

## RetailEXPO 2020: Visitor Registrations Now Open

**\*Google, Warner Bros and Microsoft among the speakers confirmed at the show\***

**\*Over 10,000 retailers, tech exhibitors and design and manufacturers together for show\***

17 February 2020– Richmond, London – **RetailEXPO**, Europe’s leading retail technology trade show, is now open for [visitor registrations](#). This year the show, which takes place between 29-30 April 2020 at London Olympia, focuses on innovation, showcasing technological and design solutions for the challenges and opportunities faced by retailers as they head into a new decade of trading.

Despite 2019 being described as the worst year on record for the industry by the British Retail Consortium, the [latest report](#) from **RetailEXPO** revealed half of UK consumers (54%) felt there would always be a role for retail, showcasing the need for solutions to fulfil customer expectations.

**RetailEXPO** will bring more than 10,000 retailers, brands, tech exhibitors and retail design businesses together over the course of two days with a new [digital networking app](#), providing a match-making service for visitors and exhibitors to set up meetings with brands, retailers and partners.

[The Discovery Zone](#), which features vendors and brands who have never exhibited before at **RetailEXPO**, is twice as large as last year in response to the growing appetite from show visitors for more retail technology solutions and design inspiration to re-energise their businesses and enhance customer experience. In addition the [Start-Up Safari](#), curated by Baringa Partners management consultancy, will showcase the very latest disruptive technologies pushing the boundaries of retail innovation. There will also be a select number of [guided visitor tours](#), showcasing the [Innovation & Trail Awards](#) shortlisted exhibitors.

New for 2020, the [Women in Retail](#) breakfast event will bring together retailers and brands to celebrate gender diversity, debate challenges, and discuss career opportunities and initiatives for women in the industry. Hosted by [Essential Retail](#) editor, Caroline Baldwin, the event will include an inspirational keynote presentation and an all-female retailer panel discussion.

With the announcement of a climate emergency, the rise of Extinction Rebellion and the ongoing Greta Thunberg effect, sustainability and the environment has commanded an ever-larger place in the public's consciousness. The [Stylus Retail Masterclass](#) gives an in-depth look at one of retail's biggest areas for innovation – sustainability – on the first day of the show, with a significant proportion of the show's conference programme, across the two days, being dedicated to showcasing how businesses can become more sustainable.

Bringing together six streams of content from brands and retailers including Google, Microsoft, M&S, Halfords, Tommy Hilfiger, KFC, Virgin Money and COTY, the conference programme features dedicated stages focusing on payments, marketing & brand, IT & operations and in-store experience. From unlocking the power of data analytics and driving personalisation, to bridging the gap between on and offline and showcasing the importance of strategic partnerships and workforce diversity, visitors can tap into actionable insights and takeaways addressing retail's most pressing issues.

In addition to [The Innovation Awards](#), which showcases the brightest solutions in show, the [POP&I Awards](#), which reward creativity, innovation and best practice in retail marketing, will showcase retailers dedicated to achieving excellence in-store. **RetailEXPO** will also be celebrating the future of retail design through The [Student Design Awards](#) initiative, committed to inspiring the next generation of store designers by setting live briefs in partnership with major retailers and brands.

Matt Bradley, Event Director at **RetailEXPO**, commented: 'The retail industry is experiencing a major transformation driven by shoppers' growing expectations for convenience, sustainability and personalisation. The demand for experiential retail is changing the face of the sector, and retailers will need to evolve rapidly or face the consequences. It remains essential that retailers continue to track customer demand and sentiment so that their needs can be met. This year's show promises to push the boundaries of what retail has to offer, with innovative technology at its heart.'

Visitors can sign up online for their [free pass on the RetailEXPO website](#). To capitalise on the opportunities that should be driving retail decision-making, download **RetailEXPO's** report *2020 Vision: How Retail's continued transformation will look in 2020 and beyond* here:

<http://bit.ly/RetailEXPO2020VisionReport>

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For further information about **RetailEXPO**, Reed's leading European retail trade show, please contact the Fieldworks PR team:

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#### **About RetailEXPO**

**RetailEXPO** is Europe's leading event for retail solutions, designed for retail, brand and hospitality professionals looking to enhance great customer experiences, increase operational effectiveness and drive better outcomes for their business through retail technology and digital innovation.

Bringing together leaders of the retail industry, the event features an interactive exhibition floor with hundreds of cutting-edge suppliers, accompanied by a market-leading conference programme, and a host of networking opportunities - all helping to provide the right insight, inspiration and solutions to today's retail issues.

This annual industry showcase takes place at the end of April at London's Olympia. The 2020 edition will be its 10<sup>th</sup>.

[www.retailexpo.com](http://www.retailexpo.com)

#### **About Reed Exhibitions**

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