

**“IT’S NOT ABOUT HOW TO SELL ONLINE, IT’S ABOUT HOW TO DO IT BETTER”**

*Multichannel efficiency and online delivery on the menu at IRX and EDX 2015 – bigger and better than ever before*

**London 15<sup>th</sup> January 2015**—Retailers from across the globe will learn about the latest innovations and best practice in multichannel retail from the leaders of the sector this March at the **Internet Retailing Expo (IRX)** which, new for 2015, is co-located with the **eDelivery Expo (EDX)**; ensuring visitors leave the show knowing about the latest innovations and trends shaping the landscape.

Over 7,000 visitors will hear from John Lewis, ao.com, made.com, Monsoon Accessorize, Selfridges, Twitter and more who will reveal topics such as how to build the **omnichannel store of the future**, discuss how to overcome cross border barriers, discover the best integration of mobile in multichannel retail and explore how superior delivery will help online business soar to the next level.

Whether it is facial recognition software, contactless payment, smart labels, on-demand delivery, digital changing rooms, virtual stores, 3D printing shops or robotic assistants; **The Digital High Street** is a brand new feature that will showcase suppliers of new and innovative technologies that are driving the ‘bricks meets clicks’ experience.

The show will also feature a **Digital Payments Village** showing visitors the variety and commercial advantages of the payment methods available and how businesses can take advantage of this.

The **Brands Direct Marketplace Theatre** will hear from retailers, suppliers and the marketplaces themselves who will share their insights on how to make the most of opportunities by looking at the range and depth of provision and opportunities presented through marketplaces.

IRX 2015 goes overseas to bring international knowledge and technology to the UK. With **Chinese and Indian pavilions** as well as exhibitors from Brazil, North America and across Europe, alongside over 250 of the UK’s leading multichannel suppliers, visitors will be able to interact with key players from the biggest markets in the world.

New for this year is the co-located eDelivery Expo (EDX); the only European event dedicated to serving the multichannel logistics and operations professional. With speakers from John Lewis, Wayfair, Shop Direct and Deckers, themes for the event will centre on delivering online shoppers in-store, look in depth at the delivery and logistics industry and discuss the best practices and success stories within it.

The **IREU Top500 Footprint** which will be exclusively unveiled at the IRX 2015. Following the critically acclaimed IRUK Top500 Multichannel Performance Index, the IREU Top500 will continue its unique exploration and indexing of Europe’s Top500.

Speaking about the show, Mark Pigou, Founder of Internet Retailing Magazine & Events UK, said:

**“With over 250 exhibitors showcasing the latest innovations that are driving revenue for retailers, as well as the leading names in the sector, both IRX and EDX offer visitors two days of education, networking and relationship building, all under one roof.**

**“Bigger and better than ever before, with new features such as The Digital High Street, the Digital Payments Village and Brands Direct Market Place Theatre, we’re looking forward to record numbers of visitors all wanting to learn how best to sell online.”**

Both IRX and EDX are part of InternetRetailing and eDelivery - the magazines, portals and events for European ecommerce and multichannel retailing. For more information and to register for your free visitor e-badge, visit [www.internetretailingexpo.com](http://www.internetretailingexpo.com) or [www.edeliveryexpo.com](http://www.edeliveryexpo.com)