

# RETAIL INNOVATION SUMMIT 2026

10 JUNE

Meeting Agenda

10 June 2026



## Retail Innovation Summit – Indicative program

**Date:** 10 June 2026

**Time:** 13:00 – 19:00 CET

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

13:00 – 14:00	<b>Registration &amp; Welcome lunch</b>
14:00 – 15:00	<b>Welcome remarks</b> <ul style="list-style-type: none"><li>• <b>Juan Manuel MORALES</b>, President, EuroCommerce</li></ul>
14:10 – 14:35	<b>Keynote speech and Q&amp;A</b> <ul style="list-style-type: none"><li>• <b>Michael MCGRATH</b>, Commissioner of Democracy, Justice, the Rule of Law and Consumer Protection</li></ul>
14:35 – 15:00	<b>Presentation of “Rewiring Retail in Europe: The AI Imperative”</b> The latest McKinsey & Company-EuroCommerce report <ul style="list-style-type: none"><li>• <b>Holger HARREIS</b>, Partner, McKinsey &amp; Company</li></ul>
15:00 – 15:45	<b>Panel #1 – How can we create a level playing field in retail?</b> <i>Moderator: Tomáš PROUZA, President, SOCR CZ</i> <ul style="list-style-type: none"><li>• <b>Anna CAVAZZINI</b>, MEP, Chair of the IMCO Committee</li><li>• <b>Agustín REYNA</b>, Director-General, BEUC</li><li>• <b>Stephan TROMP</b>, Deputy Director-General, HDE</li><li>• <b>Rita WEZENBEEK</b>, Director, Online Platforms: Economy, DG CNECT</li><li>• <b>Felicia STOICA</b>, Head of Unit, Market Surveillance, DG GROW</li></ul>
15:45 – 16:00	<b>Networking Break</b>
16:00 – 16:45	<b>Panel #2 – Empowering and protecting consumers in the EU</b> <i>Moderator: Xavier TAVEIRNE, Journalist, VRT</i> <ul style="list-style-type: none"><li>• <b>Pablo ARIAS ECHEVERRÍA</b>, MEP, Member of the IMCO Committee</li><li>• <b>Isabelle PÉRIGNON</b>, Director, Consumers, DG JUST</li><li>• <b>Els BRUGGEMAN</b>, Head Advocacy and Enforcement, Euroconsumers</li><li>• <b>Mariangela MARSEGLIA</b>, Vice President, Amazon European Stores</li><li>• <b>Matilda GARCÍA DUARTE</b>, President, ANGED</li></ul>
16:45 – 17:30	<b>Panel #3 – How is AI rewiring retail?</b> <i>Moderator: Ilya BRUGGEMAN, Director Digital, Single Market &amp; Consumer Policy, EuroCommerce</i> <ul style="list-style-type: none"><li>• <b>Brando BENIFEI</b>, MEP, Substitute Member of the IMCO Committee and JURI Committee</li></ul>

	<ul style="list-style-type: none"> <li>• <b>Hai-Ly NGUYEN</b>, Associate Partner, McKinsey &amp; Company</li> <li>• <b>Christoph BUSCH</b>, Professor, University of Osnabrück &amp; Research Fellow, CERRE</li> <li>• <b>Bastian SEHNERT</b>, Head of Data &amp; AI Initiative Office, MediaMarktSaturn</li> </ul>
17:30 – 17:40	<b>Closing remarks</b> <ul style="list-style-type: none"> <li>• <b>Christel DELBERGHE</b>, Director-General, EuroCommerce</li> </ul>
17:40 – 19:00	<b>Networking drink</b>