



CHALLENGING THE FUNDAMENTALS OF RETAIL

World Retail Congress has been the global platform for industry trends and the next wave of groundbreaking opportunities since 2007.

Congress theme:
Retail and the global economy

2007

LAUNCH OF WORLD RETAIL CONGRESS IN BARCELONA

MOHAMMED ALSHAYA,
EXECUTIVE CHAIRMAN
THE ALSHAYA
GROUP OF COMPANIES



“The World Retail Congress represents a truly unique opportunity to interact with and learn from leaders of important retail organisations from around the world.”

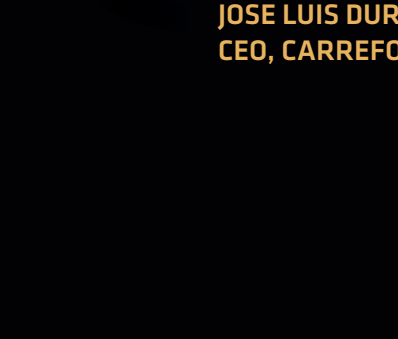


BRIC ECONOMIES FUEL GROWTH OF RETAIL INTERNATIONAL EXPANSION



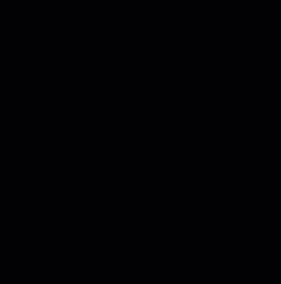
Congress theme:
The business of sustainability

2008



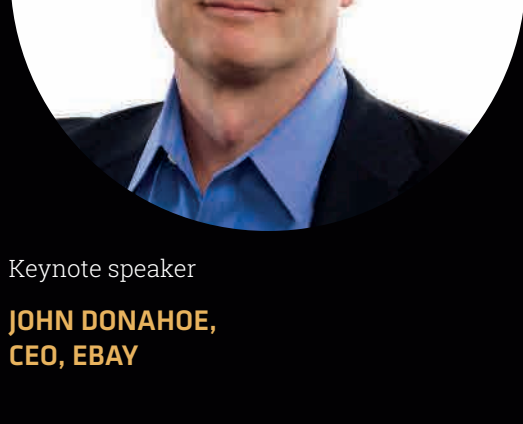
Keynote speaker
JOSE LUIS DURAN,
CEO, CARREFOUR

THE SUNDAY TIMES COLLAPSE OF LEHMAN BROTHERS



Congress theme:
Lessons from the global crisis

2009



Keynote speaker
JOHN DONAHOE,
CEO, EBAY

GLOBAL E-COMMERCE SALES REACH \$297 BILLION



Congress theme:
The dawn of the digital age

2010

WORLD RETAIL CONGRESS MOVES TO BERLIN



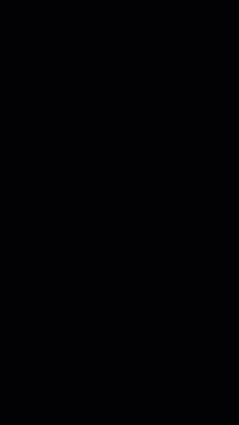
Keynote speaker
ANGELA AHRENDTS,
FORMER CEO, BURBERRY



“It's time to stop differentiating between the online and offline world – your customers don't see it that way.”

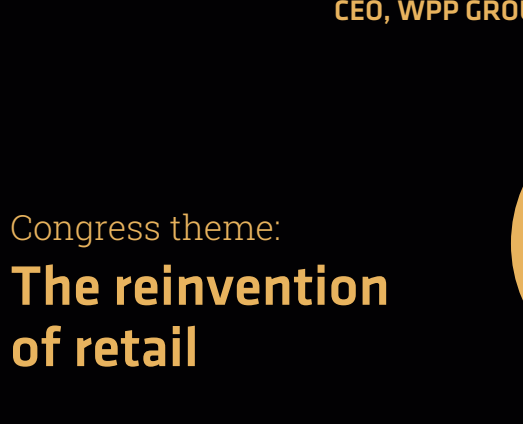
Philipp Schindler,
VP Global Sales & Operations, Google

APPLE LAUNCHES THE IPAD



Congress theme:
Moving towards a multi-channel world

2011



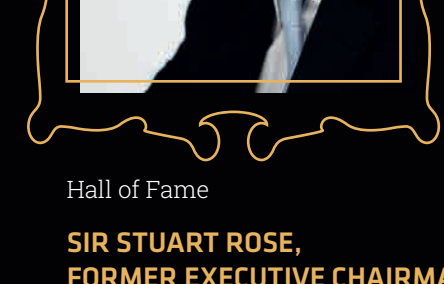
Keynote speaker
SIR MARTIN SORRELL,
CEO, WPP GROUP

UBER BEGINS NATIONAL EXPANSION IN US



Congress theme:
The reinvention of retail

2012

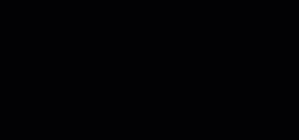


Hall of Fame
SIR STUART ROSE,
FORMER EXECUTIVE CHAIRMAN,
MARKS AND SPENCER

TWITTER HAS 100 MILLION USERS

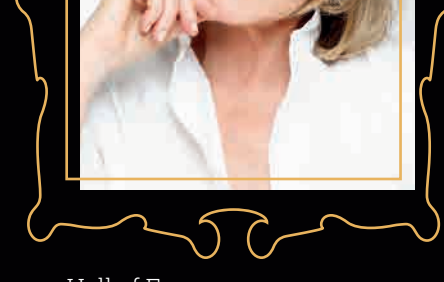
100,000,000

AIRBNB ANNOUNCES ITS 5 MILLIONTH BOOKING



Congress theme:
Understanding the "new normal"

2013



Hall of Fame
MARTHA STEWART,
FOUNDER, MARTHA STEWART
LIVING OMNIMEDIA

THE RISE AND RISE OF BITCOIN



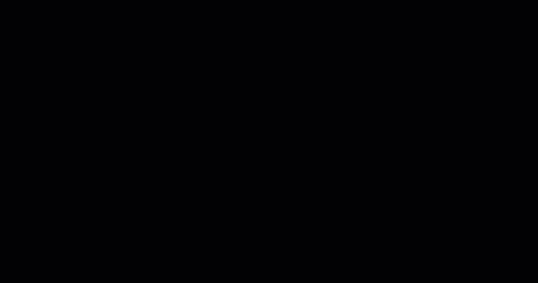
Congress theme:
Retailing in an age of disruption

2014



Keynote speaker
JOE TRIPODI,
FORMER CHIEF MARKETING
AND COMMERCIAL OFFICER,
THE COCA-COLA COMPANY

ALIBABA LAUNCHES WORLD'S BIGGEST IPO



Congress theme:
Retail transformation today, tomorrow and in the future

2015

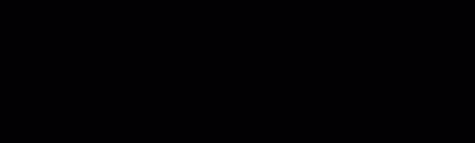


Keynote speaker
SIR TIM BERNERS-LEE,
FOUNDER, WORLD WIDE WEB

M-COMMERCE 29% OF TOTAL ECOMMERCE GLOBAL SALES

29%

AUGUST 2015, FACEBOOK HITS A BILLION USERS IN ONE DAY



2016

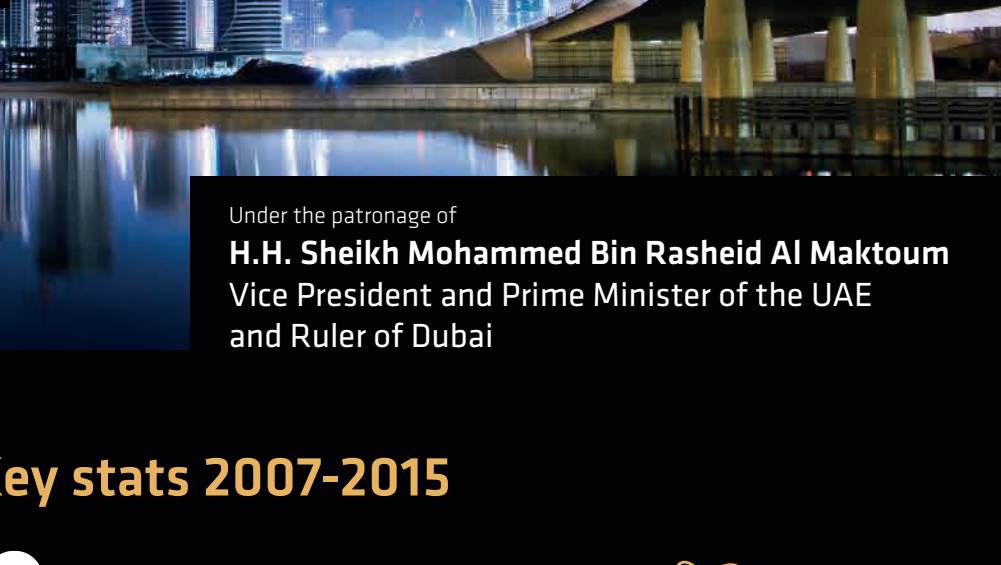
Congress theme:

Winning tomorrow's customers

“Dubai's location, unparalleled infrastructure and easy connectivity has made it one of the world's leading retail destinations.”

H.E. Hamad Buamim
President of the Dubai Chamber of Commerce

TENTH EDITION
WORLD RETAIL CONGRESS
12 - 14 APRIL 2016
MADINAT JUMEIRAH | DUBAI



Under the patronage of
H.H. Sheikh Mohammed Bin Rasheed Al Maktoum
Vice President and Prime Minister of the UAE
and Ruler of Dubai

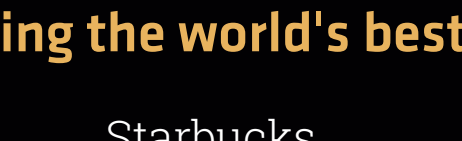
Key stats 2007-2015

5,000 speakers

120+ countries represented

10,000 attendees

850+ press onsite



Recognising the world's best retailers:

Amazon

Inditex

H&M

Starbucks

Whole Foods

Apple Retail

Burberry

Fast Retailing

IKEA

