

Press release

Paris, 9 February 2026



SIEC 2026: COMMERCE IS ALIVE AND WELL!

**The commercial property event
continues its transformation**



YOUR NEXT APPOINTMENT, 10 and 11 June 2026, PAVILION 6 - PORTE DE VERSAILLES

SIEC, the leading trade show for commercial real estate, returns on 10 and 11 June 2026 at Paris Expo - Porte de Versailles, Pavilion 6, for an edition themed 'Retail is a way of life!'.

Because we believe in the future of commerce and in the strength of its model based on locations that are accessible to all and contribute to the development of our regions, Siec 2026 celebrates a vibrant and open form of commerce, where leisure takes on a new dimension and every visit becomes a unique experience.

Theme of the day: 'Commerce is an experience!'

At a time when commerce is facing new challenges, it is transforming and reinventing itself by adapting to new consumer expectations. Each commercial site is a landmark for French people who are attached to popular commerce based on the diversity of the offering, the quality of the customer experience and embodied by three million employees.

This 21st edition invites us to think of commerce as **a field of experimentation and inspiration**, combining immersive customer journeys, new technologies, events and innovative concepts. How can we attract new audiences? How can we integrate leisure and entertainment to enrich the experience? How can we turn every visit into a memorable moment that creates a bond? These are just some of the questions that will guide the **conferences, pitches and discussions**, offering participants a comprehensive **overview of the latest developments and trends in the sector**.

"Siec 2026 will be all about connection. This year, even more than in previous years, the show will be a place for innovation and transformation, but also for promoting popular commerce based on exchange, the primary driver of activity in our cities and an employer of more than three million people. In a context marked by uncertainty, shopping centres remain landmarks for French people, accessible and designed for optimal visitor comfort. Once again this year, Siec will be an opportunity to highlight the essential contribution of retail spaces to the economic vitality of our regions," **says Christophe Noël, General Delegate of FACT (Fédération des Acteurs du Commerce dans les Territoires)**.

The 21st edition of Siec: a trade show to showcase locations and connections

Siec 2026 will offer professionals an optimised setting for networking and generating business opportunities thanks to:

- **New opportunities for meetings and business**

New networking spaces, qualified business meetings* and the KFC-sponsored Club Enseignes will increase the number of meetings between decision-makers and brand representatives.

- **Four themed pavilions to explore all solutions**

- **[NEW] - Retail Brands Pavilion:** A space dedicated to retail brands and concepts in development, the Retail Brands Pavilion highlights brands looking for opportunities to establish themselves and grow. It brings together players from the retail, catering and DNVB sectors, designed to promote exchanges with the commercial real estate ecosystem.

- **Marketing & Data Pavilion:** marketing solutions, flow analysis, communication and entertainment to transform the customer experience.

- **Leisure Pavilion:** immersive experiences, sport, gamification and food concepts to bring every location to life and create an emotional connection.

- **Start-ups & Innovations Pavilion:** innovative technologies and new ideas to reinvent commercial spaces and brands.

- **[NEW] - A programme dedicated to retail chains**

This programme showcases retail chains with plans for expansion and development. It is based on the retail chain guide, supplemented by pitches allowing brands to present their strategy and growth trajectory. For more information: [here](#)

- **An iconic Gala Evening**

Held in the prestigious salons of Paris City Hall, this evening event will offer real estate and retail professionals a prestigious setting in which to begin discussions on the eve of the trade show. The previous edition attracted nearly 300 participants. The registration form is available [here](#).

Exclusive content and leading speakers

For this 21st edition, conferences and debates will be led by experts and key players in the sector, offering participants a comprehensive and forward-looking overview of commercial real estate in France and Europe.

Discussions will focus in particular on the integration of leisure activities into retail spaces, the transformation of city centres and shopping centres, changes in customer journeys, and the new economic and operational models that are shaping commercial real estate. Conferences, round tables and feedback sessions will fuel collective reflection on the future of commercial sites and their role in the vitality of local areas.

A new pricing policy:

FACT members:

Super Early Bird 26/02/2026 → 26/03/2026 Individual: €650 excl. VAT Group (3 people or more): €550 excl. VAT / pass
Early-Bird 27/03/2026 → 21/05/2026 Individual: €950 excl. VAT Group (3 people or more): €850 excl. VAT / pass
Full price 22/05/2026 → 11/06/2026 Individual: €1,200 excl. VAT Group (3 people or more): €1,100 excl. VAT / pass

Non-members of FACT:

Super Early Bird 26/02/2026 → 26/03/2026 Individual: €950 excl. VAT Group (3 people or more): €850 excl. VAT / pass
Early-Bird 27/03/2026 → 21/05/2026 Individual: €1,200 excl. VAT Group (3 people or more): €1,050 excl. VAT / pass
Full price 22/05/2026 → 11/06/2026 Individual: €1,550 excl. VAT Group (3 people or more): €1,400 excl. VAT / pass
Please note: access to the exhibition is free for retailers and public authorities.

About Siec: Siec, the trade show of the Fédération du Commerce et des Territoires (Federation of Commerce and Territories), organised by Comexposium, is the international meeting place for commercial spaces. This unmissable business event is eagerly awaited and recognised by all French and European players in the industry. It is an exceptional and unique occasion, an annual gathering to rethink and implement responsible commercial urban planning.

About the Federation of Commercial Actors in the Territories (FACT): The Federation of Commercial Actors in the Territories (FACT - formerly CNCC) brings together nearly 300 members,

specialists in commercial real estate, mainly owners and managers of commercial sites of all types: shopping centres, retail parks, outlet villages, city centre shops, railway stations, etc.

The Federation's mission is to promote all forms of commerce, transform and revitalise cities, and support its members in the ecological transition. Since 2023, in partnership with major players in flow and data analysis, it has offered a range of unique indicators to assess footfall at commercial sites, activity in shopping centres and changes in French consumer spending.

About Comexposium: The Comexposium Group is now one of the world leaders in the organisation of professional and consumer events. It organises more than 400 trade shows, exhibitions, conferences and one-to-one meetings in 20 countries.

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

With a presence in sectors such as food and drink, education, security, creative industries, retail/digital, leisure, health and automotive, Comexposium brings together 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 show is organised by the Fédération des Acteurs du Commerce dans les Territoires (FACT), the French professional organisation representing stakeholders involved in the promotion and development of commercial sites: developers, owners, managers, retailers, service providers and merchant groups.

A trade show organised by the Fédération des Acteurs du Commerce dans les Territoires



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