way for new solutions for the future. For the winners, this event serves as a true springboard to recognition. A true standout moment of the event.

- **Seamless unified retail**
 - **Store design innovation & technology**
 - **Logistics and the supply chain**
 - **CSR and ESG**
 - **Expansion of marketplaces**
 - **Payments innovation**
 - **CRM systems**
 - **The intelligent use of data**
 - **Start-up / Innovation**
 - **Retailer of the year**
- How to bring all the physical and digital channels together under one brand umbrella.
 - Maximising the customer experience through design, technology and store fixtures.
 - Trends in supply chains, nearshoring and sourcing in a changing world.
 - How to embed sustainability and community values within business.
 - The use of digital platforms to promote sales on websites and through retailer platforms.
 - How to best capture sales through payment innovation in an increasingly cashless society.
 - Managing customer data to create enhanced customer experiences and offers.
 - Capturing data, managing information and drawing customer insights from

CONDITIONS

Free of charge for exhibitors

Other applicants: €500

Application period: June 5 – July 29, 2025

If you are **an exhibitor**, please log in to your **Exhibitor Area**, where you will find the link to submit your application online.

If you are **not an exhibitor**, please get in touch with our sales team at: sales.nrfeurope@comexposium.com

Only one innovation per company may be submitted, and only in one category.

JUNE

June 5, 2025:

Platform opens for submissions

29th JULY

July 29, 2025:

Deadline for application submissions

SEPTEMBER

Early September 2025:

The 3 finalists in each category will pitch their projects to the Advisory Board

September 16, 2025:

Retail's Big Show Europe Awards Ceremony

Event Schedule

Tuesday, September 16, 2025

5:30 PM – Welcome

5:45 PM – Awards Ceremony

6:45 PM – Cocktail

8:30 PM – End of the Event



PARTNERS

MEDIAS

Modaes



Lebensmittel
Zeitung

STRATÉGIES
LE MÉDIA DES NOUVEAUX MODÈLES

LE MÉDIA DU RETAIL CONNECTÉ
Ecommerce

ixtenso
retail trends



retail
& food

CB NEWS

RETAIL
GAZETTE

JUST RETAIL
MAG 360

FRENCHWEB.FR
LE MAGAZINE DE L'INNOVATION



RETAILTRENDS

mind
RETAIL

TRB
THE RETAIL BULLETIN

emarketing.fr
marketing

FASHION
NETWORK

Largo
Consumo

JDN

Technoretail

Supply Chain
MAGAZINE

gondola

LINEAIRES



Points de Vente
LE MAGAZINE DE LA DISTRIBUTION ET DU COMMERCE

DigitalMag
LE MÉDIA DE L'ENTREPRISE CONNECTÉE

Maddyness

SiecleDigital

TextilWirtschaft

Retail Systems

L'Officiel de la
Franchise

L'USINE DIGITALE

L'USINE NOUVELLE

INSTITUTIONAL PARTNERS



THANK

NRF '25 RETAIL'S
BIG SHOW
EUROPE

16 - 18 SEPTEMBER 2025 | PARIS

YOU

YOUR EXPERTS

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