



## **Retail professionals invited to power business recovery at UK's number 1 digital retail show**

**IRX & eDX takes place 13 & 14 October, NEC, Birmingham**

The retail and eCommerce landscapes have significantly shifted over the past year and a visit to [IRX & eDX](#) will provide retail professionals with the toolkit they need to support their business in the new climate.

Retailers, brands, industry experts and retail vendors from across the UK and Europe are invited to gather to hear from thought-leaders, discover innovative technology and learn how to power their business into the next decade.

Registration is now open for IRX (InternetRetailing Expo) & eDX taking place on 13 & 14 October 2021 at the NEC, Birmingham.

The UK's number 1 digital retail show combines insightful conferences with practical hands-on training on all aspects of online retailing - from eCommerce, mCommerce, and payments to fulfilment, international growth, B2B plus the latest in AR, VR and other disruptive technology.

The free learning programme across the two-day show has been created to directly address current challenges and issues faced by the retail sector including sustainability, customer experience and business growth. These topics are explored through a series of interactive workshops and a comprehensive conference with sessions from senior experts at Gymshark, DPD, Grenade and more.

Retail professionals can meet with over 150 leading suppliers - including Huboo, Trustpilot, WorldLine, RedEye and more – all with cutting-edge technology and innovative services to enhance customer experiences, increase sales and deliver efficiencies across online and in-store operations.

As one of the first live events since the pandemic, IRX has been designed with the retail community's business needs at its heart, with many opportunities to do business, learn and network face to face with others in the industry.

“We’ve witnessed huge changes in the retail sector over the past year,” explains **Stuart Barker**, Portfolio Director for IRX (InternetRetailing Expo), concludes: “A recent study by Kantar concluded that lockdown shopping habits are likely to continue with 33% of households believing their volume of online purchases will increase, accounting for one-third of total retail sales by 2024, according to eMarketer. These are significant figures and IRX & eDX is here to provide the retail industry with knowledge, insight, inspiration and connections to ensure they can thrive in the new digital world.”

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**Register – for free – [here](#).**

**#IRX21**

[www.internetretailingexpo.com](http://www.internetretailingexpo.com)

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Notes to editors:

IRX (InternetRetailing Expo) & eDX is the UK’s number one digital retail show and takes place on 13 & 14 October 2021 at the NEC, Birmingham.

The event will be COVID-secure, with all attendees expected to prove they have been fully vaccinated or have a recent negative lateral flow test.

For more information about travel to the show, click [here](#).

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