

## Press release

Paris, 17th February 2025



### **SIEC 2025: THE LEADING TRADE EVENT FOR COMMERCIAL REAL ESTATE FRESH NEW VISION WITH KEY THEME: "BRINGING PEOPLE TOGETHER"**

**HALL 6 - PARIS EXPO – PORTE DE VERSAILLES**  
**11th & 12th June 2025**

**Siec is evolving to boost networking and expand opportunities for professionals in commercial real estate. Its mission: to highlight the growing diversity of roles and expertise in the industry.**

**For its 20th edition, Siec 2025 is focusing on: "BRINGING PEOPLE TOGETHER."**

**From shopping to dining and leisure, commercial spaces are evolving into vibrant hubs of everyday life.**

To boost their appeal, commercial spaces – from city centres to shopping malls – are enhancing and diversifying their offerings. They're blending dining, entertainment, services, and a wider variety of brands, both local and international.

But it's not just about the mix of options. What really sets these spaces apart is their ability to meet the rising expectations of visitors: seamless customer experiences (accessibility, security), stunning architecture and design, and exceptional service. This combination is what transforms commercial spaces from transactional hubs to vibrant, community-focused destinations.

**Celebrating 20 years of growth and innovation, SIEC 2025 will showcase the diversity and dynamism of the commercial property sector.**

Taking place on **11th–12th June 2025 at Paris Expo – Porte de Versailles**, the event will be shaped by three key strategic focuses:

- **A new experience for visitors and exhibitors** with redesigned spaces, including a revamped Business Lounge, a dedicated Brand Club, and, most notably, a brand-new **central Food Court**. This welcoming space will provide food and refreshment options throughout the day without leaving the exhibition. A highlight of the event will be the **Siec's Grand Evening on 11 June from 6:30 PM**, marking the fair's 20th anniversary. Open to all, this festive event will offer a relaxed atmosphere to continue discussions and celebrate two decades of networking and innovation.
- **A larger exhibition space of over 1,000 additional square metres**, introducing new areas and themes to attract a broader audience:
  - **Cities & Territories Pavilion:** Featuring cities such as **Poitiers, Bordeaux, Pau, and Calais**, this pavilion will showcase commercial opportunities to over 800 French and international brands.
  - **Solutions & Services Pavilion:** Highlighting innovative solutions to enhance the efficiency and sustainability of commercial spaces, including eco-friendly technologies such as **solar panels, EV charging stations, and energy management systems**. This area will also showcase sustainable design firms creating low-carbon retail

- environments and **property management solutions** that promote more efficient and eco-conscious commercial operations.
- **Marketing & Data Pavilion:** Showcasing the key role of **marketing and data** in improving customer experience and visitor insights. From **spatial design to customer journey analytics, communication, and engagement strategies**, this pavilion will offer a wide range of innovative solutions. It will complement the well-established **Retailtainment Pavilion**, adding a focus on **personalised customer experiences and commercial performance optimisation**.
- **A diversified audience** to establish Siec as the must-attend event for all commercial real estate professionals. The 2025 edition aims to attract more **retail brands, marketing decision-makers, site managers, public sector stakeholders, and investors**. To encourage participation, a **revised pricing policy** will make the event more accessible to a wider range of professionals.

For this anniversary edition, Siec will also introduce an exclusive content programme, featuring expert talks, industry debates, and case studies. Key players such as Altarea, QubicaAMF, Carmila, Savills, Klépierre, and Nhood have already confirmed their participation, ensuring high-level discussions and diverse insights into the future of the industry.

"Just like retail spaces, which are constantly reinventing themselves to meet evolving consumer needs, Siec is becoming a space for experiences and interactions. It remains a key event for all commercial real estate professionals, welcoming new brands and partners," says Arnaud Gallet, Director of Siec.

### Key Theme: "BRINGING PEOPLE TOGETHER"

This year's theme, "Bringing People Together", highlights the fundamental role of commerce in fostering social connections and strengthening local communities. As places of interaction, engagement, and shared experiences, retail spaces play a central role in urban and suburban life. They connect people, revitalise city centres, and support local economic and social development.

*"Siec 2025 will be a unique opportunity to explore the latest trends shaping customer journeys and experiences, connect with innovative brands, and engage in discussions in a dynamic setting. By broadening its exhibitor and visitor base, the event reflects the evolution of our federation, now representing all commercial spaces—not just shopping centres,"* adds Christophe Noël, General Delegate of FACT.

#### About SIEC:

SIEC, the trade fair of the Federation of Commerce and Territories, organised by Comexposium, is the leading international event for commercial spaces. This must-attend business event is highly anticipated and recognised by all players in the French and European industries. It serves as an exceptional, one-of-a-kind gathering, offering a platform to rethink and implement responsible commercial urban planning.

#### About the Federation of Commerce Actors in the Territories (FACT):

The Federation of Commerce Actors in the Territories (FACT - formerly CNCC) brings together more than 300 members, specialising in commercial real estate, primarily owners and managers of all types of commercial spaces, including shopping centres, retail parks, outlet villages, city centre shops, and stations.

The Federation's mission is to promote all forms of commerce, transform and energise cities, and support its members in their ecological transition. Since 2023, in partnership with key players in flow and data analysis, it has provided a unique set of indicators to measure foot traffic at commercial sites, activity in shopping centres, and the evolution of French consumer spending.

#### About Comexposium:

Comexposium Group is one of the world's leading event organisers and community builders, bringing together people around their business and passions. Comexposium organises over 150 professional and public events, connecting 48,000 exhibitors with 3.5 million visitors, 365 days a year. A creator of experiences and connections, Comexposium organises retail events such as NRF 2025 Retail's Big Show Europe, SIEC, One to One Customer Experience, One to One Retail E-commerce, and One to One B.Better in Europe, NRF Retail's Big Show Asia Pacific, iMédia and AdTech in the Asia-Pacific region, as well as multiple Franchise events in the US and Mexico. [www.comexposium.com](http://www.comexposium.com).

SIEC is an event of the Federation of Commerce Actors in the Territories (FACT), the French professional organisation representing those involved in the promotion and development of commercial sites: developers, owners, managers, retailers, service providers, and merchant groups.



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