



European Capitals of Small Retail 2026 Awards Ceremony

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

Draft Agenda

11:30 Registration

12:30 – 13:50 Lunch

OPENING

14:00 – 14:15 Inaugural performance
Welcome by the European Innovation Council and SMEs Executive Agency (EISMEA)
Presentation of the European Jury

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“

AWARDS CEREMONY

19:00 – 19:45 Artistic performance
Keynote speeches by the European Parliament and DG GROW, European Commission
Proclamation of the winning cities
Photos
19:45 – 21:30 Cocktail reception



Small Retail
BIG IMPACT

