

THEME:

*Retail Horizons: Shaping
Tomorrow's
Marketplace*



Welcome to 2nd Retail Summit 2026

The Retail Trade Association of Kenya (Retrak) invites you to Nairobi for the **2nd Retail Summit 2026**, the premier platform shaping the future of retail across Africa.

Building on the success of the inaugural edition, the 2026 Summit will attract **over 5,000 delegates** including CEOs and senior executives from retail chains, FMCGs, technology providers, logistics partners, financial services, policymakers, regulators, investors, and thought leaders across the retail ecosystem.

Core Focus: Best Practice, Data-Driven Intelligence, and Future-Proofing Retail Ecosystems.

The Goal: To deliver a Summit that is immediately relevant and futuristic, providing attendees with practical, high-value, and actionable insights across technology, human capital, and strategy.



3,500

Event Visitors



30

Exhibitors



22

Presentations



07

Countries
Represented

Sub-Themes:

1. Data-Driven Retail & AI: Turning Insights into Competitive Advantage

Exploring how retailers can leverage data, analytics, and artificial intelligence to improve demand forecasting, personalize customer journeys, optimize pricing, and drive smarter decision-making across physical and digital channels.

2. Operational Excellence: Building Resilient, Efficient & Scalable Retail Models

Examining the systems, processes, and technologies that enable retailers to operate efficiently in a high-cost, high-competition environment while remaining agile and profitable.

3. Human Capital & Customer Experience: The People Behind Profitable Retail

Focusing on how talent strategy, workforce development, and customer-centric culture shape retail performance—especially in an era defined by Gen Z consumers and employees.

4. Omni-Channel Retail & the Future of Consumer Engagement

How physical and digital retail channels are converging to create seamless, customer-first experiences.

1st Retail Summit 2025 by the numbers

Why Sponsor or Exhibit?

Sponsorship and exhibition opportunities at the 2nd Retail Summit 2026 are designed to:

1

Build your profile with key decision-makers shaping Africa's retail future

2

Engage directly with over 5,000 retail leaders, investors, and policymakers

3

Showcase innovations in retail technology, supply chains, payments, logistics, and customer engagement

4

Strengthen partnerships and consolidate existing relationships

5

Position your brand at the heart of Africa's fast-growing retail transformation

Exhibitors

Service & Product Providers to the Retail Sector

1. Manufacturers, Suppliers & Distributors

(FMCG, consumer goods, wholesale, packaging, private label)

2. Finance, Payments & Fintech Providers

(Banks, digital payments, card networks, BNPL, credit, insurance)

3. Retail Technology & Digital Solutions Providers

(POS, ERP, e-commerce platforms, data analytics, AI, CRM, cybersecurity)

4. Logistics, Warehousing & Supply Chain Solutions Providers

(Last-mile delivery, fulfilment, cold chain, inventory management)

5. Professional & Advisory Service Providers

(Legal, HR, accounting, audit, tax, consulting, security & loss prevention)

6. Retail Design, Fit-out & Store Development Providers

(Architects, interior design, shopfitting, fixtures, visual merchandising)

7. Marketing, Branding & Customer Engagement Solutions Providers

(Retail marketing agencies, loyalty programs, influencer & digital marketing)

8. Data, Research & Market Intelligence Providers

(Consumer insights, footfall analytics, pricing & demand forecasting)

9. Energy, Sustainability & Infrastructure Solutions Providers

(Green energy, refrigeration, waste management, ESG & compliance solutions)

10. Training, Workforce Development & Retail Academy Providers

(Skills development, customer service training, leadership & compliance training)

The Conference

TOPICS:

The Retail Business Environment - Overarching summit focus

- Economic landscape and market outlook
- Policy, regulation, and compliance dynamics

1. Data, AI & Digital Innovation

- Data analytics for smarter decision-making
- Artificial intelligence and retail technology evolution

2. Operational Excellence & Risk Management

- Managing shrinkage and loss prevention
- Turnaround strategies and operational efficiency

3. People, Skills & Retail Leadership

- Workforce skills, training, and retention
- Leadership in a multi-generational retail workforce

4. Customer-Centric & Omni-Channel Retail

- Shifting consumer behavior
- Store design and experience-ready infrastructure

5. Capital, Growth & Sustainability

- Access to finance and retail financing solutions
- Family business continuity and succession planning

Attendee and Participants Profile

Retail CEOs, Founders & Managing Directors

C-Suite Executives and Senior Directors

Chief Innovation Officers & Heads of E-Commerce

Customer Experience (CX), Marketing & Brand Leaders

Supply Chain, Logistics & Operations Directors

Retail Technology Innovators & Solution Providers

Investors, Private Equity & Venture Capital Firms

Retail Real Estate Developers & Leasing Managers

Policy Makers, Regulators & Industry Associations

PICTORIAL

1st Retail Summit in Pictures



TESTIMONIALS

| What the industry leaders said...

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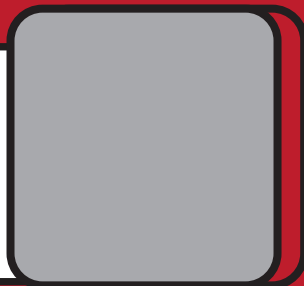
Excited about the first ever Retail Summit, bringing retailers together to know each other, to get motivated by the amazing work from the retail sector, networking and benchmarking with each other, including the opportunities in technology and data – a great beginning! - **Dr. Joyce Gikunda, Director Lintons Beauty World and Beauty Box**



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The Retail Summit was much awaited– it turned out very well, well organized, good speakers, good insights on retail sector
Vicky Buvaria– Director of Retail in Compulynx



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"Attending the Retrak Summit was an exceptional experience for us at Network International. The event brought together retailers and key growth enablers across the value chain, creating the right environment for meaningful conversations and practical idea-sharing that strengthens collaboration in the retail ecosystem. It offered us a valuable opportunity to engage directly with decision-makers, understand real market needs, and co-create payment solutions that support sustainable retail growth. We're proud to be part of this journey and are truly excited for the 2nd edition." - **Caroline Jemeli, Regional Head of Marketing, Network International**



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Why the summit – facilitating creating world class standards, exceed expectations of customers, networking, learning and growing – indulging sense of our stakeholders, setting benchmark and for the growth of the entire ecosystem for the development of the best retail environment in Kenya - **Rupen Shah, Chairman RETRAK & CEO Victoria Homestore**



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This was more than just another industry event, it was a platform to connect, learn, and future-proof your retail business... Moses further described the fireside chat with Dr Joyce Gikunda on her session about walking the path of entrepreneurship as a “rare privilege” and highlighted being inspired by the session - **Moses Kemibaro, Dotsavvy**



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The summit was informative, i loved the speakers, panelist, it was encouraging to note that in retail we all face the same challenges and had an opportunity to access information and ideas to address these challenges – it was exciting to see retail as an industry that is growing and has surmounted so many pitfalls and growing strong – strength to strength - **Waithera Mwangi – Founder Ithira by Design**



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