



Minister Denis Naughten to open Retail Excellence eCommerce Conference

Retail Excellence, the largest retail representative body in Ireland, today welcomed confirmation that Minister for Communications, Climate Action and the Environment Denis Naughten TD will deliver the opening address at the eCommerce Conference 2017 which will take place in the Crowne Plaza Hotel, Blanchardstown on September 27th.

The Conference is Ireland's largest eCommerce event, attracting eCommerce professionals and decision makers in the field from right around Europe. As in other years, the Conference will be cutting-edge and will cater for every aspect of a retailer's online journey from enhancing their online presence, increasing Conversion rates to ROI for digital budgets.

In addition to Minister Naughten, the 2017 eCommerce Conference will feature a number of world class expert speakers in IT, data protection, digital marketing and law to help Irish retailers with their online journey to include representatives from eCommerce Europe, Facebook, PayPal, Wolfgang Digital, Primark, Paddy Power, Currys PC World, Chiquelle and Inish Pharmacy.

Commenting on the event, David Campbell, eCommerce Manager at Retail Excellence said "We are delighted to have Minister Denis Naughten open this event and address the delegates attending. His attendance is key as it demonstrates the seriousness with which the Government is treating the development of online broadly. It is also a good opportunity for attendees to learn the direction Government are taking in this sphere".

"This year, we are really excited to have such a wide variety of companies involved in all aspects of e-Commerce, speaking and exhibiting at our eCommerce Conference. While attendees will benefit from practical advice and insights from global brands about how they can use the Internet and other social media channels for the betterment of their business, they will also be able to get a glimpse of how eCommerce will change in the future and how they can best position themselves to take advantage of this".

"This is very much part of our what Retail Excellence stands for as the lead retail representative body as we continue working hard to empower Irish retailers capitalise on the €602 billion expected to be spent online across the EU in 2017" David Campbell concluded.