

RETAIL INNOVATION SUMMIT 2026

10 JUNE



Retail Innovation Summit – Agenda

Date: 10 June 2026, 13:00 – 19:00

Location: Skyline (74, Rue de Trèves, 1000 Brussels)

13:00h

Registration & Welcome lunch

14:05h

Welcome remarks

- **Juan Manuel MORALES**, President, EuroCommerce

14:05h

Keynote speech and Q&A

- **Michael MCGRATH**, Commissioner for Democracy, Justice, the Rule of Law and Consumer Protection

14:30h

Exchange with EuroCommerce Director-General

- **Christel Delberghe**, Director-General, EuroCommerce

14:45h

Presentation of “Rewiring Retail in Europe: The AI Imperative”

Drawing on surveys and interviews with retail executives, as well as market analysis, the latest McKinsey & Company – EuroCommerce report analyses how AI is already reshaping the entire retail value chain, from consumers' to retailers' behaviour, and concludes that AI is a key determinant of future competitiveness in European retail, with early and effective adopters best positioned to capture its full value.

- **Holger HARREIS**, Partner, McKinsey & Company

15:00h

Panel #1 – How can we create a level playing field in retail?

In October 2024, EuroCommerce launched a campaign urging the European Commission, Member States and national enforcement authorities to step up enforcement of existing rules against unfair competition from third-country traders and marketplaces.

Against this backdrop, the panel, composed of senior representatives of EU institutions, businesses and consumer organisations, will discuss and reflect on initiatives and solutions to establish a level playing field in retail.

Speakers:

- **Anna CAVAZZINI**, MEP, Chair of the IMCO Committee
- **Agustín REYNA**, Director-General, BEUC
- **Stephan TROMP**, Deputy Director-General, HDE
- **Rita WEZENBEEK**, Director, Online Platforms: Economy, DG CNECT
- **Felicia STOICA**, Head of Unit, Market Surveillance, DG GROW

Moderated by Tomáš PROUZA, President, SOCR CZ and Chairman of EuroCommerce's Level Playing Field Task Force

15:45

Networking break

16:00

Panel #2 – Empowering and protecting consumers in the EU

The panel will examine how to strike the right balance between robust consumer protection, innovation, and fair competition.

The discussion will also look at two key upcoming initiatives: the review of the Consumer Protection Cooperation (CPC) Regulation and the Digital Fairness Act, both expected in Q4 2026. These offer an opportunity to address emerging challenges, including harmful online practices and the growing presence of non-compliant third-country traders and marketplaces targeting European consumers.

Speakers:

- **Pablo ARIAS ECHEVERRÍA**, MEP, Member of the IMCO Committee
- **Isabelle PÉRIGNON**, Director, Consumers, DG JUST
- **Els BRUGGEMAN**, Head Advocacy and Enforcement, Euroconsumers
- **Mariangela MARSEGLIA**, Vice President, Amazon European Stores

- **Matilde GARCÍA DUARTE**, President, ANGED

Moderated by Xavier Taveirne, Journalist, VRT

16:45

Panel #3 – How is AI rewiring retail?

AI is rapidly moving from experimentation to core business infrastructure. It is increasingly seen as a key driver of competitiveness, productivity, and innovation across retail.

Drawing on the McKinsey & Company–EuroCommerce report “Rewiring Retail in Europe: The AI Imperative”, panellists will be invited to bring use cases and experiences on how AI is rewiring retail and on what industry leaders and policymakers can do to support a competitive retail sector.

Speakers:

- **Hai-Ly NGUYEN**, Associate Partner, McKinsey & Company
- **Bastian SEHNERT**, Head of Data & AI Initiative Office, MediaMarktSaturn
- **Christoph BUSCH**, Professor, University of Osnabrück & Research Fellow, CERRE
- **Brando BENIFEI**, MEP, Substitute Member of the IMCO Committee and JURI Committee

Moderated by Ilya Bruggeman, Director Digital, Single Market & Consumer Policy, EuroCommerce

17:30

Closing remarks

- **Christel DELBERGHE**, Director-General, EuroCommerce

17:40

Networking drink

About the speakers

Welcome remarks

Juan Manuel MORALES, President, EuroCommerce

Juan Manuel (Juanma) Morales is president of EuroCommerce since June 2021. Until 31 December 2024, he served as CEO of Grupo IFA for the last 13 years.

Juanma is a senior executive with 25 years' experience as CEO in CPG industry, both in Manufacturer and Retail industries. He has led international and family-owned companies along the value chain, like Coca-Cola, Osborne, NielsenIQ and Grupo IFA in various geographies across Europe for 10 years.

Juanma is also Vice-President of ASEDAS (main food retail association in Spain); member of the executive committee of the Spanish business and employers' federation CEOE; Board member of AECOC, the Spanish GSI association; Member of the Board of ECOEMBES; and Member of the Advisory Board of Instituto San Telmo and Food & Beverages Board at IESE.

On the non-profit sector, he is member of the Advisory Board of Gasol Foundation and member of the Board of Luis Figo Foundation. Juanma holds a degree in Economics and Business Administration from the Complutense University of Madrid and an Executive MBA from the IESE Business School.



Keynote speech

Michael MCGRATH, Commissioner for Democracy, Justice, the Rule of Law and Consumer Protection

Michael McGrath is an Irish Fianna Fáil politician and EU Commissioner for Democracy, Justice, the Rule of Law and Consumer Protection. He previously served as Minister for Finance from December 2022 to June 2024 and Minister for Public Expenditure and Reform from 2020 to 2022.



Presentation of "Rewiring Retail in Europe: The AI Imperative"

Holger HARREIS, Partner, McKinsey & Company

Holger is the co-leader of McKinsey's global data and AI practice. He assists organizations in rapidly implementing transformations, achieving groundbreaking levels of adoption and impact.

Serving companies primarily in consumer, and retail industries, he works with clients to solve business-critical issues, creating positive impact and establishing defensible barriers of competitive advantage.

Before joining McKinsey, Holger was a theoretical physicist investigating the behavior of DNA aggregates in different conditions.



Panel #1 - How can we create a level playing field in retail?

Tomáš PROUZA, President, SOCR CZ and Chairman of EuroCommerce's Level Playing Field Task Force (*moderator*)

Tomáš Prouza is the President of the Czech Trade and Tourism Association, a Vice-President of the Czech Chamber of Commerce and a Vice-President of EuroCommerce, leading also its Level Playing Field taskforce.

Before returning to private sector in 2018, he was State Secretary for EU Affairs of the Czech Republic (2014-2017). His previous experience includes working for the World Bank in Washington, D.C. and being a Deputy Minister of Finance responsible for financial markets, European Union and fiscal policy, as well as co-founding and operating two successful startups.



Anna CAVAZZINI, MEP, Chair of the IMCO Committee

Anna Cavazzini is a member of the European Parliament from Germany since 2019 from the Greens/EFA group. Since November 2020, she is Chair of the Committee on the Internal Market and Consumer Protection of the European Parliament, and oversees all EU legislation relevant to the completing of the internal market, including the digital single market, circular economy, the customs reform as well as legislation impacting consumer



protection. She is also a deputy member of the Committee on International Trade, where she focuses on the US, China and Mexico.

Agustín REYNA, Director-General, BEUC

Agustín Reyna is the Director General of BEUC, The European Consumer Organisation, which serves as the umbrella group for 42 independent consumer organisations across 31 European countries. BEUC's primary mission is to act as a strong consumer voice in Brussels and to ensure that consumer interests are given their proper weight in all EU policies.

Agustín joined BEUC in 2010 and has since held various positions, including Director of the Legal and Economic Department. Since 2018, he has served as a non-governmental advisor for the European Commission to the International Competition Network and represents BEUC in numerous European and international forums. Additionally, he is a member of ESMA's Securities and Markets Stakeholder Group. Agustín holds a law degree from the National University of Córdoba in Argentina, an advanced master's degree in ICT Law from the University of Namur in Belgium, and a PhD in Law from the University of Bremen in Germany.



Stephan TROMP, Deputy Director-General, HDE

Stephan Tromp has over 25 years' experience as a managing director of a limited company and as an association director. He is the Deputy Secretary General of the German Retail Federation (HDE) as well as Managing Director of its subsidiary companies, HDE Trade Services GmbH and IFS Management GmbH.

At the German Retail Federation (HDE), he is responsible for the interdisciplinary topic of digitalisation.

Stephan Tromp holds a degree in business administration from the Berlin School of Economics and Law. He was a member of the Berlin House of Representatives until 2006 and is well-versed in political processes and business management.



Rita WEZENBEEK, Director, Online Platforms: Economy, DG CNECT

Rita Wezenbeek is Director of the Directorate dealing with Online Platforms Economy in DG CONNECT. The Online Platforms Economy Directorate is in charge of policies applicable to online platforms and services, and specifically the supervision of the implementation and enforcement of the Digital Services Act and the Digital Markets Act (the latter jointly with DG COMP), with a focus on their economic and market-related dimensions.

Before joining the Commission, Rita worked sixteen years as a private lawyer, specialized in European and corporate law, in a Dutch/ Belgian law firm. She also was a Member of the Commission on European Integration, an independent advisory body on foreign policy to the Dutch government and Parliament.



Felicia STOICA, Head of Unit, Market Surveillance, DG GROW

Felicia Stoica is Head of Unit for Market Surveillance at the European Commission's DG GROW, where she leads work to ensure that products placed on the EU Single Market are safe, compliant and compete on fair terms.

An engineer by training with postgraduate studies in economic policy and European affairs, she brings over 15 years of experience in EU policymaking across product safety, Single Market and industrial policy. In her role, she works closely with a wide range of stakeholders - from national authorities and EU institutions to industry, consumers and international partners - to deliver the European Product Act, with a strong focus on strengthening enforcement, addressing the challenges of e-commerce and advancing digital tools such as the Digital Product Passport to support a more transparent, resilient and future-ready Single Market.



Panel #2 – Empowering and protecting consumers in the EU

Xavier Taveirne, Journalist, VRT (*moderator & master of ceremony*)

Xavier Taveirne is a Belgian journalist, as well as radio- and television presenter, notably on the Belgian Flemish-speaking public channel VRT.



Pablo Arias Echeverría, MEP, Member of the IMCO Committee

Pablo Arias Echeverría is a Spanish politician of the People's Party who has served as a Member of the European Parliament from 2009 to 2014 and since 2019.

Throughout his mandates in the European Parliament, Pablo Arias Echeverría has been involved in the IMCO Committee.



Isabelle PÉRIGNON, Directors, Consumers, DG JUST

Isabelle Pérignon, a French national, is Director for 'Consumer policy' at the European Commission since October 2023. She was for four years (2019–2023) the Deputy Head of Cabinet of the former Commissioner for Justice. Before this position, she worked as Head of Unit 'Procedural criminal law' at the European Commission. Ms Pérignon was also a member of the Cabinet of several Commissioners, including Commissioner for Values and Transparency, the Czech Vera Jourova and former Commissioner for Home Affairs, the Swedish Cécilia Malmström.

Before joining the Commission in 2003, Isabelle Pérignon was a solicitor specialising in EU law and was a member of the French and Belgian bars. She worked at Baker McKenzie law firm under the supervision of Ms Christine Lagarde. She holds a Master's Degree in European Legal Studies (LLM College of Europe) and a Master in Business Studies.



Els BRUGGEMAN, Head Advocacy and Enforcement, EuroConsumers

Els Bruggeman is Group Manager Policy, Enforcement and Communication at Euroconsumers.

Els is responsible for all policy and advocacy related issues, external communication, and has also coordinated joint enforcement cases.

Els joined the consumer movement in 2014 when she started working as EU Public Affairs advisor for the Belgian consumer organisation Testachats/Testaankoop.

Before she was active for more than 10 years in the political world, both as policy advisor and spokesperson i.a. for the Belgian Vice-Prime Minister and Minister of consumer protection.



Mariangela MARSEGLIA, Vice-President, Amazon European Stores

With 25 years of experience in business, Mariangela Marseglia is the Vice President of European Stores starting March 2025, based in Luxembourg. In her role, she leads Amazon's retail business in the region. Mariangela joined Amazon 14 years ago, overseeing the Media & Books and Hardline categories before playing a key role in expanding Prime Now across Europe and Asia-Pacific. In May 2018, she was appointed Vice President and Country Manager for Amazon Stores in Italy and Spain, a position she held until stepping into her current role.

Before joining Amazon, Mariangela built a strong foundation in consulting, marketing, and business development, working with multinational companies.



Matilde GARCÍA DUARTE, President, ANGED

Matilde García Duarte (Badajoz, 1972) is a State Attorney with solid and well-established experience in public administration, as well as in both the public and private business sectors. In December 2023, she was appointed Chairwoman of LA DISTRIBUCIÓN ANGED, the leading representative organization of the retail sector in Spain, bringing together 25 of the



country's main retail companies and employing more than 240,000 people in Spain.

Panel #3 – How is AI rewiring retail?

Ilya BRUGGEMAN, Director Digital, Single Market & Consumer Policy, EuroCommerce (moderator)

Ilya is Director for Digital, Single Market and Consumer Policy at EuroCommerce. Ilya and his team deal with digital, payments, single market and consumer policy. They run the IMCO and Payments committees.

He worked previously for the Dutch Retail Association and as a public affairs consultant. Ilya is a Dutch national and studied Public Administration at Leiden University in the Netherlands.



Hai-Ly NGUYEN, Associate Partner, McKinsey & Company

Hai-Ly Nguyen is an Associate Partner at McKinsey & Company Growth, Marketing & Sales Practice, where she advises leading retailers and consumer businesses on strategy, digital transformation, and AI-enabled growth. She works with executives across Europe to harness advanced analytics, generative AI, and emerging technologies to enhance customer experience, improve operational performance, and unlock new sources of value. She is passionate about helping companies navigate the opportunities and challenges of AI adoption at scale and shaping the future of retail in an increasingly technology-driven world.



Bastian Sehnert, Head of Data & AI Initiative Office, MediaMarktSaturn



Pr. Christoph Busch, Professor, University of Osnabrück & Research Fellow, CERRE

Christoph Busch is Full Professor of European Private and Business Law and Director of the European Legal Studies Institute at the University of Osnabrück. His research focuses on consumer law, online retail, digital platforms, and AI regulation.

He is an Affiliated Fellow of the Yale Information Society Project at Yale Law School and a Research Fellow at the Centre on Regulation in Europe (CERRE). In addition, he is the Chairman of the German Advisory Council for Consumer Affairs, which advises the German Federal Government on matters of consumer policy. He is also a member of the EU Consumer Policy Advisory Group (DG JUST) and he served as a member of the European Commission's Expert Group for the EU Observatory on the Online Platform Economy (DG CNECT). Recently, he co-chaired the European Law Institute's working group on consumer contracts and agentic AI.



Brando BENIFEI, MEP, Substitute Member of the IMCO & JURI Committees

Brando Benifei is an Italian Member of the European Parliament serving his third term. During the previous mandate, he was co-rapporteur for the Artificial Intelligence Act, a role for which he received the Best MEP of the Mandate Award from The Parliament Magazine in March 2024.

He currently serves as Coordinator of the Committee on International Trade (INTA) for the Group of the Progressive Alliance of Socialists and Democrats, and as Chair of the European Parliament's Delegation for relations with the United States (D-US).

He is also Co-Chair of the AI Working Group, where he focuses in particular on issues related to artificial intelligence regulation and broader digital policy.

In addition, he is a member of the Committee on Constitutional Affairs (AFCO) and a substitute member of the Committee on the Internal Market and Consumer Protection (IMCO) and the Committee on Legal Affairs (JURI), where he continues to closely follow digital and technological



policy developments, including the two digital Omnibuses.

Closing remarks

Christel Delberghe, Director-General,
EuroCommerce

Christel Delberghe has been Director General of EuroCommerce since November 2021. She acts in this role as the chief advocate for the retail and wholesale sector with the EU institutions, stakeholders and the media. Before being appointed Director General, she was EuroCommerce's Executive Director for Competitiveness and Communications, leading action on commercial relations and competition issues, as well as the interests of wholesalers and SMEs. Christel joined EuroCommerce in 2001, prior to which she worked on EU affairs for a British retailer and in a public affairs agency. Christel is a French national, and has degrees in Economics and European affairs from the University of Lyon II and the Université Libre de Bruxelles.

