



EXPERIENCE
RETAIL

THE EVENT
FOR RETAIL STORES
OF THE FUTURE

9|10|11
JUNE
2027
VERONA
FIERE

PROJECT AND MANAGEMENT



MESTIERE FIERE

IN COLLABORATION WITH



Trade shows & events since 1898

THE NEW ITALIAN TRADE FAIR **DEDICATED TO THE ENTIRE RETAIL STORE ECOSYSTEM**

It brings together technologies, design, services and expertise for contemporary retail, offering a complete and practical overview of the available solutions for designing, innovating and managing retail spaces.

An event that connects retailers, brands, designers, companies and suppliers, creating an environment where ideas and solutions become opportunities.

WHAT MAKES IT **DIFFERENT**

The value of EXPERIENCE RETAIL lies in a clear and distinctive positioning:

- ▶ **an integrated vision of the store**
- ▶ **a strong focus on concreteness**
- ▶ **a format that is clear, essential, and effective**

Beyond the exhibition itself, the event also creates space for dialogue, knowledge sharing, and professional exchange. Through talks, workshops, demonstration areas, and dedicated moments of discussion, companies and professionals can connect, share ideas, and explore new business opportunities

**AN EVENT ABOUT THE TRANSFORMATION OF THE
RETAIL STORE.**

NOT JUST **AN EXHIBITION**

EXPERIENCE RETAIL is also a platform for content and relationships.

A program of meetings guides visitors in understanding the current changes, offering practical tools and opportunities for qualified discussions.

At the heart of the event is

The Store of Tomorrow – Made in Italy,
its narrative core.

An immersive space that recreates the contemporary retail store as a real, modular and walk-through environment. Not a stage set, but a concrete experience designed to show how retail works today — and how it will evolve.

EXHIBITION **TARGET**

- ▶ Top management of organised retail distribution and retail chains
- ▶ Marketing, Customer Experience and CRM departments
- ▶ Sales, Format Development and Distribution Channel departments
- ▶ Innovation Managers, Digital Managers and digital transformation leaders
- ▶ Real Estate, Construction, Facility and Operations managers
- ▶ Trade Marketing, Category Management and Brand Activation professionals
- ▶ Designers, Architects and System Integrators specialised in retail
- ▶ Brands and companies that enhance the retail store as a strategic touchpoint

OPPORTUNITIES ▪ CONFERENCES ▪ WORKSHOPS

LOGISTICS OPERATORS
DELIVERY SERVICE COMPANIES
PAYMENT SYSTEM PROVIDERS
SOFTWARE COMPANIES

COMMUNICATION AND MARKETING AGENCIES
EXPORT SPECIALISTS
SYSTEM INTEGRATORS
PAYTECH AND DIGITAL SOLUTION PROVIDERS

AN ECOSYSTEM IN SIX EXHIBITION PATHS

EXPERIENCE RETAIL is divided into six areas that represent contemporary retail as an integrated system, from design to coordinated communication.

Six areas, one perspective: the store as a complex and coordinated experience.



STORE VISION

Concept, format, layout, store transformation, customer journey, new retail store configurations.



RETAIL TECH LAB

Technology, data, AI, analytics, automation, computer vision, software, customer intelligence, digital infrastructures for the retail store.



ENERGY & IMPACT

Energy, efficiency, sustainability, refrigeration, maintenance, plant engineering, consumption monitoring, retail store decarbonisation.



SPACE & MATERIALS

Furniture, visual merchandising, materials, lighting, surfaces, coverings, displays, physical space design.



SMART OPERATIONS

Payments, workflows, store logistics, self-checkout, security, workforce management, anti-shrinkage, operational processes.



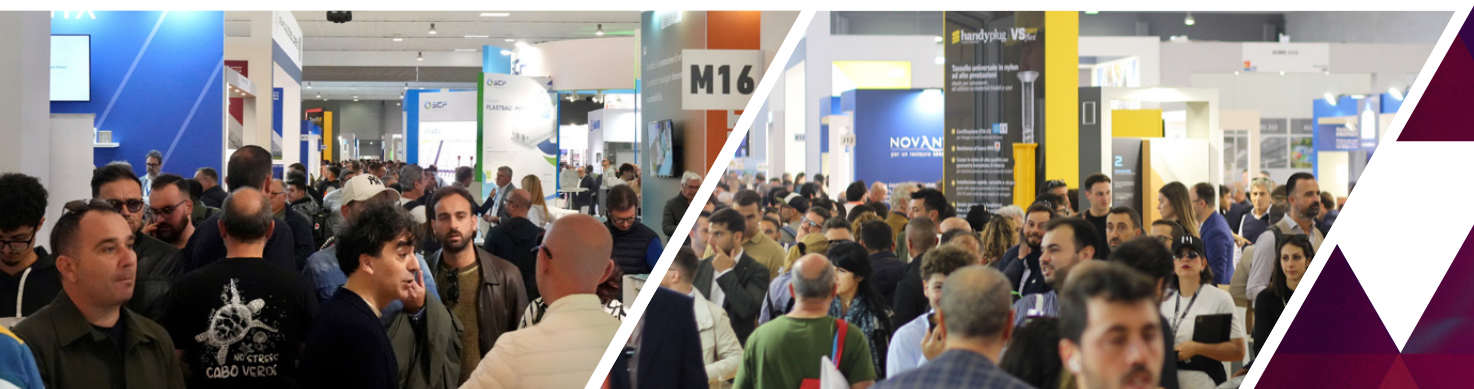
MEDIA IN STORE

Retail media, digital signage, loyalty, CRM, engagement, content, communication and monetisation of the retail store as a media asset.



RETAIL IN EVOLUTION **BETWEEN EXPERIENCE AND INNOVATION**

Retail is entering a new phase of evolution where stability and transformation coexist. Market data shows overall stable volumes, alongside a structural change closely linked to the growth of innovation, with digital investments reaching 4.7% of turnover.



In this context, **the store remains central to retail, but its role is evolving.**

More than 70% of retailers invest in omnichannel strategies and in-store innovation, creating increasingly experiential, connected and service-oriented spaces.

The integration between physical and digital drives change, redefining the role of the store and the relationship with the customer.

Today's retail therefore takes shape as a dynamic, data-driven and interconnected ecosystem, where technologies, channels and people converge to generate value, enable new business opportunities and rewrite the rules of competition.



FOR FURTHER INFORMATION

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PROJECT AND MANAGEMENT

senaf
MESTIERE FIERE

IN COLLABORATION WITH

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Trade shows & events since 1898

MEDIA PARTNER

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GDO WEEK

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zero sotto zero

area

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ambiente **cucina**

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