

## EuroShop 2023 and Worms University Faculty of International Management/Retail Management to enter a cooperation

***Closer dovetailing of retail practice and teaching +++ 1 March 2023 is the “University Day” at EuroShop +++ Dedicated guided tours for young talents***

EuroShop, the World’s No. 1 Retail Trade Fair, from 26 February to 2 March 2023 in Düsseldorf, and the International Management/Retail Management Faculty at Worms University are to start a promising cooperation. It aims, on the one hand, to give students the opportunity to experience the innovative power of the sector hands-on at the trade fair in all eight Experience Dimensions on the world’s most relevant retail platform thereby allowing them to deepen their practical perspectives. On the other, it presents the University and itself to the international expert retail audience.

### **Worms University with own stand at EuroShop**

Worms University already successfully established its International Management/Retail Management Faculty as early as 1978. It prepares graduates specifically for careers in retail. Their final dissertations are highly relevant for retail practice and are often prepared in cooperation with renowned retailers. Subjects include sustainability in retail, “Smart Cities” and Supply Chain Management 2.0. The best dissertations will be presented at Worms University’s dedicated stand at EuroShop 2023.

Preparing the trade fair participation, active participation during the trade fair, design of the stand and marketing materials plus active use of the online marketing tools provided by EuroShop – all this makes up a project forming part of the curriculum for the current term. By being actively involved the students will expand their knowledge and acquire valuable experience in project management – which will benefit them later in life.

“Skilled labour shortage is also a burning issue for retailers. At Worms University we see the need to impart course content in an as vocational



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way as possible so that our graduates can contribute to their company's success as soon as possible," says Prof. Dr. Nektarios Bakakis, Professor for Retail Management.

### **"University Day" with guided tours on 1 March**

1 March 2023 will see EuroShop and Worms University organise the "University Day" where "Young Talents" from universities with connections to retail can visit EuroShop at discounted rates and register for special tours. During these guided tours participants are introduced to selected companies addressing various focal trade fair themes. Coordination is in the hands of the Worms University.

"Promoting young talents has always been close to our heart and the cooperation with various universities for EuroShop already looks back on a long tradition," emphasises Elke Moebius, Director EuroShop and adds: "I am very curious to see the presentation of the final dissertations. Very often it is especially these young talents who provide key impulses for retail owing to their fresh, unbiased approach and new gen perspective."

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In 2023 to the tune of 1,700 exhibitors from over 40 countries will be showcasing their latest products and forward-looking solutions specifically geared to retail. At the previous EuroShop in 2020 the international expert audience travelled to Düsseldorf from 142 nations.

EuroShop is open to trade visitors from Sunday, 26 February to Thursday, 2 March 2023, daily from 10.00 am to 6.00 pm. Admission tickets are only available online at [www.euroshop.de/2130](http://www.euroshop.de/2130). 1-day tickets cost € 70.-, 2-day tickets are € 120.- while the season ticket is € 165.-.

For more information visit [www.euroshop-tradefair.com](http://www.euroshop-tradefair.com). The online magazine of EuroShop can be found here: <https://mag.euroshop.de/en/>.



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EuroShop Group: 



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