



Retail Summit

Healthy Relationships 10-12 / 3 / 2026

Prague Congress Centre

www.retailsummit.cz/en

Platinum Partners

Gala Evening Partner

Organizers

czechpromotion



gondella



Retail Summit 2026: A Space for Building Healthy Relationships

Retail business is a web of relationships. Between retailers and suppliers. Between customers and the way they are served. Between people and technologies.

What kinds of relationships prevail in business today? They can be short-term experiments and pragmatic agreements, but also reliable partnerships built over many years.

For more than 30 years, Retail Summit has been a place where relationships are formed and deepened, both professional and personal. Over time, we have learned that healthy relationships work best.

Only they lead to mutually beneficial cooperation. Tension between retailers and suppliers has always existed, but mutual respect, clear rules and shared data can significantly ease the path toward long-term growth for all.

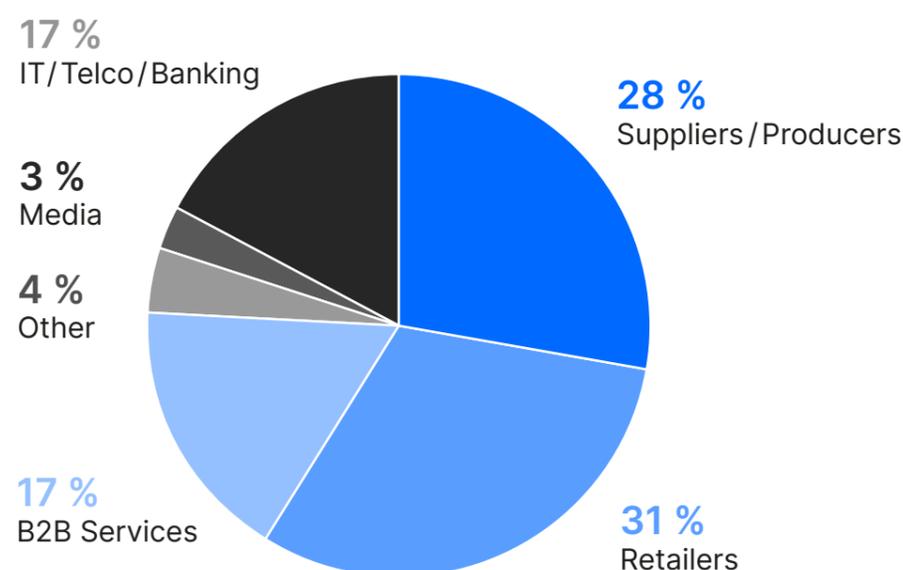
How to face today's retail challenges together will be discussed at the 32nd edition of Retail Summit. Come and meet in person and help set the parameters of cooperation that make sense both for customers and for business results.

We look forward to seeing you on March 10-12, 2026 at the Prague Congress Centre.

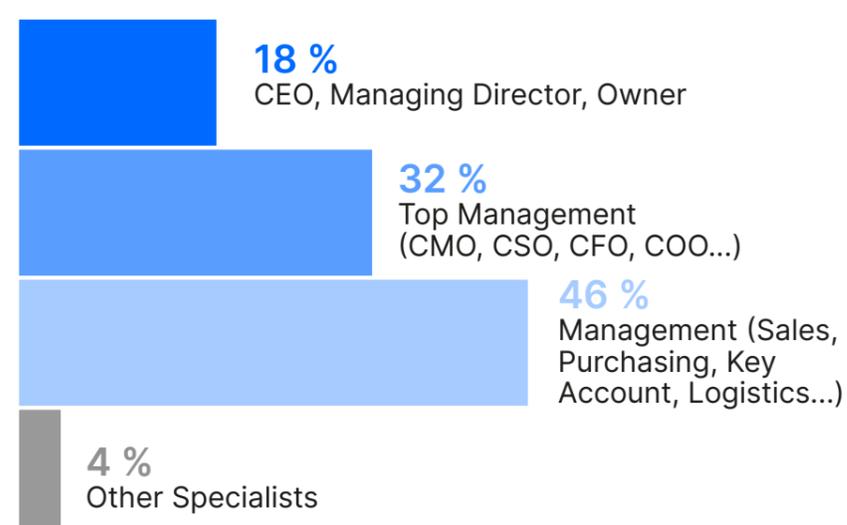
On behalf of the organizing team,
Jan Patera, Partner, Blue Events

At the previous edition, more than
1,200 participants attended

Sectors



Positions



Meet the moderators



Karel „Kovy“ Kovář
Moderátor



Romana Nýdrle
SOCR



Martin Dolejš
Mastercard



Jan Patera
Blue Events



Tomáš Tluchoř
GS1 Czech Republic



Lenka Bojdrová
Plzeňský Prazdroj



Tereza Ordóñez
Blue Events



Petr Kallista
Business Consultant



Tomáš Drtina
Incomind



Ján Zajíc
BIQ Group

Featured speakers



Alice Barochová
Billa



Dalibor Bosák
Gondella CZ



Jan Černý
Decathlon



Petra Dolejšová
Bez paragrafu



Tomáš Dvořák
Oxford Economics



Lukáš Havlásek
Notino



Daniela Hlaváčková
Mars



Karol Jakubek
Rossmann



Pavel Kulfánek
Kaufland



Vašek Macíček
Shopsys



Radek Nachtmann
PVA Systems



Jiří Nehasil
makro ČR



Olin Novák
Rohlik Group



Rado Parrák
Alza



Lukáš Poncza
Wanzl



Tomáš Prouza
SOCR ČR



Luboš Rybár
Globus ČR



Stephan Rüschen
Retail Professor



Agnieszka Śpionek
Mastercard Services



Martin Templar
Mars Snacking



Peter Topor
Aukro



Roman Trzaskalik
Plzeňský Prazdroj



Jozef Valenčík
Sluno



Lukáš Václavík
Sluno



Hana Říhová
YouGov



Vladimír Výborný
BIQ Group



Lucie Zajícová
NIQ



Stefan Wehner
YouGov

Keynote Speaker Magnus Lindkvist

The author of *How to Make AI Useful* uncovers the megatrends redefining growth, from shifting demographics and technological transformation to the human search for meaning.



Program of Retail Summit 2026

Prolog: Tuesday 10 / 3 / 2026

14.40–17.00

The Best of Czech Promotion Summit

How can you increase your market share? In what ways does marketing work differently than we used to think? And how did CityZen manage to ensure that every third Czech knows the brand within five years?

This is just a taste of the program prepared by the marketing agency Czech Promotion. This year, they once again bring an afternoon packed with know-how that will make your marketing start generating real revenue.

czechpromotion

16.30–18.30

Friends of Pets: For healthy growth

Get to know the key trends, consumer shifts and business opportunities in the fast-evolving pet food and pet care segment. Data and industry leaders will show where new growth potential is emerging for both retailers and manufacturers.

Moderated by *Tereza Ordóñez*, Partner, Blue Events



17.00–21.00 Get-together:
Networking

19.00 CEO Dinner (By invitation only)

Day 1: Wednesday 11 / 3 / 2026

8.00–9.00 Registrace

Main Hall program moderated by *Karel „Kovy“ Kovář*



9.00–11.00 Part A

Healthy Growth, Healthy Life, Healthy Relationships

Tomáš Prouza, President, SOCR ČR and Vicepresident, EuroCommerce

The End of Healthy Relationships? Macroeconomic Outlook for Retail in a Tense Global Economy

Tomáš Dvořák, Senior Economist, Oxford Economics

How Healthy Is Today's E-commerce?

Lukáš Havlásek, Chief Brand and Ecommerce Officer, Notino

CEO Debate: Retailers' Perspective on Industry Trends

Karol Jakubek, Managing Director, Rossmann

Jiří Nehasil, CEO, makro ČR

Olin Novák, Chief Revenue Officer, Rohlik Group

Beyond the Noise: What's Ahead, What Matters, What Moves Us

Magnus Lindkvist, futurologist and trendspotter

Keynote

11.00–11.30 Coffee Break

11.30–13.30 Part B

Mastercard Retailer of the Year 2025: Innovator in Retail category



The showcase of three nominated projects will be introduced by:

Martin Dolejš, Business Development Director CZ/SK, Mastercard

At the end, participants will vote to select the category winner.

Creating shoppportunities

Lukáš Poncza, Head of Business Department, Wanzl

The Future of the Checkout Zone

Daniela Hlaváčková, Category Strategy Director, Mars Europe & Central-Euroasia

Martin Templar, Transaction Zone Director, Mars Snacking

Healthy Relationships in Practice: Why Globus Is Strengthening Online While Others Are Slowing Down

Vašek Maciček, Project Director, Shopsy

Luboš Rybár, Director of IT & E-commerce

The Path to Healthy Growth

Lucie Zajíčová, Customer Success Leader, Retailer Services CZ&SK, NIQ

13.30–14.30 Business Lunch

13.30–14.30 V.I.P Lunch (By invitation only)



14.30–16.15 Part C

A generational story: why Gen Z want it all and whether they can have it

Agnieszka Śpionek, Vice President, Mastercard Services

How to Open a Store in 4 Weeks

Dalibor Bosák, General Manager, Gondella

Smart Store 24/7 – The Future of Retail?

Stephan Rüschen, profesor pro Food Retail a Retail Management, DHBW Heilbronn

The Portal That Rules Master Data – MDI Sluno and Albert

Jozef Valenčík, Service & Key Account Manager, Sluno

Lukáš Václavík, Chief Strategy Officer & Director Retail Division, Sluno

Was Love or Loyalty First?

Pavel Kulfánek, Head of BI & CRM, Kaufland

16.15–16.45 Coffee Break

16.45–18.30 Parallel Program Sessions D

D1: A New Era of Retail Payments

The payments world is undergoing fundamental transformation, bringing new requirements for retailers domestically and abroad. We will offer a practical view on preparing for payment modernization, navigating differing fiscal regulations across countries, and maintaining peace of mind when expanding to new markets. We'll also explore fintech inspirations, smart options for digital receipts, and how to set up a payment infrastructure that is secure, efficient, and customer-friendly.

Moderated by *Martin Dolejš*, Director Business Development, Mastercard

Alice Barochová, Head of Finance and Accounting, BILLA ČR

Aneta Dyňka, Business Development Manager, Comarch

Ondrej Farkas, Payment Transformation Lead, FiskalPRO by A3 Soft

Ondřej Janda, CSO, Fidoo

Peter Topor, CEO, Aukro

Josef Voda, Founder & CEO, Buylo



D2: Healthy Customer Experience

A strong customer experience (CX) has become a key source of brand differentiation and competitive advantage at a time when rational benefits are increasingly similar. Modern retail, however, requires the ability to adapt in real time. We will present solutions that make this possible – from more accurate product information to more effective communication and experience management across channels.

Moderated by *Tomáš Tluchoř*, CEO, GS1 Czech Republic

Jan Černý, Customer Experience Leader, Decathlon

Jan Los, Chief Commercial Officer, Marketup

Jaroslava Matoušová, Head of Westfield Rise CZ/SK,

Unibail-Rodamco-Westfield Group

Ivan Utěšil, CEO, Košík

Dominik Zacharewicz, Managing Partner & Co-founder, Loyalty Point

Wiktoria Goliszek, Global Strategy Director, Loyalty Point



19.30–23.00 Gala Evening

The evening is hosted by *Zorka Hejdová* and *Tomáš Zástěra*

During the evening, the winners of
Mastercard Retailer of the Year will be announced.



Day 2: Thursday 12 / 3 / 2026

9.00–10.45 Parallel Program Sessions E

E1: Category Management as a Source of Growth

A practical look at using behavioral science insights in category management: how to build category value, respond to real customer behavior, and use modern planning tools for assortment localization across store types. Includes new possibilities for AI-driven planogram automation.

Moderated by [Lenka Bojdová](#), Category Development Lead CZ/SK, [Plzeňský Prazdroj](#)
[Petr Kavánek](#), CEO & Co-owner, Quant Retail
[Linda Michaličková](#), B2C Project Manager, LKQ
[Roman Trzaskalik](#), Sales Director, [Plzeňský Prazdroj](#)
[Štefan Sarvaš](#), Growth Legacy Consultant, Mars Strategy
[Stefan Wehner](#), Global Director Retail Multinationals, YouGov



E2: New Trends in Retail Formats

New customer needs are also reflected in new demands on retail formats. The undisputed leader in growth is e-commerce, while mid-sized supermarkets and discounters are also performing well but even they must continuously innovate their assortments and deliver a convenient connection between brick-and-mortar and online sales. This is often achieved through more efficient courier services, provided that quality and the last mile are kept under control. Which concepts are currently winning in the market?

Moderated by [Jan Patera](#), Partner, Blue Events
[Jana Bánhidai](#), Commercial & Marketing Director, BENU Česká republika
[Dalibor Bosák](#), General Manager, Gondella CZ
[Radek Nachtmann](#), Director, P.V.A. systems
[Jörg Bauer](#), Independent Retail Consultant
[Michal Kramer](#), Head of Marketing Communications, Tipsport

E3: Healthy Eating

The ways people think about food are undergoing a fundamental transformation. Consumers are not only more demanding and better informed, and more sensitive to where food comes from and what it contains, but also to how it aligns with their values and lifestyles. Manufacturers and retailers will open up the topic of new opportunities this shift brings, offering a look into the future of healthy eating and the strategies that are shaping the direction of the entire market.

Moderated by [Romana Nýdrle](#), Retail Director, SOCR
[Jiří Caudr](#), Interim CMO, Pilulka
[Jan Gavenda](#), Manager makro akademie, makro ČR
[Petr Chvojka](#), Head of Procurement, Penny
[Hana Říhová](#), Commercial Director CEE Advanced Solutions, YouGov
[Anna Schlindenbuch](#), Head of Marketing, UGO Trade
[Zuzana Žubor Kágerová](#), Sales and Marketing Director, Zvolenská mlékareň



10.45–11.30 Coffee Break

11.30–13.15 Parallel Program Sessions F

F1: Healthy Supply Chain

A healthy supply chain requires better mutual understanding and data exchange between retailers and suppliers. We'll focus on what information needs to be shared for proper stock levels, efficient planning, and stable product availability. A systemic-science coach will help uncover hidden cooperation patterns and suggest improvements.

Moderated by [Petr Kallista](#), firemní kouč
[Oto Hausmann](#), CEO, Logio
[Stanislav Martínek](#), Supply Chain Manager, Nestlé
[Pavel Horčíčko](#), Director of Supply Chain, Plaček Group
[Luboš Veselý](#), CEO, Grit

F2: Loyalty Programmes & Personalisation

How to use customer data to create more targeted and appealing offers, motivate repeat purchases, and build long-term brand loyalty. The average Czech uses 20 loyalty programmes, but their effectiveness varies widely.

Moderated by [Tomáš Drtina](#), Managing Partner, Incomind
[Pavel Kulfánek](#), Head of BI & CRM, Kaufland
[Marek Dvořák](#), CMO, Dr. Max Česká republika
[Petra Dolejšová](#), marketing and e-commerce focused lawyer
[Ondřej Knot](#), Co-founder & CEO, Dateio
[Alžbeta Ivanovičová](#), Service Design Lead, Lighting Beetle
[Pavel Vykydal](#), Senior Strategist, Dentsu

F3: Use of AI in Online and Offline Retail

Artificial intelligence is becoming an integral part of modern retail and is fundamentally transforming the way sales operate. This section focuses on the practical use of AI technologies in both online and brick-and-mortar environments from automatic product recognition at checkouts and weighing systems, through improving service efficiency and operational processes, to the integration of data, IoT, and smart retail solutions. It presents concrete examples of how AI increases accuracy, speeds up the shopping process, and reduces errors across all processes.

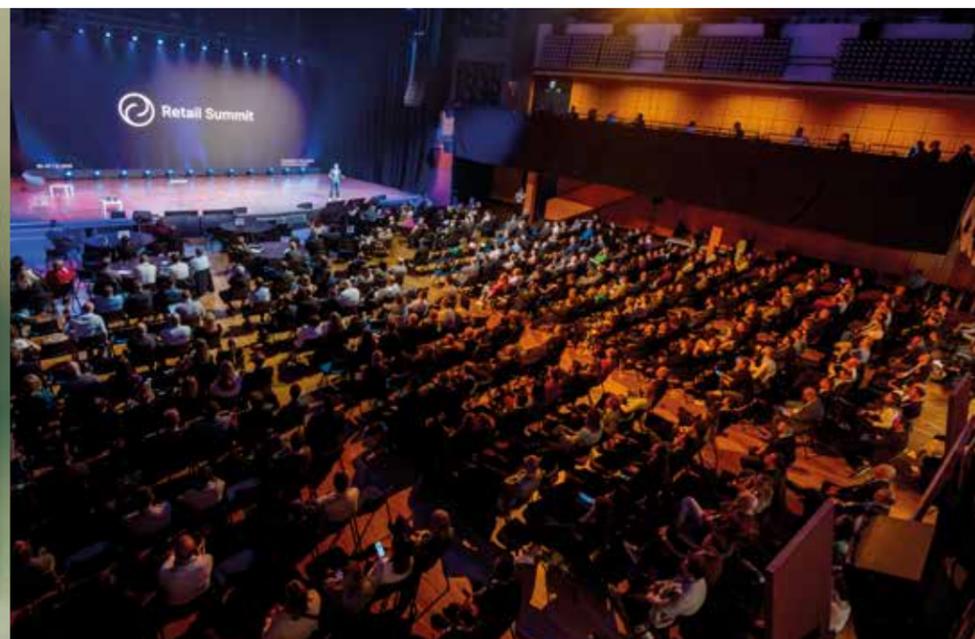
Moderated by [Ján Zajíc](#), Director of Data & AI, BIQ Group
[Vladimír Výborný](#), Consulting Director, BIQ Group
[Pavel Novotný](#), AI expert, Mettler Toledo
[Rado Parrák](#), Head of Data, Alza
[Filip Krejčí](#), CEO, MageXo
[Aleš Kupčák](#), IT Director, Albert ČR

13.15–14.30 Lunch



>>>

& Special Guest:
[Jelen band](#)



Retail Summit 2026 in numbers

3 days

of inspiration and networking

40+ exhibitions

of partners and experts

13 hours

of expert program

70+ speakers

and panelists in the program

32. edition

of the retailers and suppliers meeting

1200+ participants

and their list in the app





How to participate?

Visit retailsummit.cz/en and choose the type of registration that suits you best!

Entrance fee

Basic

for 1 person

20 900 Kč (+ VAT)

Group

3+ from 1 company

13 400 Kč (+ VAT)

Admission includes:

- three-day program and refreshments
- the Mastercard Retailer of the Year social evening
- access to the participant list in the app and the option to contact them
- speakers' presentations available for download after the event

Venue

Prague Congress Centre

5. května 1640/65, 140 00 Praha 4

www.praguecc.cz

Organized by:

Blue Events, s.r.o.

Hlubočepská 38c, 152 00 Praha 5

Tel: +420 222 749 841

E-mail: info@blueevents.eu

Czech Confederation of Commerce and Tourism

U Prašné brány 1078/1

110 00 Praha 1

Tel: +420 224 230 572

E-mail: sekretariat@socr.cz



Retail Summit 2026 Partners

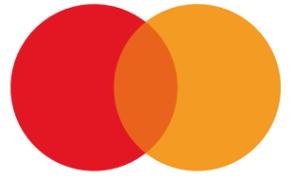
Platinum Partners

czechpromotion

gondella
shaping stores,
storing smiles.



Gala Evening Partner



Soft Drinks Partner



Smart Store 24/7 Partner



Digital Solution Partner



AV Partner



Pet Food Partner



Gold Partners

NIQ



wanzi

Hortim GROUP
Member of **Dole**

NOTINO



MARS



YouGov



Silver Partners

FARKASOVA INTERNATIONAL
EXECUTIVE SEARCH



Buylo



Kupi.cz

TV Tipsport

logio

mageXo

STOCK
ČESKÁ REPUBLIKA

Lighting Beetle*

ngretail
next generation software

METTLER TOLEDO



dentsu



Posigneo

passmachine

Westfield R.I.I.S.E



COMARCH



globalpayments



Bronze Partners



papelote

INABA CIAO



RN SERVIS
WE ♥ RETAIL



Media Partners



AI CRUNCH



instore



cardmag

Packaging herald



RETAILNEWS

StartupJobs

