

10-11 March 2020 | Atlantis, The Palm, Dubai

THE RETAIL SUMMIT

In partnership with:

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THE MARKETPLACE

The platform for international expansion

If you are interested in participating in
the Marketplace, email our team today
info@theretailsummit.com

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THE PLATFORM FOR INTERNATIONAL EXPANSION

The global retail sector is as dynamic and vibrant as ever. Across the globe, hundreds of entrepreneurs bring new concepts and brands to market every day.

With global retail sales expected to see a 5.6% average growth between 2018 and 2021, there is a plethora of opportunities for young, ambitious brands to expand and evolve.

Demand for new, exciting retail concepts in Dubai from tourists and expatriates is at an all-time high. Dubai is expected to receive 20 million visitors in 2020*, compared to the current 16 million, and with Expo 2020 around the corner there are endless possibilities for growth in this modern and diverse city.

However, for entrepreneurs and young brands looking to break out of their local markets, expansion can be difficult to navigate. The key to entering the UAE retail market is to connect with local partners with established networks and grasp a good understanding of the local market.

The Marketplace at The Retail Summit has been specifically designed to provide a solution to these challenges.

“ We made some extremely valuable business connections in The Marketplace. We were able to meet the right partners to advance our expansion plans in the region

RYAN PALMER,
Co-founder,
London Sock Company

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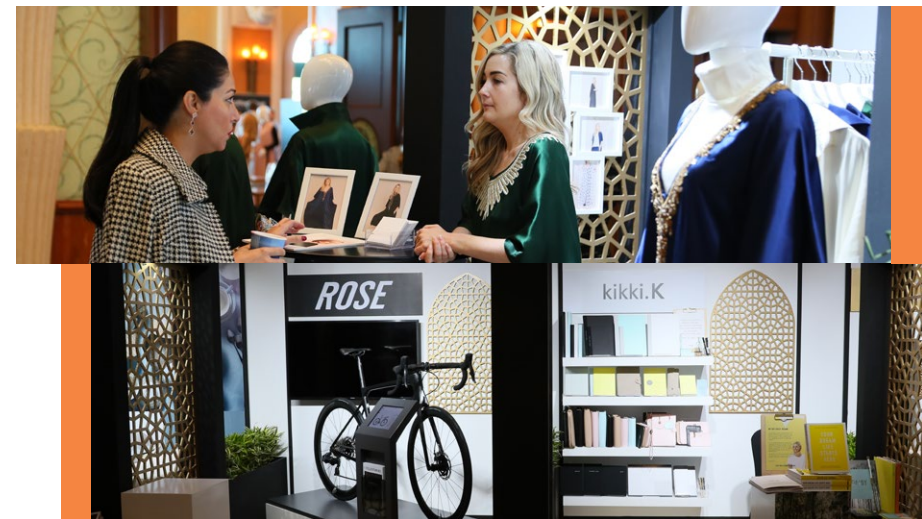
THE MARKETPLACE

The Retail Summit is delighted to present The Marketplace, a curated and experiential exhibition designed to showcase exciting young retail brands from across the world looking to explore opportunities in the Middle East.

The modern pop-up retail location, fitted out with the latest unique products and concepts, provides the perfect environment to showcase your products and business whilst building the contacts necessary to assist with expansion.

Whether you are a small, innovative brand looking to break into the UAE market or a franchise group looking for the next big thing, The Marketplace is an experiential display of the most exciting, innovative brands operating today.

This is the ideal backdrop for emerging brands to meet executives from major global retailers, mall operators and master franchise groups hunting for new concepts to roll out in their territories.





Why should you be in The Marketplace?

- ▶ **Capitalise** on retail growth in the Middle East and connect with a new group of consumers
- ▶ **Connect** with collaboration partners from major Middle Eastern mall operators and franchise groups seeking new concepts and retailer partners
- ▶ **Gain** a better understanding of the requirements of expanding into the middle eastern retail market and build connections with leading Middle Eastern retail executives
- ▶ **Network** and learn from pioneering entrepreneurs disrupting and transforming the future of retail

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THE RETAIL SUMMIT

42 trailblazing concepts showcased their goods and products in the marketplace at The Retail Summit 2019 from countries such as the UK, Germany, Turkey, Australia, Italy, USA and India. **Many are now offering their products to Middle East consumers through relationships made at The Marketplace.**



Join the leading brands fast tracking their expansion into the Middle Eastern market.

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CONFIRM YOUR PARTICIPATION IN THE MARKETPLACE

Do not miss your opportunity to bring your concept to the attention of this vibrant and discerning market.

By participating in **The Marketplace**, you will accelerate your growth ambitions and explore expansion into the Middle Eastern retail market alongside 900+ C-suite international retailers.

We are pleased to be supported by The Department for International Trade and Santander Group for **The Retail Summit 2020** who will be bringing a delegation of 30 UK brands to exhibit at **The Marketplace**.

Investment £3,795.

Included in your package:

- ▷ 4sqm² dedicated display area in the Marketplace area to showcase your products and brand to 900 delegates in innovative, experiential formats
- ▷ An invitation to the exclusive Welcome Reception where you will meet franchise and retailer groups as well as over 100 other global retail executives
- ▷ Onsite and online branding, providing brand visibility across several mediums
- ▷ Full access to the networking events taking place at The Retail Summit
- ▷ Access to +50 content sessions showcasing expert presentations from 80+ inspiring c-suite global retail leaders
- ▷ Access to a 1-2-1 meetings app giving you the opportunity to pre-schedule meetings with the connections you need to explore expansion into the UAE and beyond

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