



Press Statement – For Immediate Release

Friday, 07 September 2018

Minister for Digital Development, Sean Kyne, to open the Retail Excellence eCommerce Conference

Retail Excellence, the largest retail representative body in Ireland, today welcomed confirmation that Minister for Digital Development, Sean Kyne TD will deliver the opening address at their eCommerce Conference 2018 which will take place in the Crowne Plaza Hotel, Blanchardstown on September 19th.

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. Attendees will learn how online can use online to drive footfall in-store, 6 steps to unstoppable international growth in the digital age, the agri-retail online breakthrough, funding your online expansion and how to become a global online giant, the increasing popularity of click and collect, using data to drive further online sales along with a must attend social media masterclass featuring some of the biggest name in Irish retail.

The theme of this year's Conference is "Retail Without Boundaries" and the featured speakers include business leaders from a multinational luxury goods conglomerate, AIB, Wolfgang Digital, Flexifi, Shopware, Nosto, Studio Forty9, Compu B, Dairygold, Sarah Carroll author of GrowGlobal and blogger Louise Cooney.

The Expo will also feature cutting edge partners focused on meeting e-tailers needs from payments and technology to innovation, digital marketing, website personalisation, revenue, logistics and many more supplier solutions.

Commenting on the event, CEO of Retail Excellence Lorraine Higgins said "The Irish retail industry is changing – rapidly. Online has become a bigger disruptor than we ever envisaged and the reality is that the industry is no longer confined by geographical limits so we are delighted to have Minister Sean Kyne open this event and address delegates. His attendance demonstrates the recognition of the growth of online and it is also a good opportunity for attendees to learn the direction Government are going in this sphere".

“Our overarching aim is to help Irish retailers rethink their retail and arm them with insights required to take on the boundaryless nature of the industry and the opportunity e-tailing provides so they can take advantage of the single market throughout Europe and survive and thrive. So, over this unmissable day the Retail Excellence eCommerce Conference will bring together world-class speakers and famous iconic retail brands who will inspire, motivate and empower you to drive change and success in your business and across the channels and customer touch points”.

“The significance of retail to the Irish economy cannot be understated with Irish retailers contributing €7 billion to the Exchequer annually and 282,000 workers employed in the industry. This is why the development of top class retail standards and skills, the promotion of vibrancy and competitiveness are essential to its future. Consequently, the eCommerce Conference is simply unmissable for all discerning retailers who want to engage their customers, increase sales and discover new possibilities for growing their business” Lorraine Higgins concluded.

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Notes to the Editor

About Retail Excellence

Established in 1995, Retail Excellence is owned by the members, for the members. We are an organisation which invests in innovative and exciting learning, market intelligence, human resources services, Government representation and member networking initiatives. Retail Excellence has over 1,850 leading retail companies in Ireland. Our members are the most progressive and innovative retailers. Retail Excellence is by far the largest retail industry body in Ireland.

All attendees will also receive a free copy of the latest Ecommerce Europe report (valued at €1,200), Sarah Carroll's No. 1 best-selling book on Amazon "Grow Fast, Grow Global" and guaranteed entry to Retail Excellence 2019 Google and Twitter training courses.

To register please visit: www.retailexcellenceretreat.com

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