



Leaders from Alibaba.com, Miravia, Destinia, Just Eat, Ikea, and Alain Afflelou to share their ecommerce success strategies at Retail Tech Fest

The international meeting, taking place from June 10 to 12 in Málaga (Spain), will showcase digital strategies and real-world use cases to boost the online sales of large companies, SMEs, and startups

Madrid, April 11, 2025. – With an increasing weight in the EU economy, the retail sector already represents 11.5% from the added value of the European Union and employs nearly 30 million people. Considering the relevance in the international sphere and the strategic role that technological innovation plays in its evolution, Adigital and DES - Digital Enterprise Show 2025 will organize for the first time **Retail Tech Fest**, the new meeting point for the retail and e-commerce ecosystem.

From **June 10 to 12 in Malaga**, the **Retail Tech Fest** will showcase the evolution of ecommerce, exploring the latest trends, digital innovations and strategies to succeed in this highly competitive market. In it, the attending managers will learn how to adopt AI throughout the industry value chain, how to integrate Augmented, Virtual and Extended Reality, the developments that are transforming customer service or the automation of the logistics chain.

These and other challenges will be addressed at an event that seeks to connect the executives, discover cutting-edge solutions and forge strategic alliances that will drive growth. To this end, the **Retail Tech Fest** will feature an exhibition area, where the latest leading technology initiatives in the field will be presented, and specialized sessions that will explore the latest trends and innovations in e-commerce.

A world-class inspirational ecosystem

The Retail Tech Fest will have an exclusive conference program composed of great voices that will serve as inspiration for the new retail era. Thus, on its stages will be representatives of major brands in the digital market, such as **Arianna Iseppi**, Country Lead at Alibaba.com; **Yann Fontaine**, CEO at Miravia; **David Cerdán**, Director of Strategy and Business Intelligence at Just Eat; or **Ricardo Fernández**, CEO at Destinia, the online travel agency, which has been a pioneer in certifying its artificial intelligence system. All of them will examine the prospects of the online environment pointing out the best practices to adapt to the changing demand.

In order to address the commitment to decarbonization will be **Laura Durán**, General Manager of Business Development and Sustainability at Ikea, who will share her approach to ESG. **Daniel Arribas**, Director General of Consumer Affairs at the Ministry of Social Rights, Consumer Affairs and Agenda 2030, will explain the strategies followed by the administration to ensure a safe and transparent growth of ecommerce in Spain, both for companies and customers.



The industry experts list is completed by **Fares Kameli**, CIO at La Casa de las Carcasas, one of the world's fastest-growing specialized chains, which has managed to distribute more than 900 stores globally, who will be joined by the CIOs of AR Hotels & Resorts, Lucía Martínez, and of the online directory, Top Doctors, **Jordi Cusido**.

They will be joined by **Gerardo Casas**, former Head of Ecommerce at the popular international toy chain ToysRUs; **Nuria Bello**, Head of Ecommerce at Conforama, the home furnishings company with more than 50 stores in the Iberian Peninsula; **Francisco Castejón**, CEO of Pienso y Mascotas, a leading website in Spain and Portugal focused on animal care products, and **Antonio Fagundo**, President at Masaltos, the footwear e-commerce company that sells in more than 120 countries.

Likewise, the Retail Tech Fest will bring together data specialists of the stature of **Aitor Farragut**, Chief Data Officer in Spain at Alain Afflelou, and **Justo Hidalgo**, Chief AI Officer at Adigital. From the same association will attend its president **Susana Voces**, who is also the CEO at Eventim Spain, Entradas.com parent company; and **Jordi González**, Director at the Observatory of Electronic Commerce, which emerged in the organization to promote the internationalization and growth of SMEs through the digitization of its sales channel.

Best in ecommerce

In addition to present the latest market proposals and success stories in the e-commerce field, the Retail Tech Fest will be the setting for the **Ecommerce Awards**, organized by the Ecommerce Observatory and promoted by Adigital. The awards will recognize companies and online sales initiatives that stand out for contributing to the growth and competitiveness of the economy through an innovative, safe, sustainable, responsible and generating consumer confidence ecommerce. The deadline for submitting nominations will be open until **May 12, 2025**.

[About DES | Digital Enterprise Show](#) (June, 10-12, 2025, FYCMA, Málaga - Spain): DES – Digital Enterprise Show is an event organized by Nebext – Next Business Exhibitions in collaboration with Málaga City Council and the Andalusian Regional Government. In its seven editions, it has become Europe's largest professional event on exponential technologies and a global benchmark for offering senior executives the latest solutions and products to support large corporations, SMEs, and European public administrations in their digital transformation. Over three days, DES combines technology and innovation with digital leadership, technological solutions for improving customer and employee experience, operational process optimization, and identifying new business models, services, and products across all industries.