

Press release | Paris, 16 June 2026

SIEC 2026: The 21st edition confirms the need to transform retail spaces into genuine living spaces

On 10 and 11 June 2026, the 21st edition of Siec, the Commercial Property and Retail Exhibition, took place at Paris Expo Porte de Versailles. Built around the theme “Commerce is an experience”, this latest edition reaffirmed the exhibition’s indispensable role within the commercial property and retail ecosystem. With over 115 exhibitors and 4,320 attendees, including 1,200 professionals representing more than 800 retail brands amongst the visitors and 170 representatives from public authorities ; Siec 2026 brought together all the sector’s stakeholders to discuss the major challenges shaping the retail spaces of tomorrow : customer experience, the blending of uses, regional appeal, leisure, technological innovations and new development models.

An event that confirms the appeal of the SIEC

This 21st edition confirmed the momentum built up in recent years, with the presence of the market’s leading players, including **Unibail-Rodamco-Westfield, Carmila, Altea Commerce, Apsys, Nhood, SCC, Klépierre, Mercialys, Frey, Ceiba** and **Accessite**. The sector’s leading brokers were also in attendance at the exhibition, notably **CBRE, Cushman & Wakefield, JLL, Newmark, BNP Paribas Real Estate, Savills and Knight Frank**, demonstrating the SIEC’s role as a platform for networking and business development in the commercial property sector.

SIEC 2026 was also marked by the arrival of numerous new exhibitors, reflecting the constant renewal of its ecosystem. Nearly 30 new players joined this year’s event, including **Ateliers 35, Ayming France, Constellation Grand Paris, Easywall, Évreux Portes de Normandie, France Transactions, Geev, Groupe Cabinet Hermès, Idex, Ma Petite Laverie, ITQ Security, Kaptur VR, ME Group France, Oksigen, Popply, SAS Financière de la Colline, Visioglobe, AEW** and **SELP Digital**. This growing diversity illustrates the exhibition’s evolution towards an **ever more open ecosystem**, bringing together property companies, local authorities, service providers, energy transition specialists, new technologies and innovative start-ups.

With a record number of exhibiting towns and cities, including Belfort, Bordeaux, Calais, Évreux, Laval, Limoges, Poitiers and Reims, the Villes & Territoires exhibition has confirmed local authorities’ growing interest in the event. This momentum is underpinned by the commitment of two major partners present at the exhibition – CCI France and the CMCV (Club des Managers de Centre-Ville) – both of which are dedicated to enhancing the appeal and development of local areas.

According to **Cyril Szczerbakow**, Director of the SIEC: *“This 2026 edition has fully illustrated the transformation of retail spaces into genuine places for living and experiencing. The theme “Commerce is an experience” resonated throughout the exhibition through the richness of the discussions and the diversity of the participants. More than ever, SIEC is confirming its role as the leading platform for supporting the sector’s transformation.”*

Conferences, the CMCV Congress and Awards: the highlights of SIEC 2026

Over the course of two days, more than 70 leading speakers from the commercial property sector took to the stage to analyse the major market trends and share their visions for the retail spaces of the future. The opening panel brought together **Marie Cheval**, Chief Executive Officer of Carmila, **Vincent Rouget**, Chairman of the Executive Board of Unibail-Rodamco-Westfield, and **Jean-Marc Jestin**, Chairman of the Executive Board of Klépierre, to discuss the major challenges facing brick-and-mortar retail and its future development.

The **National Congress of the Club des Managers de Centre-Ville (CMCV)**, for its part, provided an opportunity to address the challenges facing the commercial appeal of town centres, well-being as a driver of performance, and the opportunities for regeneration presented by commercial vacancies.

A much-anticipated highlight of the trade fair, the **Trophées des Acteurs du Commerce** awards ceremony, organised by the FACT, recognised the sector's most innovative and inspiring achievements. **The 2026 winners :**

Category: "Creation and renovation of retail spaces and mixed-use projects"

- The **Retail Space Renovation/Extension Award** is awarded to **La Coupole in Nîmes (30)**, developed by **CEÏBA**.
- The **Mixed-Use Project Award** is awarded to **Bobigny Cœur de Ville (93)**, developed by **Altea**.
- A **Special Jury Prize** is awarded to **Shop Park Phare de l'Europe** in Brest (29), developed by **Mercialys**.

Category "Local Initiatives" – Marketing and CSR

- The **Local Marketing Initiative Award** is presented to the **Yellow Festival**, organised by the **Grand A – Eurocommercial shopping centre**.
- The **Local CSR Initiative Award** is presented to the **on-site recycling centre at the Val d'Europe shopping centre**, organised by **Klépierre**.
- A **Special Jury Prize – Local Initiatives / CSR** is awarded to the **Cageot Project**, organised by the **Aushopping Faches – Ceetrus shopping centre**

Categories "action Cœur de Ville" and "Petites Villes de Demain"

- The **'Action Cœur de Ville' Award for the development of a public space contributing to commercial appeal** is awarded to the **'Places du Cœur' in Mantes-la-Jolie**.
- The **Award for the Redevelopment of a Building Contributing to Commercial Attractiveness – Action Cœur de Ville** is awarded to the **Foncière commerciale d'Autun**.
- A **Special Jury Prize – Action Cœur de Ville** is awarded to the **Villa Briand block in Cognac**.
- The **Award for the Revitalisation of a town centre's retail sector – Petites Villes de Demain** is awarded to the **pop-up shop "Les Mirettes" in Desvres**.

Ever more experiential retail spaces

Throughout the discussions, SIEC 2026 highlighted a fundamental trend: retail spaces are becoming destinations in their own right, where the customer experience, services and social interaction are playing an increasingly important role. As **Marie Cheval** pointed out, *"Customers want it all. They want a blend of the physical and the digital"*. This view is shared by **Vincent Rouget**, for whom *"the retail outlet is becoming a destination"*.

The discussions also highlighted the growing importance of data and artificial intelligence in improving the performance of retail sites and strengthening cooperation between landlords and retailers. As **Jean-Marc Jestin**, Chairman of the Executive Board of Klépierre, pointed out, *"retail remains, above all, a business built on human connection"*

Food & Beverage, the new driver for retail destinations

Food & Beverage emerged as one of the common threads of the discussions, confirming its growing role in the appeal of commercial destinations. As **Monica Cannalire**, founder of Younicorn, pointed out, *"the public no longer expects just a good product on their plate; they are now looking for an experience"*. For other speakers, **concepts that stand the test of time are based above all on authenticity and hospitality**.

The retail of tomorrow is being built today

SIEC 2026 reflected a **sector undergoing rapid change**, driven by innovation, a diversity of uses and a constant quest for authenticity and experience.

“What stood out at SIEC 2026 was the energy of an ever-evolving ecosystem. Retailers, landlords, investors and service providers are experimenting, adapting their strategies and working together to envision the retail spaces of tomorrow. The trade fair is the event where the transformations of our sector are taking concrete shape.” concludes **Christophe Noël**, General Delegate of the FACT.

The trade fair also enjoyed high visibility, with a total reach of 53,000 people across all its social media channels.

Images from the 2026 edition are available [here](#)

The SIEC looks forward to seeing you at Paris Expo Porte de Versailles on 9 and 10 June 2027.

About Siec: Siec, the trade fair organised by Comexposium on behalf of the Fédération du Commerce et des Territoires, is the international meeting place for commercial spaces. This unmissable business event is eagerly anticipated and widely recognised by all key players in the French and European retail sector. It provides a unique and exceptional opportunity—an annual gathering to rethink and implement responsible retail urban planning.

About the Federation of Regional Retail Stakeholders (FACT): The Federation of Regional Retail Stakeholders (FACT – formerly CNCC) brings together nearly 300 members, specialists in commercial property, mainly owners and managers of commercial sites of all types: shopping centres, retail parks, outlet villages, high street shops, railway stations...

The Federation’s mission is to promote all forms of retail, to transform and revitalise the city, and to support its members in the ecological transition. Since 2023, in partnership with leading players in footfall and data analysis, it has been offering a unique set of indicators to assess footfall at retail sites, activity in shopping centres and trends in French consumer spending..

About Comexposium: The Comexposium Group is now one of the world’s leading organisers of trade and consumer events. It organises more than 400 trade fairs, exhibitions, conferences and one-to-one meetings across 20 countries.

Comexposium organises, among others, SIAL, the world’s leading network of events for food industry professionals; the Wine Paris and Vinexpo events, the world’s leading network of business meetings dedicated to wines and spirits; Who’s Next; Les Assises de la Cybersécurité; the Foire de Paris; Rétromobile; the Salon Mondial du Chocolat; and the Salons de l’Etudiant.

With a presence in sectors including food and drink, career guidance and education, security, the creative industries, retail and digital, leisure, healthcare and the automotive sector, Comexposium fosters communities of professionals and enthusiasts around the world through an omnichannel strategy. Based in Courbevoie, the Group employs nearly 1,200 people across its various subsidiaries.

The Comexposium Group is jointly owned by SIPAC, a subsidiary of the Paris Île-de-France Chamber of Commerce and Industry, and Crédit Agricole Assurances.

The Siec trade fair is organised by the Fédération des Acteurs du Commerce dans les Territoires (FACT), the French trade association representing stakeholders involved in the promotion and development of retail centres: developers, property owners, managers, retail chains, service providers and retailers’ associations

A trade fair organised by the Federation of Regional Trade Stakeholders, organised by



Thank you to our 2026 partners



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