

EuroCIS 2024 convinces across the board

- **The future of retail is all about technology and innovation**
- **Focus on solutions for AI, checkout, merchandise security, IT infrastructure and process optimisation**
- **High international participation and visitor numbers**
- **Supporting programme top rated**

EuroCIS, The Leading Trade Fair for Retail Technology, closed its doors on Thursday 29 February 2024 as an impressive success. Over 13,500 trade visitors from 95 countries and more than 475 exhibitors from 41 countries came to Düsseldorf Exhibition Centre to discover and discuss the latest innovations and technology trends in retail – ensuring the two fully booked halls were packed.

The 15th edition of EuroCIS slightly surpassed the excellent trade fair in 2019 in terms of both net exhibition space (14,400 m²) and visitor numbers. EuroCIS continues to be characterised by high figures for the proportion of visitors from abroad and the quality of decision-makers. On the visitor side, the retail sector is still the strongest and is represented in all segments. “The high number of visitors from all continents shows that the topics presented at the trade fair are more topical and relevant than ever and that the wide range showcased at EuroCIS offers technological solutions for all retail challenges. This makes it a must-go event for all decision-makers wishing to invest in their company’s IT equipment,” summarises Erhard Wienkamp, Managing Director at Messe Düsseldorf. Almost half of the visitors come to the trade fair with investment plans. Exhibitors confirm large and international visitor footfall at their stands as well as excellent visitor quality.

“The success of the trade fair highlights the enormous strategic importance of technological innovation for the future viability of the retail sector, which is still in a transformation phase” says Michael Gerling, Managing Director of the EHI Retail Institute. “The dominant theme at EuroCIS is definitely AI applications for a wide range of areas. Increased efficiency and customer focus are at the heart of many solutions – as reflected, for instance, in the large number of solutions for faster checkout,

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not least thanks to a wide range of smart shopping and payment solutions. Forming the basis for all of this is process automation as well as high-performance IT infrastructure and cloud technologies". Solutions such as partially and fully autonomous stores, automatic item recognition at checkouts and scales, service robots, energy-saving ESLs (electronic shelf labels), smart shopping carts, interactive kiosks and shop windows, retail media systems and versatile payment solutions all went down very well.

The supporting programme also impressed the participants. The Retail Technology Stage, the Connected Retail Stage and the Start-up Stage were very popular on all three days and received top satisfaction ratings. At the Start-up hub, sixteen newcomers demonstrated the fresh ideas they can offer the world of retail technology. The Guided Innovation Tours offering an overview of the most important innovations at EuroCIS were also fully booked.

Interviews and impressions from EuroCIS are available at www.eurocis-tradefair.com. The next EuroCIS will be held in Düsseldorf from 18 to 20 February 2025.

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February 2024

