

Target Audience

- Retailers (Online & Offline)
- Supermarket & Retail Brands & Supply Chain
- Technology Companies (Payment, Logistics, AI Solution)
- Investors & Industry Analysts
- Government Agencies & Industry Associations

Event Profile

Retail Show Australia 2026 is Australia's dedicated trade show and conference for the next generation of retail across the Asia-Pacific.

From 22–24 September 2026 at the Melbourne Convention and Exhibition Centre (MCEC), the event brings together leading retailers, brands, shopping centre owners, technology providers and design partners to explore how AI, data, digital and store design are reshaping the way consumers shop and how retailers sell.

With an immersive Future Store Zone, focused exhibition zones and a practical, outcomes-driven conference program, Retail Show Australia is where decision-makers come to see what's next, benchmark ideas and build partnerships in Melbourne — one of the world's most liveable and dynamic retail cities.



WHY AUSTRALIA, WHY NOW?

Australia is a mature, high-value retail market

Retailers are under pressure from labour cost, rent, shrinkage, inventory and margin challenges

AI, automation, payments, ESL, loss prevention and supply chain solutions are moving from pilot to rollout

ANZ is a lower-complexity, high-quality market for international brands entering the region

2026 is the right timing for companies to position before category leadership is fixed



PROGRAMME HIGHLIGHTS & INDUSTRY ANCHORS



Microsoft Innovation Hub

Retail Show Australia 2026 has confirmed Microsoft as a strategic partner, leading the Microsoft Innovation Hub at the event. Microsoft is also working with the organisers to connect startups and innovation companies with retailers across ANZ.



Google Cloud AI / ML Retail Session

Exploring how cloud, data and machine learning technologies are shaping customer experience, retail operations and future commerce innovation across the ANZ market.



Senior retail & industry speaker

Centred on “Unlocking Growth Through Supply Chain”, the conversation will explore how retail operations and supply chain strategy work together to support growth, efficiency, and resilience in today’s retail environment.

CONFIRMED SPEAKERS & INDUSTRY LEADERS

Executive Fireside Chat

Unlocking Growth Through Supply Chain

Erica Berchtold
CHIEF COMMERCIAL OFFICER
DAVID JONES

DAVID JONES

Peter Jones
MANAGING DIRECTOR
PROLOGICAL AND THE ICONIC



Google's Innovations and Applications in AI/ML for the retail industry

RETAIL SHOW AUSTRALIA 2026

Thu Ya Kyaw
SENIOR DEVELOPER
ADVOCATE
GOOGLE CLOUD



Agentic AI in Retail: From Task Automation to Business Autonomy

RETAIL SHOW AUSTRALIA 2026

ShiSh Shridhar
GLOBAL DIRECTOR,
RETAIL & CPG STARTUPS
MICROSOFT CORPORATION



2026 RSA CONFERENCE

The Retail Show Australia 2026 conference program builds on the success of our 2025 edition, bringing together key leaders from across the retail industry to explore future trends, share real-world case studies and connect with potential business partners.



Our Sustainability Strategy

focuses on the three key strategic areas of **Product, Planet and People**.

Within these sit our **10 key commitments**, which are focused on the most material issues for our business and stakeholders.

These commitments are supported by clear and **measurable 2025 targets**, as well as our science-based net-zero targets for **2032 and 2040**





Bernie Brookes AM

Chairman
Australian Food and Grocery Council

Keynote Focus:

The Future of Australian Retail, Grocery and Consumer Demand



Martin Stirling

Chief Executive Officer
Master Grocers Australia

Keynote Focus:

From the Shopfloor to Parliament
— MGA Taking on Retail Crime



Linda Johansen-James

CEO/ Founder
International Retail Group

Keynote Focus:

Retail Reimagined: AI, Experience & The New Rules of Customer Service



Andrew Hoynes

Founder & Principal
Hoynes

Keynote Focus:

Purposeful retail: Belonging beats convenience



Elvin Tan

Principal
ElvinTan Design

Keynote Focus:

Retail as Theatre:
Designing Spaces That Perform



Dean Salakas

Partner
Retail Doctor Group

Keynote Focus:

From Clown, To Exit,
And Lessons Learned



Adam Posner

CEO
The Point of Loyalty

Keynote Focus:

Lifting retail loyalty programs from discount dependency to emotional equity



Nick Gray

Founder / CEO
IGU GLOBAL

Keynote Focus:

The Human Operating System: Emotional Intelligence, AI, and the New Architecture of Retail Leadership

SELECTED REGISTERED AND VISITING ORGANISATIONS

Selected registered, visiting and engaged organisations include:



WHAT'S NEW IN 2026?



AI & Automation Zone

Experience hands-on AI retail demos, computer vision, automation and data-driven tools in action for immersive exploration.



Future Store Zone

Walk through an immersive, full-scale concept store showcasing next-generation smart retail technologies and connected experiences.



Executive Summit Forum

Connect with global retail leaders and gain first-hand insights into strategy, innovation and the future of retail.



Shopfitting, Fixtures & Store Design

Explore innovative store design, fixtures, lighting and visual merchandising that bring the in-store experience to life.

WHERE THE 2026 FLOOR IS BEING BUILT



AI & Innovation

AI applications, automation, analytics, computer vision, customer data and retail intelligence.



Payments & Commerce Infrastructure

POS systems, payments, retail management systems, workforce tools and store operations platforms.



Loss Prevention & Security

CCTV, AI vision, access control, trolley loss prevention, EAS, RFID and risk management.



E-commerce & Omnichannel

Online retail platforms, marketplace solutions, customer experience, loyalty and digital commerce tools.



Cold Chain & Food Retail

Commercial refrigeration, cold storage, food retail equipment and temperature-controlled logistics.



Shopfitting & Retail Design

Store design, commercial interiors, display systems, lighting, fixtures and rollout solutions.



Supply Chain & Logistics

Inventory visibility, fulfilment, warehousing, last-mile delivery and supply chain optimisation.



Customer Experience & Digital Retail

Smart technology and seamless digital experiences are transforming how customers shop, engage and connect with brands.

FUTURE STORE ZONE

A practical showcase for technologies retailers are evaluating for real store deployment.

The Future Store Zone is the flagship experiential feature of Retail Show Australia 2026. It is designed to show retailers how AI, data, automation, computer vision, smart shelves, frictionless checkout, loss prevention, store design and customer experience technologies work together in a live store environment.

The zone gives buyers a practical view of how next-generation solutions can reduce labour pressure, improve productivity, strengthen visibility and reshape the in-store experience.



2025 EXHIBITOR BASE AND MARKET VALIDATION

2025 established the platform. 2026 is where the market scales.



WHY EXHIBIT?

1. Meet retail decision makers

Connect directly with buyers, category managers and retail operators sourcing new products and solutions.

2. Position before category allocations close

Engage retailers while annual planning and category reviews are still being finalised.

3. Build visibility with ANZ and international buyers

Increase exposure with retailers, distributors and partners across Australia, New Zealand and Asia-Pacific markets.

4. Demonstrate solutions as the market shifts from pilot to rollout

Show how your solutions scale as retailers move from testing to full deployment.

5. Secure stronger floor positioning while key zones are forming

Access premium positioning and higher traffic areas before the floor reaches capacity.

6. Generate qualified pipeline in one place

Accelerate sales conversations, partnerships and lead generation with direct access to active retail buyers.

RETAIL MARKET DATA HIGHLIGHTS

AUD **450.00** Billion



Projected Australia Retail Market Value by 2030 **AUD 601.50 billion**

AUD **162.6** Billion



Australia's online retail market is projected to grow at an 8.7% CAGR (2023-2028)

Australia Retail Market in 2025 **AUD 450.00 billion**

AUD **601.50** Billion



From 2024 to 2027, Australia's e-commerce market is projected to experience steady growth, reaching **AUD 162.6 billion** by 2027

8.7%



Data Source:
Australian Bureau of Statistics (www.abs.gov.au)

Source:
Mordor Intelligence Retail Market Forecast

Source:
PCMI Australia E-commerce Market Insights 2024

Source:
Mordor Intelligence, Australia E-commerce Market Report

PARTNERSHIP & INDUSTRY SUPPORT

Strategic Partner



Partner of the Future Store Interactive Zone



Sponsoring Partners



Association Partners



**RETAIL
SHOW**
AUSTRALIA
2026

RETAIL SHOW AUSTRALIA 2026

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