



European Capitals of Small Retail 2026 Awards Ceremony

28 January 2026 – Cardo Hotel, Av. du Boulevard 14, 1210 Brussels

Agenda

11:30 Registration
12:30 – 13:50 Lunch

OPENING

14:00 – 14:15 Opening performance
Welcome by the European Commission

- **Kristin Schreiber**, Director, Chemicals, Bioeconomy and Retail, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW)
- **Momchil Sabev**, Director, European Innovation Council and SMEs Executive Agency (EISMEA)

Presentation of the European Jury

- **Natalia Martínez Páramo**, Head of Unit, EISMEA, SMP/SME Pillar, Internal Market and Support to Standardisation (EISMEA)

PRESENTATION OF THE SHORTLISTED CITIES

14:15 – 15:05 **Vanguard cities:** Makarska, Silandro, Silla
15:10 – 16:00 **Vibrant cities:** Braga, Caldas da Rainha, Fuenlabrada
16:00 – 16:20 Coffee break
16:20 – 17:10 **Visionary cities:** Barcelona, Utrecht, Zaragoza
17:10 – 17:55 Networking break

EU RETAIL POLICY PANEL

18:00 – 18:50 “Small Retail, Big Impact: initiatives supporting cities in revitalising small retail and building vibrant and resilient retail ecosystems”

Moderator:

- **Giulia Del Brenna**, Head of Unit “Textiles, Food and Retail”, European Commission, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW)

Speakers:

- **Emma Blain**, Member of the European Committee of the Regions, Councillor Dublin City Council
- **Valeria Vangelista**, EU Funding Advisor and Project Manager - Enterprise Europe Network
- **Marco Bianchini**, Economist and Coordinator of the D4SME Global Initiative, OECD
- **Eleonora Orso**, Policy Advisor and Forum Coordinator, Economic Development, Eurocities

AWARDS CEREMONY

19:00 – 19:45 Artistic performance

Keynote speeches:

- **Dolors Montserrat**, Member of the European Parliament, Vice-Chair of the European People's Party
- **Valère Moutarlier**, Deputy Director General, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW), European Commission

Proclamation of the winning cities

Photos

19:45 – 21:30 Cocktail reception



Small Retail
BIG IMPACT

