

Press release

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NRF AND COMEXPOSIUM EXPAND RETAIL'S BIG SHOW TO ASIA PACIFIC

The National Retail Federation and Paris-based event organizer **Comexposium** today announced that *Retail's Big Show* will expand to Asia Pacific from 2024 with a new conference and exhibition that is expected to draw thousands of retailers and business partners from across the region. The Asia Pacific edition of *Retail's Big Show* will be held June 11 – 13, 2024, at the *Sands Expo and Convention Centre* in Singapore, six months after [NRF 2024: Retail's Big Show](#) in New York City.

This Asia Pacific version of *Retail's Big Show* aims to integrate regional leaders across the retail industry to collaborate at a Pan Asia Pacific level. The mega event unites Asia Pacific's retail ecosystem under one roof, providing industry-leading content and a platform to attract quality audiences from across the region.

"NRF is proud to expand the footprint of Retail's Big Show by bringing all the power and reach of our New York show to Asia Pacific, one of the world's fastest growing markets with limitless opportunities in retail," NRF President and CEO Matthew Shay said. "Singapore is the perfect centralized location for retailers, vendors and suppliers spanning from China to Australia to share ideas, learn from each other and experience the latest in game-changing trends and technology, regardless of where retailers do business. Together with Comexposium's extensive experience in global trade shows, NRF is prepared to make the Big Show even bigger."

Retail's Big Show Asia Pacific completes **Comexposium's** portfolio of retail events, namely *One to One Retail E-commerce*, *Paris Retail Week* and *SIEC* in France, *Franchise Expo* in the Americas, *adTech* in Japan and India, and *iMedia* in Australia and New Zealand, to further support clients and decision-makers in the international retail industry whilst strengthening the Group's presence in Asia Pacific.

"Singapore provides an accessible and vibrant gateway to the Southeast Asia region with a significant presence from international and regional trade sellers and visitors from across the retail industry," Comexposium Asia Pacific CEO Elaine Chia said. "Echoing NRF's Big Show in New York, Retail's Big Show Asia Pacific will provide premier programming with the latest industry innovations and insights. Retail's Big Show Asia Pacific is expected to grow into one of Asia's leading trade shows with the support of the Singapore Tourism Board and NRF's recognized expertise in retail, and the strength of Comexposium's network with the international retail communities."

Southeast Asia is home to more than 655 million people with a consumer market of USD3 trillion and average gross domestic product growth of around 5% among Association of Southeast Asian Nations member countries. By 2050, the region is expected to be the fourth-largest market in the world, with rapidly growing disposable income and high digital adoption. Retail sales across Southeast Asia, Australia and New Zealand are projected at \$1.54 trillion in 2022 and expected to reach \$1.77 trillion by 2025.

Singapore's central location and its long-established status as a business center for the region provides an optimal stage for **NRF** to launch its inaugural Asia Pacific edition of *Retail's Big Show*.

Poh Chi Chuan, Executive Director for Exhibitions & Conferences, **Singapore Tourism Board (STB)**, said: *“Strategically located at the crossroads of East-West trade and a gateway to emerging Asian markets, Singapore’s unique location makes us a leading destination for international business events. Our pro-enterprise environment and focus on innovation also provide an optimal setting for global retail businesses to leverage growth opportunities in the region. STB is proud to support Retail’s Big Show Asia Pacific debut, and we look forward to welcoming international retailer delegates to Singapore in 2024.”* Retail’s Big Show Asia Pacific will complement [NRF Retail’s Big Show](#), which is held in January each year at the Javits Center in New York City.

About NRF

The National Retail Federation, the world’s largest retail trade association, passionately advocates for the people, brands, policies and ideas that help retail succeed. From its headquarters in Washington, D.C., NRF empowers the industry that powers the economy. Retail is the nation’s largest private-sector employer, contributing \$3.9 trillion to annual GDP and supporting one in four U.S. jobs – 52 million working Americans. For over a century, NRF has been a voice for every retailer and every retail job, educating, inspiring and communicating the powerful impact retail has on local communities and global economies.

www.nrf.com

COMEXPOSIUM Create **valuable & memorable** connections
to take our communities **further**

About Comexposium

The Comexposium Group is one of the leading event organisers worldwide, creating events that bring communities together to discover and explore businesses, passions and interests. Comexposium organises more than 150 professional and general public events, covering more than 10 sectors of activity. The group connects 48,000 exhibitors and 3.5 million visitors, 365 days a year.

Comexposium is present in the retail sector with market-leading brands such as Paris Retail Week, Siec, Equipmag and One-to-one events in France, Franchise shows in the US, and ad.Tech and iMedia in Asia-Pacific.

In addition to its events, Comexposium creates experiences, as well as opportunities for individuals to meet, enabling communities to connect throughout the year, through an effective and targeted omni-channel approach.

www.comexposium.com

About Retail’s Big Show Asia Pacific

Retail’s most important event in Asia Pacific takes place in Singapore from 11 – 13 June 2024.

The Asia Pacific edition brings together retail industry leaders from across the region to collaborate on a Pan Asia Pacific stage. Be inspired by the biggest retail leaders across Asia Pacific at Retail’s Big Show Asia Pacific in one of the world’s fastest growing markets. Retail professionals from around the globe can experience three days of educational programming, an all-encompassing Expo featuring the latest retail solutions, as well as an Innovation Lab and Startup Zone featuring breakthrough technologies in Asia Pacific’s retail sector.

For Media Inquiries please contact

Mary McGinty (Ms.), (855) NRF-PRESS - press@nrf.com