

EuroCommerce partners with World Retail Congress

EuroCommerce announces its inaugural partnership with the [World Retail Congress¹](#) (WRC), taking place on 17-19 April, in Madrid. The congress brings together a wide range of leaders from across the retail industry to discuss the future of global retailing. The partnership will leverage the reach and business intelligence which both sides can bring to the table to establish an outstanding programme and create unique networking opportunities together.

Christian Verschueren, Director-General at EuroCommerce, commented on the partnership:

“As the principal organisation representing retail and wholesale at European level, we are delighted to partner with the WRC which, this year, is being held in Europe. The WRC brings together global leaders of retail, and showcases best business practice. We believe that EuroCommerce’s unique strength in policy insight and political intelligence can offer added value to this year’s event. Political trends and European legislation have an impact on running a retail business. Retailers who are more aware of and anticipate those developments are likely to be more successful. With our network of retail associations, we play a role in sharing knowledge with millions of retailers across Europe. This is key at a time of extraordinary transformation of the sector.”

Ian McGarrigle, Chairman of the World Retail Congress commented:

“With retailing around the world facing unprecedented change, we believe that the World Retail Congress plays an increasingly important role in bringing together a wide range of expert views and insights from across the retail industry to help shape the future of global retailing. For that reason, we believe it is vitally important to have the most important retail organisations working closely with us and we are therefore delighted to be able to announce this partnership with EuroCommerce. As the leading representative group for retailing across Europe it means that the views from one of the biggest markets in the world will be heard at the Congress. We look forward to welcoming both the Director-General and the President, and of course many member retail companies to Madrid in April.”

Our President Kenneth Bengtsson and Director-General Christian Verschueren will play a role in the programme throughout the three days to emphasise EuroCommerce’s support of the partnership. They are very much looking forward to meeting members but also other key retail players.

****ENDS****

¹ **About World Retail Congress:** The World Retail Congress was launched in 2007, to be a platform for senior retail executives to meet and discuss the most important topics affecting retailers across the world. It has been held in Barcelona (2007-9), Berlin (2010-11), London (2012), Paris (2013-14), Rome (2015), Dubai (2016-17) and will be held in Madrid in April 2018. It is attended by over 1,400 attendees from more than 55 countries. For more information: www.worldretailcongress.com