EuroShop Middle East postpones debut to 2027

The premiere of EuroShop Middle East in Dubai has been postponed to October 25–27, 2027. This decision was made by Messe Düsseldorf and the Messe Düsseldorf Gulf Office to ensure the best possible environment for exhibitors, partners, and visitors. The postponement is intended to create optimal conditions for the successful launch of the new retail platform in the Middle East and to provide the international EuroShop community with stable and reliable framework conditions as well as the high standards associated with the international EuroShop portfolio.

The teams at Messe Düsseldorf and the Messe Düsseldorf Gulf Office continue to work intensively on preparations for the event, which has already met with great interest on the market winning over numerous companies as well as partners from the international retail arena.

“EuroShop Middle East is a project of strategic importance to us and a significant step for the international further development of the EuroShop portfolio. This is precisely why we wish to realise the event in an environment that offers our exhibitors, partners and visitors maximum planning safety and optimal conditions for successful business,” explains Petra Cullmann, Executive Director Messe Düsseldorf. “We are convinced the postponement is the right step to make the event a success long term.”

For decades EuroShop has been among the world’s leading platforms for retail technologies, shopfitting, store design and retail innovation. With the planned expansion in the Middle East Messe Düsseldorf is underlining the brand’s international standing and the rising relevance of the region for global retail.

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