



**RETAIL
& BRAND
EXPERIENCE**
WORLD
CONGRESS



Fira Barcelona

MAY 27-29, 2019
GRAN VIA VENUE
BARCELONA

VISITOR'S GUIDE

WWW.RETAILANDBRANDEXPERIENCE.COM

#RBEWC
in   

INDEX

03 WELCOME

05 GENERAL MAP

06 CONGRESS

16 **NEXT TO DARE**
START-UP VILLAGE

22 **TRADE SHOW**
EXHIBITOR'S LIST
EXHIBITOR'S MAP

28 **EXPERIENCE**
ROUTES

30 **BUSINESS & LEISURE**
PRIMAVERA
SOUND

32 GENERAL GRID

38 OUR PARTNERS

WELCOME TO THE RETAIL & BRAND EXPERIENCE WORLD CONGRESS

Welcome to the Retail & Brand Experience World Congress (RBEWC), the world's newest retail innovation event approaching technological innovation as a means for retailers and brands to deliver new shopping experiences that help them grow their business.

From a world-class congress and Start-Up Village, to an exhibition area and experiential retail routes around the city, RBEWC aspires to provide retailers and brand experts with everything they need to gain first-hand experience regarding the future of retail.

We have compiled this document detailing all areas and activities that the event encompasses. We hope it helps you navigate all the hours of content that we have prepared for you so that you can enjoy RBEWC to the fullest.

We really appreciate your participation in this first edition of an event with international projection that will grow and evolve, year after year, to continue responding to the changing needs of retailers and brands. Thank you for being an RBEWC pioneer. We look forward to growing alongside you in the years to come.

Sincerely,

Alba Batiste
Director, RBEWC



DOWNLOAD OUR APP TO BE UP TO SPEED WITH RETAIL.



SCAN WITH YOUR CAMERA

WIFI ACCESS

RBEWC_FreeWiFi_HighSpeed

RBEWC_FreeWiFi_Standard

CONNECT TO EITHER ONE OF THESE NETWORKS AND FOLLOW THE INSTRUCTIONS

FOLLOW US

#RBEWC



MAP



Metro

Ferrocarrils de la Generalitat

Parking

Press room

Bus stop

Taxi rank

Dressing room

THE SUBWAY TUNNEL WILL BE OPEN

DATES/TIMES

May, 27th-29th
from 8:30h to 18:00h

LOCATION

Gran Via Venue

Avinguda de Joan Carles I, 64
L'Hospitalet de Llobregat
08908 (Barcelona)

CONTACT

+34 93 233 20 00
attendee.rbewc@firabarcelona.com

FOOD SERVICES

NUMBER	NAME	FOOD TYPE	SCHEDULE		
			27/05	28/05	29/05
1	NUCLO RESTAURANT	SIGNATURE CUISINE		13:00	16:00
2	GOOD FOOD	PASTRIES, SALADS, HOT AND COLD SANDWICHES		10:00	17:00
3	RB BAR	PASTRIES, COFFEE, COLD SANDWICHES AND SALADS		08:30	18:00
4	TRUCK NA MADRONA	ITALIAN FOOD: PASTA, RISOTTO AND DESSERT		11:00	17:00
5	AREAS TRUCK	PASTRIES, SANDWICHES AND BURGERS		11:00	17:00



FRESH IDEAS TO ANSWER THE INDUSTRY'S MOST BURNING QUESTIONS

RBEWC is a meeting point for **leading industry voices** to share their **expertise and unique insights** on how to navigate the challenges facing retail. All retail and branding players are invited to join the **conversation** on the industry's opportunities and challenges: omnichannel, new models, real estate, tech, customer experience, and more. **LABs** will be available to learn about a specific topic or solution from industry experts.

"We have over a hundred speakers at the congress, most of them CEOs, plus the case of start-up owners and keynotes speakers", **José Luis Nuño, Chairman of the Congress.**

Monday, May 27th

8:30 09:00	Morning Coffee	
09:00 09:15	Welcome and opening remarks José Luis Nueno - Marketing Professor at IESE & Chairman of the Congress	Gràcia Stage
09:15 09:50	Customer experience Alex Cruz - Chairman & CEO British Airways	Gràcia Stage
09:15 10:00	Personalization and digital experience Henry Rourke - Director Hop Lun (Host); Albin Johansson - CEO Axel Arigato; Michael Lemmer - CEO Tim Tam Consulting	Born Stage
09:50 10:30	The future of content Alfonso Rodés - Chairman Havas Media Group and President Havas Media Group Spain	Gràcia Stage
10:00 10:30	One Retail: How to implement digital transformation in a leading retailer Enrique Fernández - CEO M.video - Eldorado Retail Group	Born Stage
10:30 11:00	Of the consumer markets: from the improbable to the inevitable! Michael JP Forhez - Global Managing Director for the Consumer Markets Industry Solutions Group Oracle	Gràcia Stage
10:30 11:00	Smart data in operational risks Alejandra Mardones - CEO Spain Grupo Alto	Born Stage
11:00 11:25	Networking	Gràcia/Born Stage
11:25 11:55	How can brands be relevant for the new generations? Andrea Scotti - Founder & CEO Freeda Media	Born Stage
11:25 12:00	IKEA: Fundamental values shaping change Juvencio Maetzú - Global CFO & Deputy CEO Ingka, proudly representing IKEA	Gràcia Stage
11:55 13:05	From a focus on Brand design towards making customers experience the designer's values through the Retail Experience Jordi García Mercader - CEO Via Emilia & Viacomglobal (Host); Fabio Guidetti - President & Co-Founder Sharkchaser (Former Senior Vice President of International Sales at Rebecca Minkoff and Former Corporate Director Donna Karan Europe); Pier Paolo Righi - CEO & President Karl Lagerfeld	Born Stage
12:00 12:55	The future of food retail José María Bonmatí - General Manager AECOC (Host); Pascal Clouzard - General Manager Carrefour France; Sacha Michaud - Co-Founder Glovo; Rafael Juan - CEO Dulcesol	Gràcia Stage

12:55 13:25	Digital Learnings in the Experience Economy Hichem Maya - General Manager Consumer Industries EMEA South SAP	Gràcia Stage
13:05 13:35	Security and customer experience @ the POS Miguel Angel Hernández - General Manager Spain Ingenico	Born Stage
13:25 14:10	Omnichannel Strategy Enrique Fernández - CEO M.video-Eldorado Retail Group (Host); Michael Kuchment - Co-founder & Vice President Hoff	Gràcia Stage
13:35 14:10	Branding, Retail & China: From copycats to crafters Borja Borrero - Executive Creative Director EMEA & LatAm Interbrand	Born Stage
14:00 15:00	Lunch Networking	Gràcia/Born Stage
15:00 15:35	Muji: Does size really matter? Joaquim de Toca Andreu - CEO Muji Iberia; José Luis Nueno - Marketing Professor at IESE & Chairman of the Congress (Host)	Born Stage
15:00 15:40	Breaking walls for the ultimate fashion experience Guus Backelandt - CEO Grosso Moda	Gràcia Stage
15:40 16:20	FMCG Megatrends Xavier Orriols - Advisor, Former Senior VP Pepsico Europe & Africa Idialia Foods, Ecoembes, AECOC; Narcís Roure - General Manager Pepsico South Europe	Gràcia Stage
15:30 16:20	Omnichannel in luxury, the integration between traditional retailing and digital marketing Angelo Manaresi - Prof. Marketing & Management University of Bologna (Host); Eugenio Morselli - Fashion Industry Advisor and CEO, Former CEO Giuseppe Zanotti; Albin Johansson - CEO Axel Arigato	Born Stage
16:20 17:00	The future of experience José Luis Nueno - Marketing Professor at IESE & Chairman of the Congress (Host); Bernd Schmitt - Professor of Marketing at Columbia University Co-Founder and CEO of EX Group	Gràcia Stage
16:20 17:00	Innovative retail content Maria Garrido - Chief Insights & Analytics Officer Havas Group	Born Stage
17:00 17:45	New experiences in food retail (session in Spanish*) Iñigo Gallo - Professor IESE Business School (Host); Josep Ametller - Founder Casa Ametller; Anna Bellsolà - General Manager Baluard	Born Stage
17:00 17:45	Brand experience Eva Vila - Co-Founder WeEqual (Host); Bárbara Fernández Ochoa - Off Trade & e-commerce Sales Director Pernod Ricard Spain; Angels Solans - Food Solutions Director Unilever Iberia; Rebecca Verano - General Manager Reckitt Benckiser Iberia Health	Gràcia Stage

Tuesday, May 28th

09:00 09:15	Welcome	Gràcia Stage
09:15 09:45	What if stores talked back at you? Edward Westenberg - Retail Industry Leader Cisco	Gràcia Stage
09:15 09:50	The new retail formats in China John Ryan - Stores Editor Newstores, Retail Week, VMDS & MindMag	Born Stage
09:45 10:15	Customer Experience in the Store of the Future Carlos Crespo - Franchise Development CEPESA; Pello Meaurio - Director of customer of Ávoris; Andres Flores - CEO Bershka Online; Jaume Portell - CEO Beabloo	Gràcia Stage
09:50 10:30	Shopping vs. Experience Magda Espuga - CEO Kiss Retail Management consulting (Host); David Hernández - CEO Pangea; Victor Manuel Fernández - CEO Room Mate Group	Born Stage
10:15 11:00	How can “experience(s)” drive business development? José Luis Nueno - Marketing Professor at IESE & Chairman of the Congress (Host); Mark Cornell - CEO Ambassador Theatre Group	Gràcia Stage
10:30 11:10	The new retail branding Andy Stalman - Co-Founder CEO Totem Branding	Born Stage
11:00 11:30	Networking	Gràcia/Born Stage
11:30 12:30	Brand innovation Elena Foguet - Business Director Spain Value Retail (Host); Seth Ellison - CEO Levi's Strauss Europe	Gràcia Stage
11:30 12:10	Finance & Consumption: the creation of a business model for the leading retailer in LatAm José Luis Nueno - Marketing Professor at IESE & Chairman of the Congress (Host); Juan Roca - Former General Manager & Director Falabella Perú	Born Stage
12:10 12:45	Escape Market Commoditization Paulo Pereira da Silva - President & CEO Renova; José Luis Nueno - Marketing Professor at IESE & Chairman of the Congress (Host)	Born Stage
12:30 13:30	The future of department stores José María Folache - CEO Parfois (Host); Juan Roca - Former General Manager & Director Falabella Perú; Sebastian Picardo - Investor & Advisor Novus Ventures (Former Deputy President Lane Crawford); Ricardo Balmori - Director of Fashion Accessories, Luxury, Beauty and Footwear El Corte Inglés	Gràcia Stage

*Translation to English will be provided in real-time.

**All sessions will be conducted in English unless specified*

Program edited on May 21, 2019. The program may be subject to changes. Check the latest version on the web or app

12:45 13:30	The future of commercial real estate in Prime and B and C locations (session in Spanish*) Julio Díaz Freijo - Founder Vilacaiz (Host); Laetitia Ferracci - Operations Director Unibail Rodamco Westfield; Javier Beltrán - CEO CG Capital Europe	Born Stage
13:30 14:10	The state of commerce José Luis Nueno - Marketing Professor at IESE & Chairman of the Congress (Host); Scott Galloway - Founder L2 Gartner	Gràcia Stage
14:10 15:00	Lunch Networking	Stage Born/Gràcia
15:00 15:45	The start-up revolution: How big brands and retailers find innovation outdoors Oisín Lunny - Chief Evangelist OpenMarket (Host); Gerard Gracia - Managing Director The Hop & Estrella Galicia; David Luquin - Atelier by ISEM	Gràcia Stage Start-up afternoon
15:00 16:10	Multibrand luxury retail: curating style Luis Sans - President Santa Eulalia (Host); Neil Prosser - Founder Flannels; Mario Dell'Oglio - Owner Dell'Oglio; Pierre Brunschwig - Owner Brunschwig & CIE SA	Born Stage
15:45 16:45	R&B Next! Awards Start-up competition, Disruptive Tech Final Oisín Lunny - Professor of UX Driven Business Barcelona Technology School; Liz Fleming - Principal Adara Venture; Maurizio Rossi - Co-Founder and CEO H-Farm; Dimas Gimeno - CEO DNEXT RETAIL; Ronan Bardet - Founder EGI Group	Gràcia Stage Start-up afternoon
16:10 17:10	New retail formats in travel retail José María Folache - CEO Parfois (Host); Fernando Echegaray del Pozo - CEO ADP International (Groupe ADP); Alberto Baldán - CEO Grandi Stazioni Retail (former CEO La Rinascente & Ka-De-We Group); José Manuel Fernández Bosch - Partner Arthur D. Little; Javier Fernández Andriño - International Marketing & Luxury Director El Corte Inglés	Born Stage
16:45 17:15	Hawkers vs fakes: how to fight counterfeits in 2019 Ximena Guzmán - Head of Marketing Offline Hawkers; Sergi García - Director of Product Marketing Redpoints; Oisín Lunny - Chief Evangelist OpenMarket; Liz Fleming - Principal	Gràcia Stage Start-up afternoon
17:10 17:55	Selling pet food through the digital channel José Luis Nueno - Marketing Professor at IESE & Chairman of the Congress (Host); Bernard Meunier - CEO Europe, Middle East, North Africa Nestlé Purina PetCare; Cornelius Patt - CEO zooplus.com	Born Stage
17:15 17:45	The changing roles of the brick and mortar store, and the idle associate: becoming a catalyst for digital growth Adam Levene - Founder Hero	Gràcia Stage Start-up afternoon
17:45 18:00	R&B Next! Awards Disruptive Tech - Winner Announcement	Gràcia Stage Start-up afternoon

*Translation to English will be provided in real-time.

** All sessions will be conducted in English unless specified*

Program edited on May 21, 2019. The program may be subject to changes. Check the latest version on the web or app

Wednesday, May 29th

09:00	Welcome	Gràcia Stage
09:10		
09:10	Google as technological partner in the digital era	Gràcia Stage
09:45	Fuencisla Clemares - General Manager Google Iberia	
09:10	Omnichannel retailing: Enhanced technology to create a great customer experience	Born Stage
09:45	Angelo Manaresi - Prof. Marketing & Management University of Bologna (Host); Luigi Frison - Industry Marketing Director Retail Store Automation Datalogic	
09:45	Your data today and in the years ahead	Gràcia Stage
10:30	Pawel Matkowski - Product Manager Google	
09:45	The future of tomorrow's experience	Born Stage
10:30	Javier Bach - COO Puig (Host); Jonathan Chippindale - CEO Holition; Rebecca Jones - Head of Partnerships Appear Here; Lance Patterson - CEO Perfumers 1870	
10:30	Shopping destination: Improving the shopping experience at Value Retail	Gràcia Stage
11:10	Elena Foguet - Business Director Spain Value Retail (Host); José Luis Durán - CEO Value Retail	
10:30	Disrupting through decoupling the customer value chain	Born Stage
11:10	Sebastian Picardo - Investor & Advisor Novus Ventures Former Deputy President Lane Crawford (Host); Jose Ojeda - COO Lyst	
11:10	Networking	Gràcia/Born Stage
11:25	The incredible journey of European brands in Digital China	Gràcia Stage
12:05	Rodrigo Cipriani - General Director for Spain, Italy, Portugal and Greece Alibaba Group	
11:25	Reuse, Recycle, Rethink	Born Stage
12:10	Harriet Vocking - Chief Brand Officer Eco-Age (Host); Trisha Gregory - CEO Armarium; Giulio Bonazzi - Chairman and CEO Aquafil; Alberto Candiani - CEO Candiani	
12:05	New business models under e-commerce: Impact on margins and returns	Gràcia Stage
12:45	Luis Buceta - CIO Banco Alcalá (Host); Luca Solca - Managing Director Luxury Goods Sanford C. Bernstein Schweiz; Rebecca McClellan - Head of European Consumer and Retail Analyst Banco Santander	
12:10	Watches, people, stores and experiences: The new rythm of Retail (session in Spanish*)	Born Stage
12:45	Alberto Molina - Managing Director Accenture (Host); Jaume Miquel - CEO Grupo Tendam; Ignacio Sánchez - CEO Leroy Merlin; Javier Lopez - Director of E-commerce, marketing, innovation and digital transformation Carrefour; Mosiri Cabezas - Director of digital transformation IKEA; Jose Antonio Lombardia - Client Director DIA	
12:45	Flat-packing our digital transformation	Gràcia Stage
13:25	Pelle Sömmansson - CDO Ingka, proudly representing IKEA	

*Translation to English will be provided in real-time.

**All sessions will be conducted in English unless specified

Program edited on May 21, 2019. The program may be subject to changes. Check the latest version on the web or app

CONGRESS Wednesday, May 29th

12:50	Key partners: finance & retail	Born Stage
13:30	Juan Carlos Grijelmo - CEO Paguro (Host); Luis Pons - Marketing Director Banco Sabadell; Fernando Ruiz Antón - Inbound Marketing Director BBVA	
13:25	Supercharge Your Marketing with Google Cloud	Gràcia Stage
14:10	Farzad Sani - EMEA Strategy Lead, Google Cloud Google	
13:30	Retail's customer journey goes digital	Born Stage
14:15	Angel Herrero - Hardware Industry Executive (Host); Alberto Cáceres - CEO Trison; Andreas von Pongrácz - Vice President Visual Art Group	
14:10	Lunch Networking	Gràcia/Born Stage
15:00	Digital needs brick & mortar and viceversa	Born Stage
15:45	Pablo N. Sánchez-Monge Consultant (Host); Marco de Vries - CEO Openbravo; Olga Kotsur - Founder & CEO Mercaux; Pau Molinas - Chief Business Officer & Partner Gestooos	
15:00	Connecting the industry through technology: from a macro to micro view	Gràcia Stage
16:10	Lisa Wright - Founder & Manager Director Spring Wright & PBA LPP (Host); Trevor Sumner - CEO Perch Interactive; Eddie Mullon - Founder Fashion GPS & Launchmetrics; Frank Negro - Managing Director Southern Europe Yext	
15:45	Digital content for multibrand stores	Born Stage
16:30	Christian Meyer - CEO Bexfy; Javier Figar - Global Direct to Consumer Senior Director Pepe Jeans	
16:10	The intersection for FinTech and Retail: How innovations in financial services are impacting the brand experience	Gràcia Stage
17:00	Jeffrey Stewart - Managing Director GPO Fund	
16:30	Grocery 2.0 Building a successful online grocery business	Born Stage
17:05	Vipul Parekh - Co-Founder Bigbasket.com & Angel Investor	
17:00	Offline solutions for online retail	Gràcia Stage
17:45	Todd Hooper - Senior Vice President Office Network Correos	
17:05	Retail empathy (session in Spanish*)	Born Stage
17:45	Sebastián Fernández de Lara - Partner Hamilton Retail	
17:45	Closing	Gràcia Stage
18:00	José Luis Nueno - Marketing Professor at IESE & Chairman of the Congress	

*Translation to English will be provided in real-time.

* * All sessions will be conducted in English unless specified

LABs

If you have not previously registered online for a session before May 27 and are interested in taking part, please visit the activity room for more information.

Monday, May 27th

09:30 10:15	Cluster Digital	Improving Customer Experience: some success stories Nuria Blanco Bernárdez - Spain Digital Marketing Manager Dufry; Nacho Granados Direct to Consumer (DTC) & Digital Manager Danone Waters; Santiago Sanchez Devesa - CEO Etailers Ecommerce (Host)	LAB Room
10:30 11:15	PAGURO	A win-win partnership: retailers and banks Juan Carlos Grijelmo - CEO Paguro	LAB Room
11:30 12:15	SAP	Building connected experiences with consumers Alfonso Cossío - Country manager SAP Customer experience; Juan Carlos Alcaide - ESIC Business & Marketing School	LAB Room
12:30 13:15	DUNNHUMBY	Retail Media: the BIG opportunity for distribution Tanguy Pincemin - Head of Media EMEA dunnhumby	LAB Room
13:30 14:15	CISCO	Cisco Collaboration - from in-store productivity to business agility Horacio Calvo - Cisco Collaboration Specialist Cisco	LAB Room
15:00 15:45	DESIGNIT	Holistic Retail Design: a strategic approach Cristina Bustillo - Strategic Design Director Designit; Verónica Bello - Strategic Design Director Designit Shores	LAB Room
16:00 16:45	OGILVY	Innovation & Always on consumer experience Diego Fernández - Director of Innovation Ogilvy Barcelona	LAB Room
17:00 17:45	RETAILCAT	Smart Retail Dr. Alexis Mavrommatis - Think Tank coordinator and retail expert EADA; Laura López - Retailcat	LAB Room

Tuesday, May 28th

09:30 10:15	DENTSU	The importance of building data ecosystems in personalizing retail experiences Alberto García - Head of Innovation & Data Postercope Dentsu; Angel Ballesteros - CEO MKTG Dentsu	LAB Room
10:30 11:15	KAIZEN	Kaizen: Growth and efficiency in the business Charlie Sharman - Sensei Book author, former Danaher VP for Europe; Carlos Ponce - General Manager ASTS Security, ESL & Marketing Solutions; David Alvaro - Retail Director Galp; António Costa - Board Member Kaizen Institute (Host)	LAB Room
11:30 12:15	CISCO	Simple IT for the new retail experience Pablo Velarde - Cisco Meraki Specialist Cisco	LAB Room
12:30 13:15	DELOITTE	The 7 trends you should focus on to succeed Fernando Pasamón - Managing Partner Deloitte	LAB Room
16:00 16:45	BEABLOO	Innovating Experiences in Next-Generation Stores Beabloo Innovation Team	LAB Room
17:00 17:45	BARCELONA TURISME	Tourism in Barcelona Joan Torrella Reñé - Managing Director Turisme de Barcelona	LAB Room

Wednesday, May 29th

09:30 10:15	NAE	Hyper-personalization: Building stronger relationships with your customers Alvaro Vigil Rodríguez - Digital Product Manager Nae	LAB Room
10:30 11:15	ACCENTURE	The silent revolution of AI: from data to value in real time Isabel Fernández - Accenture Applied Intelligence Lead for Iberia Accenture Spain	LAB Room
11:30 12:15	TIENDEO	5 key strategies to run a successful drive to store campaign Jonathan Lemberger - Co-Founder of Tiendeo	LAB Room
12:30 13:15	SAP	The perfect match for your Intelligent Enterprise with SAP Eugenio Moya - Solution Sales Executive Spain & Digital Supply Chain and Industry 4.0 SAP	LAB Room
13:30 14:15	FIDAL	The legal aspects regarding the digitalization in the luxury industry Christine Blaise-Engel - Partner Head of M&A Practice Head of International Development Fidal; Pedro Soriano Mendiara - Partner Head Commercial Litigation & White-Collar Practice Ramón y Cajal Barcelona	LAB Room
15:00 15:45	GOOGLE	Your data, your brand, your consumers and your marketing efforts Pawel Matkowski - Product Lead Google	LAB Room
16:00 16:45	BARCELONA OBERTA	Recommendations to preserve and strengthen the competitiveness of urban retail versus e-commerce Roger Gaspa - Managing Director RBD Consulting Group; Gabi Jené - CEO La Mallorquina	LAB Room



A DISPLAY OF START-UP INNOVATION

Take a walk around our **Start-Up Village** to discover what the innovators at the forefront of the industry's transformation have to show. RBEWC's curators have selected the most relevant projects for our talks and round tables at the **R&B Next! Auditorium**. The 24 finalists of the **R&B Next! Awards** will compete against each other to deliver their best pitch during the 3-day competition. There will also be workshops that will address specific industry challenges for a small audience.

THESE ARE THE START-UPS COMPETING FOR THE R&B NEXT! AWARDS

AURA VISION
BITPHY
CROBOX
EMOTIONSAR
FLUTTR
GEOBLINK

GO POP UP
ICOMMUNITY
LOCALOO
NEKTRIA
NEEUTON
OFERTIA

ONAIR SHOPPING
OYPER
PERSONIFY XP
PHOTOSLURP
PISLOW
PROPPOS

ROBOT4WORK
SHARIFYAPP
SMARTPAY
SURMILE
VUDOIR
WE MUSE

These are the innovation experts that make by the competition's jury: **Oriol Juncosa** (Encomenda Smart Capital), **Mercè Tell** (Nekko Capital), **Emilio Risques** (Asics), **Ronan Bardet** (EGI Group), **Dimas Gimeno** (El Corte Inglés), **Maurizio Rossi** (H-Farm), **Liz Fleming** (Adara Ventures), **Quino Fernández** (Conector), **Lara Oliveras** (IVC Digital Tech investment), **Sebastian Picardo** (Novus Ventures), **Aleix Valls** (H-Farm Barcelona) and **María Zárate** (T-ZIR -Zaragoza's Innovation in Retail Center).

R&B Next!

AUDITORIUM

Monday, May 27th

10:30	Start-up Village Opening Ceremony	R&B Next!
11:00	Oisín Lunny - Chief Evangelist OpenMarket (Host); Aleix Valls - Managing Director H-Farm Barcelona; Alba Batiste - Director Retail & Brand Experience World Congress; Salvador Tasqué - Business Director Fira Barcelona	Auditorium
11:00	The rise of the Digital Native Vertical Brands	R&B Next!
12:00	Ronan Bardet - EGI Group (Host); Luis Martín Cabiedes - Cabiedes & Partners; Alberto Espinós - Tropicfeel Pepita Martín WeAreKnitters	Auditorium
12:00	R&B Next! Awards Final – Digital R&B	R&B Next!
13:00	Oisín Lunny - Chief Evangelist OpenMarket (Host); Emilio Risques - VP EMEA Asics; Oriol Juncosa Encomenda - Smart Capital; Mercè Tell - Managing Partner Nekko Capital; Aleix Valls - H-Farm Barcelona; María Zárate - T-ZIR	Auditorium
13:00	How AI is transforming retail and brands business intelligence.	R&B Next!
13:30	Big data for retailers and brands Luis Pallares - CEO and Founder Plyzer Technologies	Auditorium
13:30	R&B Next! Awards Digital R&B - Winner Announcement	R&B Next!
13:45	Oisín Lunny - Chief Evangelist OpenMarket (Host)	Auditorium
15:00	The future will be multisensory: how experience technologies are helping brands to emotionally engage customers	R&B Next!
16:00	Jaime Clotet - PwC Spain; Sebastián Mealla C. - Protapixel; Robin Hofmann - HearDis; Carolina Hinrichsen - Dilax; Ignacio Alonso - Trison	Auditorium
16:00	Catalan Start-up Pitch Festival	R&B Next!
17:00	Ramon Pérez - COO, Barnerbrand; Laura Herrero - Earl CEO & Co-Founder Blackbookfashion; Francisco Guillén - CEO BlockTac; Guillermo H. Villalón - CEO Buyyourself; Alex Izquierdo - CEO Dynamo video; Carlos Martínez - CEO Epinium; María Fernanda González Gutiérrez - CEO Mocaplatform; Borja Sanfeliu - CEO Loyal Guru; Albert Esplugas - CEO Ratenow; Jorge Marín-Camba - CEO RobinDataHood	Auditorium

R&B NEXT! AUDITORIUM

Tuesday, May 28th

10:00	Clear Skies Without a Cloud (computing) in Sight	R&B Next!
10:30	Ofri Ben-Porat - CEO Pixoneye	Auditorium
10:30	Augmented Reality transforming retail: key use cases across Nestlé brands	R&B Next!
11:00	Carolina Pinart - Global Head of Product New Generation Technologies Nestlé	Auditorium
11:00	Empowering growth: Creating efficiencies through data centric strategies	R&B Next!
11:15	Oscar Méndez - CEO Stratio. Introduced by host Liz Fleming - Principal Adara Ventures	Auditorium
11:15	Serving customers better: How 3 innovators are transforming the retail industry through data	R&B Next!
11:55	Liz Fleming - Adara Ventures (Host); Rachel Kreis - Head of Marketing Geoblink; Jade Huang - StyleSage; Oscar Méndez- Stratio	Auditorium
11:55	The future of retail intelligence	R&B Next!
12:00	Liz Fleming - Adara Ventures (Host); Jaime Lauhlé - CEO Geoblink	Auditorium
12:00	City Fan Engagement	R&B Next!
13:00	Laura Alsina Joan (Host); Xavier Olivella - Director IBE Institut Barcelona Esports Laura Garcia - CEO Base Benitosport; Cristian Llorens - CEO Siker-Sports; Luis Pruñonosa - Country Manager Iberia Le Coq Sportif	Auditorium
13:00	Retail's Race to the Bottom – Fighting Price Pressure with Rising Consumer Expectations	R&B Next!
13:30	Anthony Ng Monica - CEO Swogo	Auditorium

Wednesday, May 29th

10:00	Exhibiting Start-Ups	R&B Next!
11:00	Retail-VR; Robin Brick; marketplanconsulting; Optopus; scraffic; ViaCash; Geniot; 3Dclick Moderator: Blai Carandell Partner & Business Designer NOBA	Auditorium
11:00	The interface revolution in retail	R&B Next!
11:30	Pere Pérez - Founder & CEO Visyon	Auditorium
11:30	Increasing traffic to physical stores in an omnichannel era	R&B Next!
12:00	Cezar Pereira - Strategic Account Director Tiendeo	Auditorium
12:00	R&B Next! Awards Final – Digital Media	R&B Next!
13:00	Blai Carandell - Partner & Business Designer NOBA (Host); Liz Fleming - Adara Ventures; Quino Fernández - Conector Accelerator; Lara Oliveras - IVC; Sebastian Picardo - Novus Ventures	Auditorium

13:00 **Hyper Personalization in the area of Machine Learning**
13:30 Maurizio Cibelli - Founder & CEO Hutoma AI

R&B Next!
Auditorium

13:00 **R&B Next! Awards Digital Media - Winner Announcement**
13:45 Blai Carandell Partner & Business Designer NOBA

R&B Next!
Auditorium

WORKSHOPS

If you have not previously registered online for a session before May 27 and are interested in taking part, please visit the activity room for more information.

Monday, May 27th

11:00 **What happens when wearable devices are used to bring the digital customer experience into the physical world?**
12:00 Javier Rodríguez-Irizarbal - Comenge Regional Sales Manager InovRetail

Workshop

12:00 **Unlocking Retail's Competitive Edge: The Human Touch of The Store**
13:00 Adam Levene - Founder and CEO HERO

Workshop

13:00 **How to work with start-ups**
14:00 Aleix Valls - Managing Director H-Farm Barcelona; Marco Pavan - Global Project Manager H-Farm

Workshop

15:00 **How to use engagement and gamification to increase purchasing frequency and average receipt. The results of the Tiger case**
16:00 Jacopo Romei - Contributor Djungle

Workshop

16:00 **Un Chatbot para resolver preguntas frecuentes, ver el estado del pedido y contratar: qué aporta y qué supone.**
17:00 Luis Alberto de la Cruz Azcoaga - CEO Sum Mind

Workshop

17:00 **¿Cómo vender más aplicando tecnología biométrica y facial coding en tus puntos de venta?**
18:00 Oscar Peón - CMO Imotion Analytics

Workshop

Tuesday, May 28th

10:00 **Optimal Field Services in a global retail scenario**
11:00 Javier Perez - CEO It24.io

Workshop

11:00 **How to work with start-ups**
12:00 Aleix Valls - Managing Director H-Farm Barcelona; Marco Pavan - Global Project Manager H-Farm

Workshop

WORKSHOPS Tuesday, May 28th

12:00 13:00	Getting value out of BigData in Retail. Practical example with Auchan Eastern Europe Kirill Boyko - Business Development Director Navitek Retail Data Factory	Workshop
13:00 14:00	Fast prototyping for business - The Idea Roast Daniel Martin Callizo - Partner NOBA; Blai Carandell - Saladich Partner NOBA	Workshop
15:00 16:00	Connecting dots: Processes, Technology and People Eduard Molina - Founder & CEO ASTS; António Costa - Senior Partner Western Europe Kaizen Institute ; Rui Lima Santos - Store Operations, Sales & Services IT Development Worten	Workshop
16:00 17:00	Pioneering, the new formula for a new relation model Javier Sánchez - Communication Planning Director Zenith	Workshop
17:00 18:00	When business owners change, where does their business go? Giving businesses a second life Oriol Alba - Growth Manager Centre de Reempresa de Catalunya	Workshop

Wednesday, May 29th

10:00 11:00	Creating more compelling customer journeys Eulogi Bordas - CEO Photoslurp	Workshop
11:00 12:00	TBA	Workshop
12:00 13:00	How to use engagement and gamification to increase purchasing frequency and average receipt. The results of the Tiger case Victor Tejedo - Co-founder & COO Nektria	Workshop
13:00 14:00	AI & Voice Experience for retailers Bea Dobrzynska - Senior Manager CELI	Workshop
15:00 16:00	GS1 Standards to improve omnichannel experience Pere Rosell - Director GS1 Spain	Workshop





A TASTE OF TRANSFORMATION FOR REAL BUSINESS GROWTH

Venture through an exhibition floor with some of the latest innovations that can help retailers and brands to create new and better **customer experiences**. Get a taste of how the new wave of retail tech innovation turns into inspiration for your business.

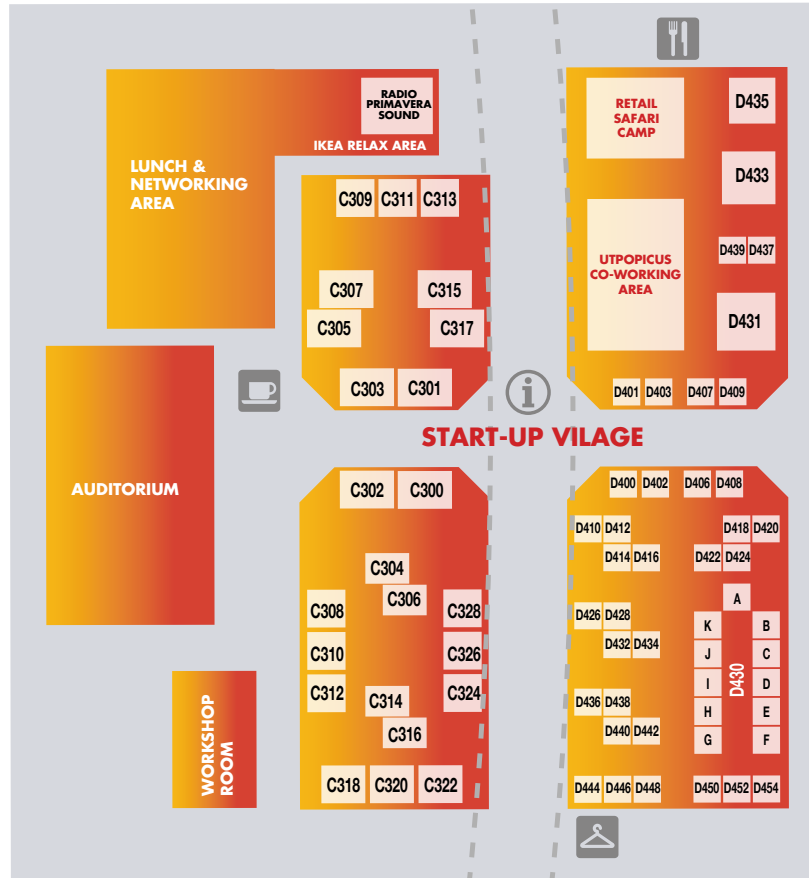


EXHIBITOR'S LIST

#WEAREAKTIVISTS	A 129	EGI GROUP	D 428
3D CLICK	D 414	EMOTIONSAR	C 311
ACCENTURE	A 107	EPINIUM	D 430 - H
ACCIÓN	D 430 - A	EPSON IBERICA	A 105
ADAEQUO	B 216	EXTECH	A 145
ASTS	A 115	FLUTTR	C 317
AURA VISION	C 301	FOOT ANALYTICS	B 208
BARCELONA TECH CITY	D 426	GEOBLINK	C 315
BARNER BRAND	D 430 - B	GO-POPUP	C 316
BEABLOO	B 202	GS1 IN EUROPE	D 431
BEXFY	A 121	HACHE21 GOOGLE CLOUD PREMIER PARTNER	A 151
BITPHY	C 307	HASHED BLOCKTAC	D 430 - D
BLACK BOOK FASHION	D 430 - C	HERO	D 401
BRANDYOURSHOES	D 402	HISPACK 2021	D 433
BROTHERIE	A 141	HUTOMA ARTIFICIAL INTELLIGENCE	D 403
BUY YOURSELF	D 430 - E	ICOMMUNITY LABS	C 300
CÁSTOR RETAIL	B 224	IMOTION ANALYTICS	D 408
CISCO SYSTEMS	B 200	INDUSTRIAS DISME	B 214
COMPETTIA	B 234	INOVRETAIL	D 407
CROBOX	C 306	IT24	D 418
CUSTOM GATEWAY GMBH	D 450	JEVNET	D 432
DELOITTE	A 103	KAIZEN INSTITUTE	A 131
DESIGNIT	A 135	LOCALOO	C 313
DJUNGLE	D 436	LOYAL GURU	D 430 - I
DUNNHUMBY	A 149	MARKPLAN CONSULTING	D 452
DYNAMO VIDEO	D 430 - F	MERCAUX INC	D 410

MOCAPLATFORM	D 430 - G	ROLAND DG	A 133
NAE	B 210	SAP	A 101
NEEUTON	C 322	SCRAFFIC INC.	D 420
NEKTRIA	C 309	SENSAPE	D 437
NEWRETAIL4ALL	D 435	SHARIFYAPP	C 328
OPTOPUS	D 434	SHOPADVIZOR	A 125
OFERTIA	C 308	SIRT	B 200
ONAIR SHOPPING S.L	C 320	SMARTPAY	C 304
OPENBRAVO	B 206	SMARTSHOWCASE BY GENIOT	D 409
OVELAR	A 117	SOUNDREEF	B 232
OYPER - VISUAL SEARCH & RECOMMEDATION ENGINE	C 312	SPORTMAS	B 236
PAL ROBOTICS	B 212	STOCKAGILE	D 416
PERSONIFY XP	C 318	SUM MIND	D 424
PHOTOSLURP	C 310	SURMILE	C 324
PISLOW	C 305	SUTEGA	A 153
PLYZER INTELLIGENCE	D 400	SWOGO	D 448
POPAI	A 147	TIDART	A 137
POS TECHNOLOGIES	D 444	TIENDEO	B 230
PROPPOS	C 326	TMM GROUP - WAAPITI - BEAROMIC	B 228
PROTOPIXEL	D 412	TURISME DE BARCELONA – BARCELONA SHOPPING CITY	A 109
RADIO PRIMAVERA SOUND	R 19	UTOPICUS CO-WORKING AREA	D 427
RATENOW	D 430 - J	VIACASH	D 440
REALFICTION	D 439	VUDOIR	C 303
RED POINTS SOLUTIONS	D 438	WEMUSE	C 314
RETAIL DATA FACTORY	D 446	WIDE EYES	D 406
RETAIL VR	D 422	XENOX MUSIC & MEDIA	B 226
ROBINBRICK	D 454	YABANDPAY	A 139
ROBINDATAHOOD	D 430-K	ZALUTI	D 442
ROBOT4WORK	C 302		

MAP



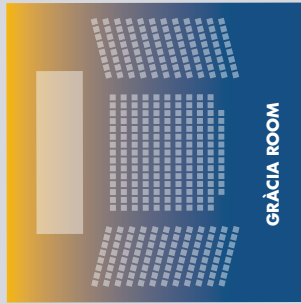
ENTRANCE



A137	A139	A141	A145	A147	A149	A151	A153
A135	A133	A131		A129	A125		
A107	A109	A115		A117	A121		
A101		A103				A105	

B200		B202		B206
B200		B214	B208	B216
B224		B212	B210	
B224	B226	B236		
B228	B230	B232	B234	

WORKPLACE



VIP & SPEAKERS ROOM

LAB'S ROOM

MEETING ROOMS

BORN ROOM



RETAIL SAFARI

ROUTES

Join us for a guided tour around the best and most forward-looking retail spaces in Barcelona. Experience first-hand where the industry is going through expert commentary and exploring the mix of unique retail business models, design, and technology that make Barcelona an inspiration for the future of retail.

You will be first introduced to the city and its retail landscape, and then sent out on a tour around a selection of retail locations where you will be able to see, ask about, compare and experience the latest trends in action.

Get comfortable, we'll unlock the gates of unique shops for you

First of all, **Daniel Córdoba, a leading Spanish retail innovation expert**, will introduce you to the city and its retail landscape with an initial 30-minute session at the **Retail Safari Camp**. Then it's onto the bus for a guided tour around a curated list of select retailers, each case study introduced by retail and experiential marketing representatives.

GLOBAL BRANDS ROUTE

GLOBAL BRANDS RESHAPING THE FUTURE OF RETAIL

LOCAL BRANDS ROUTE

THE CHARISMATIC & INDIE HOTSPOTS OF BARCELONA

LA ROCA VILLAGE

REINVENTING THE RETAIL EXPERIENCE: FROM A TRANSACTION TO “A DAY OUT”

VALUE RETAIL

If you have not previously registered online for a session before May 27 and are interested in taking part, please visit the activity room for more information.

*All unclaimed reserved spots will be freed 5 minutes into the activity.

This route will cover **key retail spaces in the city of Barcelona**. We will delve into the **world of brands that stand out as leaders** of their sector, with explanations of how their retail proposal has evolved and how they view the future.

Monday, May 27: 17:00 – 20:20h

Tuesday, May 28: 09:30h – 13:00h

A multitude of channels, the preponderance of spaces with a halo effect, the **revolution of the non-place** and the **jump from online to offline** will be the core subjects explored in this route.

Monday, May 27: 14:00 – 17:30h

Wednesday, May 29: 9:30 – 13:00h

La Roca Village, one of the 11 shopping destinations of the Bicester Village Shopping Collection in Europe and China, embraces “retailment”: a lifestyle approach to retail and the need for the destination to deliver **unforgettable experiences behind the shopping**.

A visit to this **unique retail space** will be departing from the event’s venue. Attendees will have a chance to learn about La Roca Village’s **innovative business model** and enjoy a walkthrough to discover the Village’s brands, its architecture and landscaping, and its curated experiences.

Wednesday, May 29: 18:15 – 20:45h



**PREPARE YOURSELF TO
LIVE PRIMAVERA SOUND:**

**BECAUSE RETAIL AND
MUSIC ARE THE
PERFECT PAIR**

PRIMAVERA SOUND

Internationally-renowned music festival **Primavera Sound** has **joined forces with RBEWC** to curate all leisure activities within the venue's gates and beyond.

The partnership is born as an effort to explore the **synergies between music, retail and branding** through content creation, live entertainment and experimentation.

As our guest at RBEWC, you will be able to enjoy exclusive activities, **live music with special guests like DJ Pegatas** and curated content throughout the three days of the event.

TUESDAY, MAY 28, AT 18:00H -
RBEWC PARTY

MONDAY, MAY 27 THROUGH
WEDNESDAY, MAY 29 -
**LIVE ENTERTAINMENT BY
PRIMAVERA SOUND**

On Tuesday evening, make sure to stay at the event's venue after the last congress session ends. Be on the lookout for some **unexpected fun as our official party** erupts into a **unique musical and light experience created by Primavera Sound**.

The perfect space for some distended networking and the chance to relax after a long day full of meetings.

Beyond programmed activities and exclusive parties, our partner Primavera Sound will provide event attendees with a **three-day long soundtrack comprised of a select list of live artists and resident DJs**.

GLOBAL AGENDA THREE DAYS TO EXPERIENCE THE RETAIL REVOLUTION

Monday, May 27

AREA	TIME	SESSION	ROOM
Congress	09:00 09:15	Welcome and opening remarks	Gràcia Stage
Congress	09:15 09:50	Customer experience	Gràcia Stage
Congress	09:15 10:00	Personalization and digital experience	Born Stage
LABs	09:30 10:15	Improving Customer Experience: some success stories, by Cluster Digital	LAB Room
Congress	09:50 10:30	The future of content	Gràcia Stage
Congress	10:00 10:30	One Retail: how to implement digital transformation in a leading retailer	Born Stage
Congress	10:30 11:00	Of the consumer markets: from the improbable to the inevitable!	Gràcia Stage
Congress	10:30 11:00	Smart data in operational risk	Born Stage
LABs	10:30 11:15	A win-win partnership: retailers and banks, by Paguro	LAB Room
R&B Next Auditorium	10:30 11:00	Start-up Village Opening Ceremony	R&B Next Auditorium
Congress	11:00 11:25	Networking	Gràcia/Born Stage
R&B Next Auditorium	11:00 12:00	The rise of the Digital Native Vertical Brands	R&B Next Auditorium
Workshops	11:00 12:00	What happens when wearable devices are used to bring the digital customer experience into the physical world?	Workshops Room
Leisure	11:00 17:00	Live radio programming	Radio Primavera Sound
Congress	11:25 11:55	How can brands be relevant for the new generations?	Born Stage
Congress	11:25 12:00	IKEA: Fundamental values shaping change	Gràcia Stage
LABs	11:30 12:15	Building connected experiences with consumers, by SAP	LAB Room
Congress	11:55 13:05	From a focus on Brand design towards making customers experience the designer's values through the Retail Experience	Born Stage
Congress	12:00 12:55	The future of food retail	Gràcia Stage
R&B Next Auditorium	12:00 13:00	R&B Next! Awards Final – Digital R&B	R&B Next Auditorium
Workshops	12:00 13:00	Unlocking retail's competitive edge: The human touch of the store	Workshops Room
LABs	12:30 13:15	Retail Media: the BIG opportunity for distribution, by dunnhumby	LAB Room
Congress	12:55 13:25	Digital learnings in the experience economy	Gràcia Stage
R&B Next Auditorium	13:00 13:30	How AI is transforming retail and brands business intelligence. Big data for retailers and brands	R&B Next Auditorium
Co-Working	13:00 14:00	mEATing - Healthy brunch	Utopicus Co-Working

AREA	TIME	SESSION	ROOM
Congress	13:05 13:35	Security and customer experience @ the POS	Born Stage
Congress	13:25 14:10	Omnichannel Strategy	Gràcia Stage
Congress	13:35 14:10	Branding, Retail & China: From copycats to crafters	Born Stage
LABs	13:30 14:15	Cisco Collaboration - from in-store productivity to business agility, by Cisco	LAB Room
R&B Next Auditorium	13:30 13:45	R&B Next! Awards Digital R&B - Winner Announcement	R&B Next Auditorium
Congress	14:00 15:00	Lunch Networking	Gràcia Stage
Retail Safari	14:00 16:40	Local Brands Route	Retail Safari Camp
Congress	14:10 15:00	Lunch Networking	Born Stage
Congress	15:00 15:40	Breaking walls for the ultimate fashion experience	Gràcia Stage
LABs	15:00 15:45	Holistic Retail Design: a strategic approach, by Designit	LAB Room
R&B Next Auditorium	15:00 16:00	The future will be multisensory: how experience technologies are helping brands to emotionally engage customers	R&B Next Auditorium
Workshops	13:00 14:00	How to work with start-ups	Workshops Room
Workshops	15:00 16:00	How to use engagement and gamification to increase purchasing frequency and average receipt. The results of the Tiger case.	Workshops Room
Congress	15:00 15:35	Muji: Does size really matter?	Born Stage
Congress	15:35 16:20	Omnichannel in luxury, the integration between traditional retailing and digital marketing	Born Stage
Congress	15:40 16:20	FMCG Megatrends	Gràcia Stage
LABs	16:00 16:45	Innovation & Always on consumer experience, by Ogilvy	LAB Room
R&B Next Auditorium	16:00 17:00	Catalan Start-up Pitch Festival	R&B Next Auditorium
Workshops	16:00 17:00	Un Chatbot para resolver preguntas frecuentes, ver el estado del pedido y contratar: qué aporta y qué supone	Workshops Room
Congress	16:00 17:00	Innovative retail content	Born Stage
Congress	16:20 17:00	The future of experience	Gràcia Stage
Congress	17:00 17:45	New experiences in food retail	Gràcia Stage
Congress	17:00 17:45	Brand experience (session in Spanish*)	LAB Room
LABs	17:00 17:45	Smart Retail, by RETAILcat	Born Stage
Afterwork	17:00 18:00	The last one!	Utopicus Co-Working
Workshops	17:00 18:00	¿Cómo vender más aplicando tecnología biométrica y facial coding en tus puntos de venta?	Workshops Room
Retail Safari	17:00 20:20	Global Brands Route	Retail Safari Camp

Tuesday, May 28

AREA	TIME	SESSION	ROOM
Congress	09:00 09:15	Welcome	Gràcia Stage
Congress	09:15 09:45	What if stores talked back to you?	Gràcia Stage
Congress	09:15 09:50	The new retail formats in China	Born Stage
LABs	09:30 10:15	The importance of building data ecosystems in personalizing retail experiences, by Dentsu	LAB Room
Retail Safari	09:30 13:00	Global Brands Route	Retail Safari Camp
Congress	09:45 10:15	Customer experience in the store of the future	Gràcia Stage
Congress	9:50 10:30	Shopping vs. Experience	Born Stage
R&B Next Auditorium	10:00 10:30	Clear Skies Without a Cloud (computing) in Sight	R&B Next Auditorium
Workshops	10:00 11:00	Optimal Field Services in a global retail scenario	Workshops Room
Congress	10:15 11:00	How can 'experience(s)' drive business development?	Gràcia Stage
Congress	10:30 11:10	The new retail branding	Born Stage
LABs	10:30 11:15	Kaizen: Growth and efficiency in the business, by Kaizen	LAB Room
R&B Next Auditorium	10:30 11:00	Augmented Reality transforming retail: key use cases across Nestlé brands	R&B Next Auditorium
Congress	11:00 11:30	Networking	Gràcia / Born Stage
R&B Next Auditorium	11:00 11:15	Empowering Growth: Creating efficiencies through Data Centric strategies	R&B Next Auditorium
Workshops	11:00 12:00	How to work with start-ups	Workshops Room
Leisure	11:00 17:00	Live radio programming	Radio Primavera Sound
R&B Next Auditorium	11:15 11:55	Serving customers better: How 3 innovators are transforming the retail industry through data	R&B Next Auditorium
Congress	11:30 12:30	Brand innovation	Gràcia Stage
Congress	11:30 12:10	Finance & Consumption: the creation of a business model for the leading retailer in LatAm	Born Stage
LABs	11:30 12:15	Simple IT for the new retail experience, by Cisco	LAB Room
R&B Next Auditorium	11:55 12:00	The future of retail intelligence	R&B Next Auditorium
R&B Next Auditorium	12:00 13:00	City Fan Engagement	R&B Next Auditorium

AREA	TIME	SESSION	ROOM
Workshops	12:00 13:00	Getting value out of BigData in Retail. Practical example with Auchan Eastern Europe	Workshops Room
Congress	12:10 12:45	Escape market commoditization	Born Stage
Congress	12:30 13:30	The future of department stores	Gràcia Stage
LABs	12:30 13:15	The 7 trends you should focus on to succeed, by Deloitte	LAB Room
Congress	12:45 13:30	The future of commercial real estate in Prime and B and C locations (session in Spanish)*	Born Stage
Workshops	13:00 14:00	Fast prototyping for business - The Idea Roast	Workshops Room
Co-Working	13:00 14:00	mEATing - Healthy brunch	Utopicus Co-Working
Congress	13:30 14:10	The state of commerce	Gràcia Stage
Congress	14:00 15:00	Lunch Networking	Gràcia / Born Stage
Congress	15:00 15:45	The start-up revolution: How big brands and retailers find innovation outdoors	Gràcia Stage
Workshops	15:00 16:00	Connecting dots: Processes, Technology and People	Workshops Room
Congress	15:00 16:10	Multi-brand luxury retail: curating style	Born Stage
Congress	15:45 16:45	R&B Next! Awards Start-up competition, Disruptive Tech Final	Gràcia Stage
LABs	16:00 16:45	Innovating Experiences in Next-Generation Stores, by Beabloo	LAB Room
Workshops	16:00 17:00	Pioneering, the new formula for a new relation model	Workshops Room
Congress	16:10 17:10	New retail formats in travel retail	Born Stage
Congress	16:45 17:15	Hawkers vs fakes: how to fight counterfeits in 2019	Gràcia Stage
LABs	17:00 17:45	Tourism in Barcelona, by Barcelona Turisme	LAB Room
Workshops	17:00 18:00	When business owners change, where does their business go? Giving businesses a second life	Workshops Room
Congress	17:10 17:55	Selling pet food through the digital channel	Born Stage
Congress	17:15 17:45	The changing roles of the brick and mortar store, and the idle associate: becoming a catalyst for digital growth	Gràcia Stage
Congress	17:45 18:00	R&B Next! Awards Disruptive Tech - Winner Announcement	Gràcia Stage
Leisure	18:00 21:00	RBEWC Official Party, by Radio Primavera Sound	???

Wednesday, May 29

AREA	TIME	SESSION	ROOM
Congress	09:00 09:10	Welcome	Gràcia Stage
Congress	09:10 09:45	Google as technological partner in the digital era	Gràcia Stage
Congress	09:10 09:45	Omnichannel retailing: Enhanced technology to create a great customer experience	Born Stage
LABs	09:30 10:15	Hyper-personalization: Building stronger relationships with your customers, by Nae	LAB Room
Retail Safari	09:30 13:00	Local Brands Route	Retail Safari Camp
Congress	09:45 10:30	Your data today and in the years ahead	Gràcia Stage
Congress	09:45 10:30	The future of tomorrow's experience	Born Stage
R&B Next Auditorium	10:00 11:00	Exhibiting Start-ups	R&B Next Auditorium
Workshops	10:00 11:00	Creating more compelling customer journeys	Workshops Room
Congress	10:30 11:10	Shopping destination: Improving the shopping experience at Value Retail	Gràcia Stage
Congress	10:30 11:10	Disrupting through decoupling the customer value chain	Born Stage
LABs	10:30 11:15	The silent revolution of AI: from data to value in real time, by Accenture	LAB Room
R&B Next Auditorium	11:00 11:30	The interface Revolution in Retail	R&B Next Auditorium
Workshops	11:00 12:00	TBA	Workshops Room
Leisure	11:00 17:00	Live radio programming	Radio Primavera Sound
Congress	11:10 11:25	Networking	Gràcia / Born Stage
Congress	11:25 12:05	The incredible journey of European brands in Digital China	Gràcia Stage
Congress	11:25 12:10	Reuse, Recycle, Rethink	Born Stage
LABs	11:30 12:15	5 key strategies to run a successful drive to store campaign, by Tiendeo	LAB Room
R&B Next Auditorium	11:30 12:00	Increasing traffic to physical stores in an omnichannel era	R&B Next Auditorium
R&B Next Auditorium	12:00 13:00	R&B Next! Awards Final – Digital Media	R&B Next Auditorium
Workshops	12:00 13:00	How to use engagement and gamification to increase purchasing frequency and average receipt. The results of the Tiger case	Workshops Room
Congress	12:05 12:45	New business models under e-commerce: Impact on margins and returns	Gràcia Stage

AREA	TIME	SESSION	ROOM
Congress	12:10 12:45	Watches, people, stores and experiences: The new rhythm of Retail (session in Spanish*)	Born Stage
LABs	12:30 13:15	The perfect match for your Intelligent Enterprise with SAP, by SAP	LAB Room
Congress	12:45 13:25	Flat-packing our digital transformation	Gràcia Stage
Congress	12:50 13:30	Key partners: finance & retail	Born Stage
R&B Next Auditorium	13:00 13:30	Hyper Personalization in the area of Machine Learning	R&B Next Auditorium
Workshops	13:00 14:00	AI & Voice Experience for retailers	Workshops Room
Co-Working	13:00 14:00	mEATing - Healthy brunch	Utopicus Co-Working
Congress	13:25 14:10	Supercharge your marketing with Google Cloud	Gràcia Stage
Congress	13:30 14:15	Retail's customer journey goes digital	Born Stage
LABs	13:30 14:15	The legal aspects regarding the digitalization in the luxury industry, by Fidal	LAB Room
R&B Next Auditorium	13:00 13:45	R&B Next! Awards Digital Media - Winner Announcement	R&B Next Auditorium
Congress	14:10 15:00	Lunch Networking	Gràcia / Born Stage
Congress	15:00 16:10	Connecting the industry through technology: from a macro to micro view	Gràcia Stage
Congress	15:00 15:45	Digital needs brick & mortar and viceversa	Born Stage
LABs	15:00 15:45	Your data, your brand, your consumers and your marketing efforts, by Google	LAB Room
Workshops	15:00 16:00	GS1 Standards to improve omnichannel experience	Workshops Room
Congress	15:45 16:30	Digital content for multi-brand stores	Born Stage
LABs	16:00 16:45	Recommendations to preserve and strengthen the competitiveness of urban retail versus e-commerce, by Barcelona Oberta	LAB Room
Congress	16:10 17:00	The intersection of FinTech and Retail: How innovations in financial services are impacting the brand experience	Gràcia Stage
Congress	16:30 17:05	Grocery 2.0 Building a successful online grocery business	Born Stage
Congress	17:00 17:45	Offline solutions for online retail	Gràcia Stage
Afterwork	17:00 18:00	The last one!	Utopicus Co-Working
Congress	17:05 17:45	Retail empathy (session in Spanish)*	Born Stage
Congress	17:45 18:00	Closing	Gràcia Stage
Retail Safari	18:00 20:45	La Roca Village -- Reinventing The Retail Experience: From a transaction to "a day out"	Retail Safari Camp

LEARN ABOUT THE BRANDS THAT HELPED US MAKE THIS FIRST EDITION GREAT

beabloo

The tunnel that will plunge us into the world of retail with a bold and striking proposition is the outcome of our work with Beabloo. The company specializing in technological solutions also provides all the screens and digital signage for the event.



Our partnership with Ikea provides a resting area where visitors can unwind during the event.

utopicus

The company specializing in providing flexible and innovative co-working spaces has fitted out a networking area in the Start-up Village in the RBEWC.

Nivell Publicitari

Servicios Publicitarios

Specialists in digital printing, Nivell Publicitari is responsible for the printed materials decorating some areas.



The heat maps that can be seen at the event are courtesy of the technology provided by CISCO.



With the help of one of the leaders in developing robotic solutions, we will be able to benefit from the care, service, and fun of REEM, a life-size humanoid robot designed to make each event unique.



SIENTE EL SABOR

The terrace where you can have a good time and take a break in the sun during the event are courtesy of Coca-Cola.



The speakers at the congress will be able to savor the pure and fresh taste of Smart Water.



All the gin & tonics that guests can enjoy at the event's party are courtesy of Royal Bliss.



Our partnership with RAIMAT means our guests will be able to taste a wine from the area that is hosting us.



The leading brand in Customer Activation as a Service (CAaaS) has designed and produced our lead capture landing page through connecting visitors to our Wi-Fi.



One of the world's most recognized creative networks is the official agency that has created the launch campaign.

PLATINUM & GOLD SPONSORS

PLATINUM SPONSOR



Cisco is a leader in delivering transformational products, solutions, and services to the global retail industry. Our experts can help you shape your retail strategy and deliver the right solutions through our innovative retail technologies, services and ecosystem partners. Digital shoppers expect a rich variety of interactive and contextual retail experiences, channels and options, which they rarely find in traditional retail settings. Cisco will help you build customer loyalty using new digital and mobile tools that are revolutionizing the shopping experience. Together with our partners we deliver growth through innovative solutions that scale globally, enabling you to: engage more closely with shoppers through analytics, empower associates to be customer-first through mobile tools, reduce costs through an innovative digital infrastructure, deploy new in-store services to meet e-commerce-only challengers. Our breadth of coverage across the retail spectrum will enable you to navigate the new consumer landscape that we call Consumer 2020. Our Digital Network Architecture will provide you with the flexible platform you need to drive your business forward today and tomorrow.

200

PLATINUM SPONSOR



As a cloud company powered by SAP HANA, SAP is a market leader in enterprise software solutions helping companies of all sizes and industries achieve maximum performance. Our machine learning, IoT and advanced analytics solutions help our clients to turn their businesses into smart enterprises. Our holistic solutions and services allow more than 425,000 clients in the public and private sectors to achieve profitability, continuously adapt and make difference.

101

**GOLD
SPONSOR**

accenture

Customer expectations are changing. Brands and retailers need to deliver an experience that delights customers and entices them to not just buy from you, but to buy into you. Retailers need to understand what makes them unique, find out which customers really buy into them, and ensure their workforce is equipped to carry out purposeful work. How can you use data and analytics to drive value? What role will technology and partnerships play in your future? It's all about identifying the players that understand and share your vision and combining them with the best tools to help you start a revolution. Accenture combines leading industry knowledge and technological expertise to help clients successfully execute retail with purpose.

107

**GOLD
SPONSOR**

beabloo

Beabloo is a pioneering tech company that develops omnichannel solutions to personalize the customer experience in retail spaces and improve the impact of marketing campaigns. Beabloo's integrated Active Customer Intelligence Suite (ACIS) solutions combine the benefits of artificial intelligence to optimize and automate processes. The company was founded in 2008 and has presence in over 20 countries with offices in China, England, Turkey and the Middle East.

202

**GOLD
SPONSOR**

Deloitte.

To remain competitive, many retailers have changed their investment strategy over the past decade. They have moved from opening new stores as a means of growth to growing through large investments in all business areas. Changes in consumers, competition, in the market, the business environment and others, are now being felt. Deloitte, a benchmark company in consultancy for business transformation and disruptive solutions such as robotics, cybersecurity, advanced analytics, blockchain, understanding and responding to the evolution of trends, business models and opportunities in the retail sector. Deloitte's team specializing in consumption and distribution is made up by over 500 professionals in Spain and in excess of 25,000 around the world, all of which interact with the rest of the company's network of around 263,900 employees, spread over 150 countries, thus, facilitating the process for training multidisciplinary work teams specialized in the retail sector. This firm, known for providing a range of professional services, will have a stand to provide visitors with first-hand knowledge of the firm's retail-related state-of-the-art solutions and developments.

103

PLATINUM SPONSORS



GOLD SPONSORS

accenture > beabloo **Deloitte.**

SILVER SPONSORS



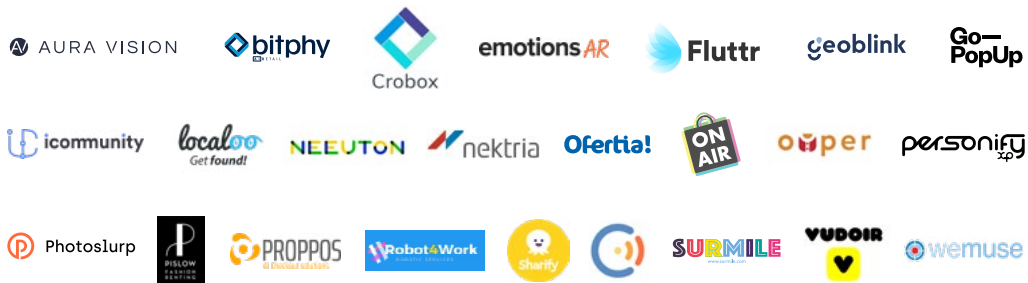
BRONZE SPONSORS



EXHIBITORS



PREMIUM START-UPS



START-UPS



START-UPS



Plyzer Intelligence



ProtoPixel

RATENOW
size same, right now



RETAIL DATA FACTORY



Scraffic

SmartShowcase

StockAgile



swogo

viacash

VIRTUAL PRODUCT WAREHOUSE

WIDE EYES



PARTNERS



Nivell Publicitari
Servicios Publicitarios

PRIMAVERA SOUND

utopicus

OFFICIAL SUPPLIERS



SIENTE EL SABOR

Please.

RAIMAT
Vinos de España

ROYAL BLISS

GLACÉAU smartwater

EXCLUSIVE INTERNATIONAL MEDIA PARTNER



MEDIA PARTNERS

365RETAIL

Alimarket

BUSINESS

Omnicom
Retail
HISTORIA
RETAIL

DM DISTRIBUZIONE
MODERNA

info**retail**
International Exhibition

IPMARK

ix**tenso**
Magazine for Retailers

modaes**es 1n**

Points**de**Vente
LE MAGAZINE DE LA DISTRIBUTION ET DU COMMERCE

RACONTEUR

RETAIL FOCUS
WWW.RETAIL-FOCUS.CO.UK

Techn**o**retail

COLLABORATORS

aebrand.

afydad | Spanish Sport
Association

B O Barcelona
Oberta
UNIO d'Entes Comercials Turístics

BCD
Barcelona Centre de Disseny

PACKAGING
CLUSTER

pimec**omerc**

RETAIL**cat**
ASSOCIACIÓ NACIONAL
DE DISTRIBUCIÓ

stanpa Asociación Nacional
de Perfumería y Cosmética

PROMOTERS

Ajuntament
de Barcelona

Generalitat de Catalunya
Departament d'Empresa
i Coneixement

ORGANIZER


Fira Barcelona







Fira Barcelona



**RETAIL
& BRAND
EXPERIENCE**
WORLD
CONGRESS

#RBEWC

