

## EuroCIS 2022 exceeds expectations

## Propensity to invest in technology as high as ever in retail

## Positive mood in the exhibition halls – personal encounters are centrestage again


EuroCIS 2022, The Leading Trade Fair for Retail Technology, has drawn to a close on Thursday (2 June 2022) in Düsseldorf with very good results. With its ranges it impressively underlined how the past two pandemic years have triggered a huge surge in digitalisation in bricks-and-mortar retail. Many retailers have heavily accelerated their omni-channel strategies and are now investing in the digitalisation of their stores.

Summarising results Petra Cullmann, Executive Director at Messe Düsseldorf, delights: “The atmosphere in the exhibition halls was positive across the board and governed by optimism. From conversations with our customers we know that expectations have been far exceeded. At last, face-to-face contacts could be made and intensified again.”

On the three days of EuroCIS 9.070 trade visitors from 88 countries were registered. 345 exhibitors from 33 countries participated, occupying 10,721 m<sup>2</sup> of net exhibition space.

“These figures are reason for optimism and anything but foreseeable after the compulsory, pandemic-induced break in 2021 and the postponement from January to June 2022. With its trade fair activities EuroCIS has provided a powerful impetus for the industry. The exhibitors are happy to have come to Düsseldorf and are avidly enquiring about participation options for next year when EuroCIS will be held as part of EuroShop again following its usual cycle,” says Elke Moebius, Project Director EuroCIS.

This year’s EuroCIS focuses on innovations in the areas of Analytics, Payment, Check-out solutions, Connected Retail and Omni-channel, Artificial Intelligence, Self-Scanning Check-Out and Customer-Centric Marketing.



EuroShop Trade Fairs

# EuroCIS

THE LEADING  
TRADE FAIR FOR  
RETAIL TECHNOLOGY  
31 MAY – 2 JUNE 2022  
DÜSSELDORF GERMANY  
[www.eurocis.com](http://www.eurocis.com)



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Mitgliedschaften der  
Messe Düsseldorf:

 The global  
Association of the  
Exhibition Industry

 Ausstellungs- und  
Messe-Ausschuss der  
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 FKM – Gesellschaft zur  
Freiwilligen Kontrolle von  
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Öffentliche Verkehrsmittel:  
U78, U79: Messe Ost/Stockumer Kirchstr.  
Bus 722: Messe-Center Verwaltung

Solutions such as intuitively operated check-out kiosks and stations, digital signage solutions with touch-screen functionality or interactive shop windows thrilled the international expert audience as well. Lift & Learn systems that invite shoppers to interactively learn about products across all retail channels, were also presented. They offer retailers major added value: ranging from virtual shelf extension and higher customer loyalty to increased revenue. EuroCIS also showcased innovative back-office technologies which enable retail companies to analyse and optimise workflows at all the process stages in store, at the warehouse and along the entire supply chain, thereby making them fit for the future.

Ulrich Spaan, Board Member at the EHI Retail Institute, sums up: “The success of EuroCIS 2022 reflects the high relevance of leveraging technology within retail organisations today. Technology penetrates all fields of retail and the pandemic has accelerated this trend yet again. ‘Smart Retail’ plays a pivotal role in the favour of shoppers who expect frictionless customer journeys and personalised services between on and offline channels.”

The next EuroCIS will be held in Düsseldorf as part of [EuroShop 2023](#) from 26 February to 2 March 2023.

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