



**RETAIL
& BRAND
EXPERIENCE**
WORLD
CONGRESS

17-19 NOVEMBER 2020
GRAN VIA VENUE
BARCELONA



Fira Barcelona

**THE RETAIL
REVOLUTION
WILL CONTINUE
IN NOVEMBER 2020
TAKE PART IN IT!**

RBEWC along with:

SMARTCITY
EXPO WORLD CONGRESS

SMARTMOBILITY
CONGRESS

#RBEWC in @  

WWW.RETAILANDBRANDEXPERIENCE.COM



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SEE YOU IN 2020

**We'll meet at RBEWC 2020.
Because retail is in
continuous transition**

We'll reconnect the **entire global retail ecosystem** with the latest technological innovations. We'll bring together the most disruptive start-ups of the time to explore solutions that generate **new shopping experiences**. We'll listen to the brightest minds in the industry to share knowledge and inspire new business models. We'll meet the needs of an ever-changing industry. We'll **build the future of retail together**.



**RETAIL
& BRAND
EXPERIENCE**
WORLD CONGRESS

2019 IN FIGURES



5,500 ATTENDEES



210 SPEAKERS
120 KNOWLEDGE SESSIONS



40 LABS / WORKSHOPS
1,200 ATTENDEES



36 PREMIUM GUESTS
90 PREMIUM GUESTS PROG. MEETINGS



106 EXHIBITORS
64 START-UPS



20 NETWORKING ACTIVITIES



360 ATTENDEES
RETAIL SAFARI

VISITORS IN FIGURES



54%

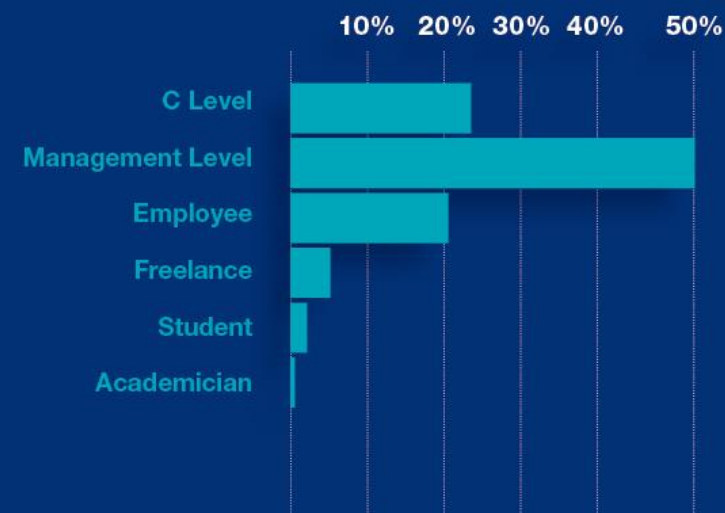
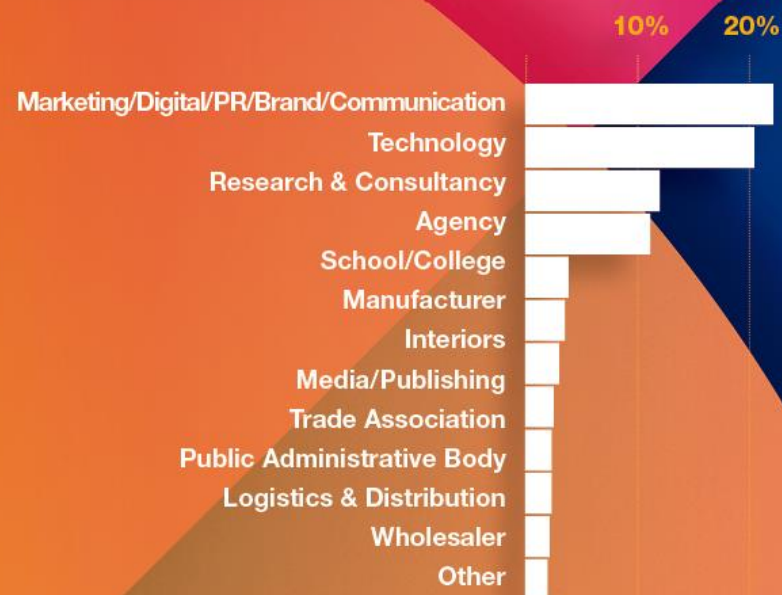
NON RETAILERS / NON BRAND OWNERS



46%

RETAILERS / BRAND OWNERS

Position



VISITORS FROM ALL OVER THE WORLD



88% EUROPE

Spain
United Kingdom
Italy
Germany
Portugal
France
Netherlands
Sweden
Russia

9% USA

3% ASIA



BIG PLAYERS' EXPERIENCE

“There are a lot of people here from every corner of Europe talking about their perspective, their expectations on technology, customers, data... I would totally recommend it.”

Germán Talón
veritas

“Everyone attending these conferences is having a chance to discuss the issues that really matter from all the different angles. So, I am someone who has been around for a hundred years, as a company, and I’m interested in understanding what is it that I can do in the modern world, what are the solutions. I have a lot of conversations going on at the moment with those that have solutions. And I have also been in touch with younger companies that are actually wanting to understand how they themselves can become disruptors. All the answers are here and now.”

Alex Cruz
BRITISH AIRWAYS 

“Well, it’s the retail congress, the retail and brand experience congress and I’m delighted to be here because I actually invented the idea of experiential marketing through some of my books about twenty years ago, and I wrote several books on experience, and just now I talked about the future of experience which is new technologies such as augmented reality, AI, robotics, these sorts of things. And they are coming in the next five, ten years.”

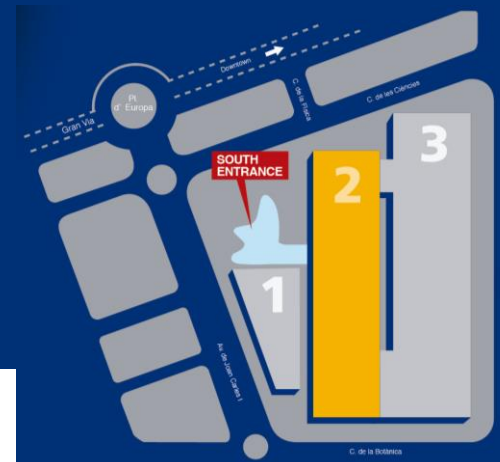
Bernd H. Schmitt

“I think it’s very important. It’s a moment to share, to know each other, to exchange different solutions and focus on the “new retail”.”

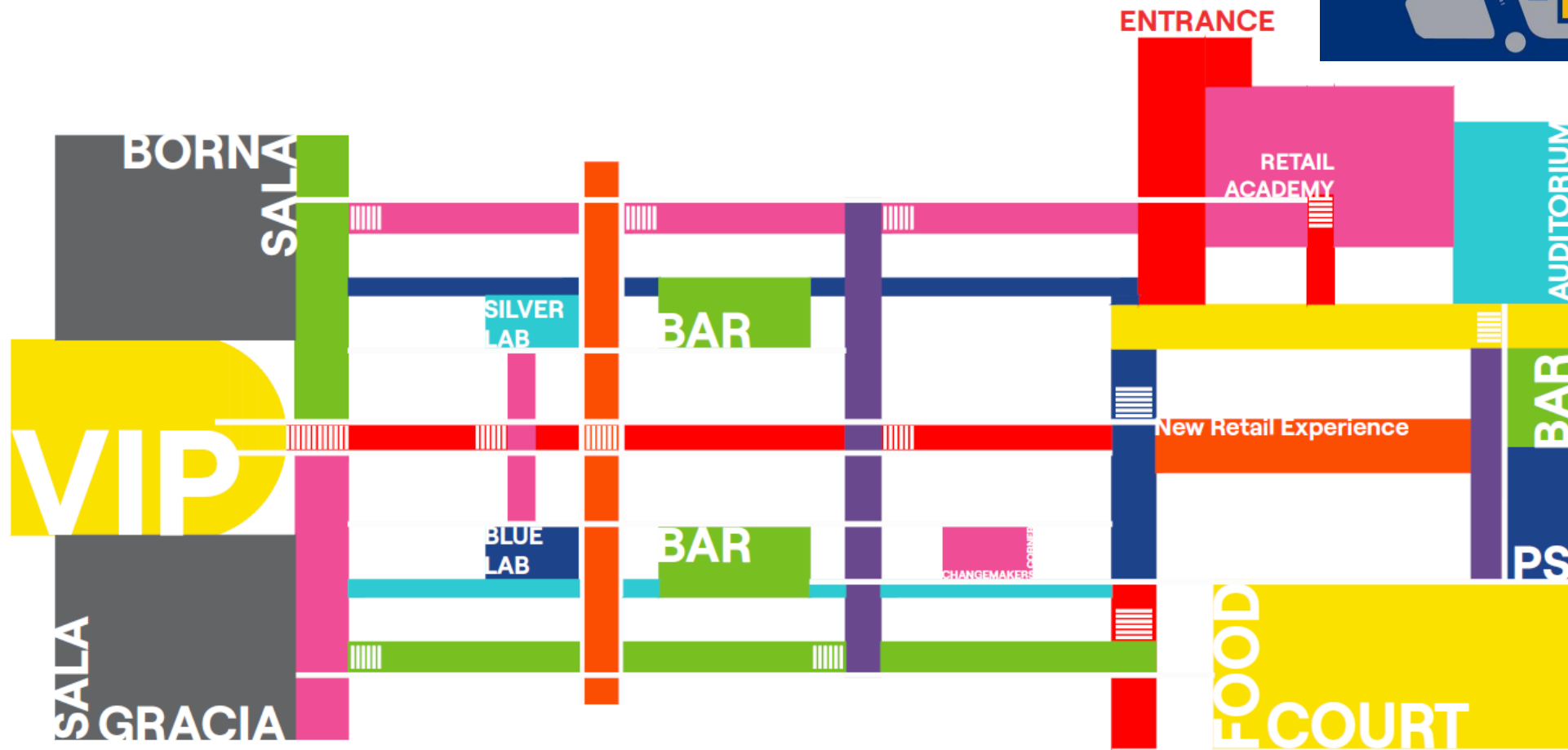
Rodrigo Cipriani

 **Alibaba Group**
阿里巴巴集团

MAP



HALL 2



AREA



CONGRESS

Do you want *to get inspired* with fresh ideas?



NEXT

Do you *dare* to experience the ultimate retail and brand solutions?



TRADE SHOW

Do you want *to amaze* the best retail providers?



EXPERIENCE

Do you want *to explore* the future of retail?



BUSINESS & LEISURE

Do you want *to engage* with Primavera Sound?



Fresh ideas to answer the industry's most burning questions

The **experience and knowledge of industry leaders** will meet up at RB Congress. This is the place where all retail and branding players are invited to join the conversation on the industry's new opportunities and challenges. Come to RBEWC 2020 and discuss what's next in retail.

Looking for knowledge? LABs are intimate sessions where attendees have the chance to learn about a specific topic or solution. A small group of retail executives **will help you with the challenges** you are facing.

SPEAKERS IN FIGURES

Origin

81% EUROPE



15% UAE 4% ASIA

Sector



Position







A display of start-up innovation

Are you a start-up with retail and branding solutions? The **Start-up Village** is your place to be. We'll display the ultimate start-up innovations to help retailers and brands grow their business. The **most relevant projects** will be present in our talks and round tables at R&B next! Auditorium. There will also be **workshops** that will address specific industry challenges for a small audience.

R&B NEXT AUDITORIUM

Our team of curators selected the most relevant projects for our talks and round tables, with a new topic influencing the future of retail debated every hour.

WORKSHOPS

Start-ups delivered sessions to limited groups of 30 people, sharing their success stories and responding to visitors' queries in detail.

R&B NEXT! AWARDS

The RBEWC Next! Awards is a pitching contest for established start-ups. In 2019, 24 finalists were granted a free spot in our Start-up Village and the chance to showcase their solutions in front of an international audience of retailers, brands and investors.

WINNERS:







A taste of transformation for real business growth

The **retail solutions of tomorrow** will be at the RB Trade Show. A demonstration space to discover the latest solutions and trends transforming retail and branding. Whether you're a solution provider or someone looking for **innovation for your business**, you just can't miss this.



106 EXHIBITORS

64 STARTUPS

MAIN OFFER SECTORS

- RETAIL TECH, DIGITAL IN-STORE
- DIGITAL MARKETING
- BUSINESS ANALYTICS
- ERP & SUPPLY CHAIN MANAGEMENT
- E-COMMERCE SOLUTIONS
- RESEARCH & CONSULTANCY
- IT SERVICES
- RETAIL & BRANDS USER EXPERIENCE
- BIG DATA

PLATINUM SPONSOR



GOLD SPONSOR



SILVER SPONSOR







EXPERIENCE *To explore.*

Are you ready to explore the **ultimate shopping experiences** in Barcelona? We'll unlock the gates to unique shops for you. Retail Safari will show you the most avant-garde commercial proposals on a guided tour of select retailers, where you will be introduced to retail and experiential marketing representatives so you can **experience the latest trends in action**.



360 ATTENDEES



0:01 / 1:54



Get comfortable while we unlock
the gates of unique stores for you



BUSINESS & LEISURE

To engage.

Prepare yourself to experience Primavera Sound: because retail and music are the perfect match

This is the ideal stage **to relax, have fun, and do business**. At RBEWC 2020 we'll join forces with the internationally-renowned Primavera Sound music festival. Get ready to experience the link between retail and music through the exploration of content synergies between the two worlds.

The partnership between Primavera Sound & RBEWC was born as an effort to explore the synergies between music, retail and branding through content creation, live entertainment and experimentation.

Attendees at RBEWC'19 enjoyed curated after-work music and content in the form of interviews, live broadcasts, and more. Beyond the event's gates, RBEWC had a presence at Primavera Pro in the form of a session at the festival's Day Pro Conference.

PRIMAVERA SOUND

organized two of main networking
activities:

WELCOME PARTY AT MALECÓN

Live music and DJ sessions curated by Primavera Sound. Local catering and special drinks by the best chefs.

RBEWC PARTY

Featuring music, artistic direction and experiences by Primavera Sound, with food and drink at equipped bars.





Barcelona, a laboratory of retail's trends

Barcelona is one of the most attractive European cities for the international retail trade. Big retail players have chosen the city as the ideal spot for showcasing innovation in the sector. The best of the city is waiting for you at RBEWC 2020.

THE 5 ESSENTIAL REASONS NOT TO MISS **RBEWC 2020**

1.

Visitors with great decision-making power

RBEWC attracts quality visitors with the ability to make decisions. A one-of-a-kind opportunity to present your products and services to the key leaders of the retail industry and brands.

2.

An innovative and unique proposition

From a world congress and a start-ups zone to an exhibition area and experiential routes around the city. RBEWC provides a unique experience in an innovative setting with everything you need to see the future of retail at firsthand.

3.

We galvanize the entire retail ecosystem at the same time and in the same place

A global event that drives networking between the major players in retail worldwide to discuss how to leverage all the possibilities of the new wave of technological disruption.

4.

Barcelona, where recreation and business seamlessly come together

Creative and unique, Barcelona is seen as the European innovation capital. One of the world's favorite cities for living, investing, and doing business. An exciting place where you can check out the most cutting-edge commercial proposals and enjoy its unique lifestyle, art, culture, and food.

5.

An unrivaled source of inspiration and knowledge

The industry's brightest minds share their insight and experience at a congress where the foundations will be laid to create new business models that deliver innovative consumer-centric shopping experiences.

CONTACT US



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LET'S BUILD THE FUTURE OF RETAIL TOGETHER!

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