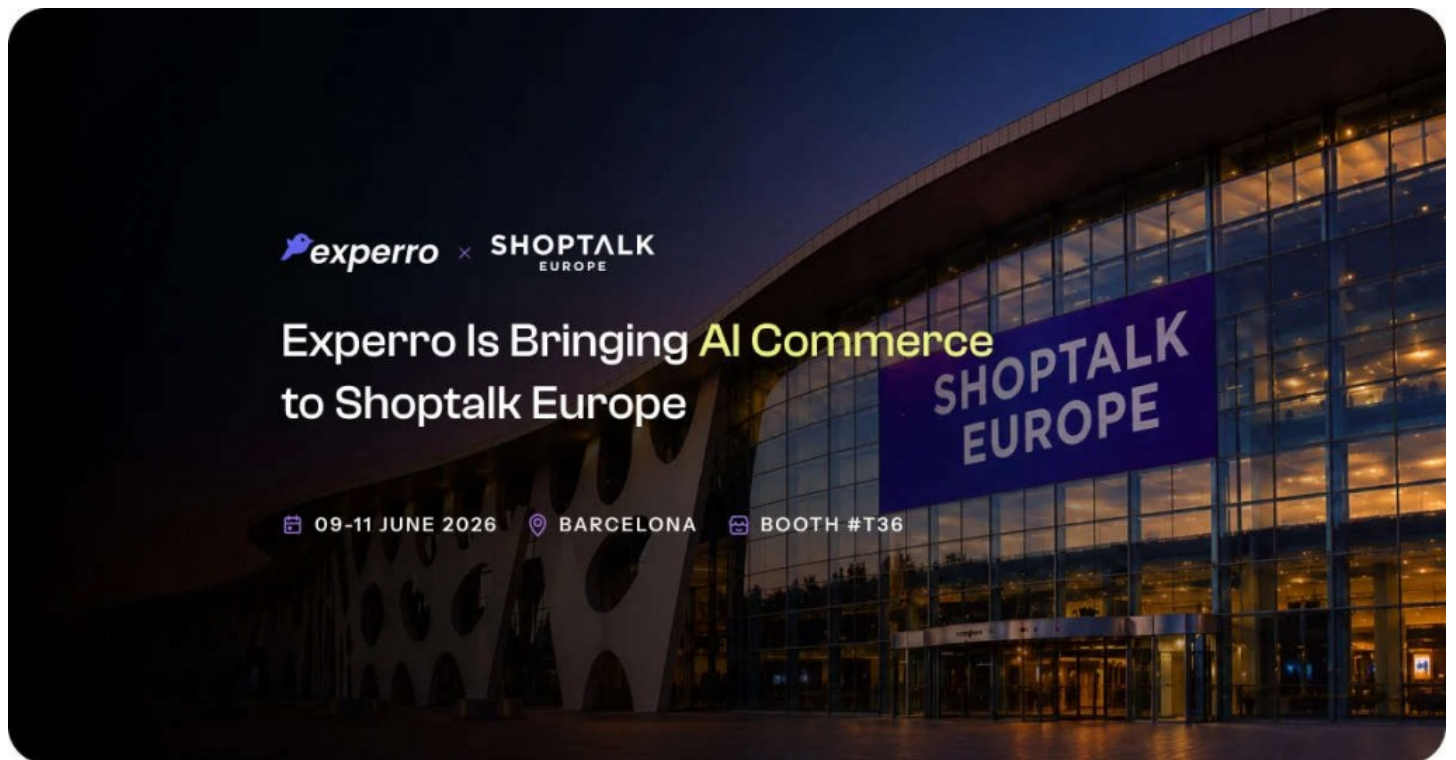


Hola, Barcelona! Experro Joins Shoptalk Europe 2026



Barcelona, Spain May 20, 2026 ([IssueWire.com](https://www.IssueWire.com)) - Experro is sponsoring and exhibiting at Booth #T36 during Shoptalk Europe 2026, taking place at Fira Barcelona Gran Via, Barcelona, Spain, from June 09-11, 2026.

As Europe's home for retail innovation, Shoptalk Europe Barcelona brings together retailers, consumer brands, investors and tech innovators to shape how tomorrow's consumers will discover, shop, and buy, both in-store and online. The 2026 edition is set to gather 4,500+ attendees from 60+ countries and 180+ speakers on stage.

Why Shoptalk Europe 2026 Matters

Generative AI in retail has moved past the experimental phase; agentic commerce is going from concept to live deployment, and GEO-driven retail is changing how brands earn visibility across new discovery surfaces.

This is the retail conference Barcelona has been waiting for. Billed as Europe's biggest industry party, it pulls together retail's boldest leaders across:

- 1) Apparel, Accessories & Luxury
- 2) Beauty & Cosmetics
- 3) Beverages & Alcohol
- 4) Consumer Electronics
- 5) Convenience Stores
- 6) Department Stores, Superstores & Discount Stores

- 7) Food, CPG & Grocery
- 8) Furniture & Home Improvement
- 9) Marketplaces, etc.

In short, retail transformed by AI and automation is the story this June, and Shoptalk Europe Barcelona is where that story gets told first.

What Experro Will Showcase at Booth #T36

As a Shoptalk Europe exhibitor, Experro is bringing the full product discovery stack already trusted by enterprise retailers, including Diamonds Direct, which lifted revenue by 42% in less than a year after going live on Experro.

The Experro booth will demo:

1. Agentic product discovery platform with [Gen AI search capabilities](#)
2. [AI-powered personalization](#) to customize product results and recommendations
3. Omnichannel commerce in order to unify the customer experience across all channels
4. [Conversational AI agent](#) to further help end shoppers to find products faster
5. Merchant Assistant to explain intelligent suggestions to retailers

Each capability is built for the operational reality European retailers actually deal with day to day, including fragmented customer touchpoints, multi-region catalogs, compliance pressure, and shoppers who expect Amazon-grade discovery on every site they land on.

Want to lock in time with the team in advance? [Schedule a demo](#) with team Experro today!

Experro Team Shares Its Vision

European retailers are not short on ambition. What they are looking for is a partner who can turn agentic commerce, Gen AI search, and AI-powered personalization into measurable revenue moves, not slide decks. That is the conversation my team and I are showing up to have at Shoptalk Europe 2026.

The brands defining the future of European commerce already know the playbook is changing. Along with the smart Gen AI functionalities, we are also bringing an advanced merchant intelligence reasoning assistant to the event. We honestly can't wait to walk them through how Experro can change what the next 12 to 18 months can look like for their business!

- Pratyaksh Salvi
Senior Sales Manager at [Experro](#)

Meet The Experro Team In Barcelona

Visitors to Booth #T36 are invited to sit down with the Experro team and dig into the search, merchandising, and discovery challenges sitting at the top of their roadmap.

Conversations will cover how leading brands are deploying agentic commerce in production, where generative AI in retail is delivering real revenue lifts, and how GEO-driven retail is reshaping the rules of organic visibility.

So, join Experro at Shoptalk Spain 2026 at Booth #T36 to see what the next chapter of European e-commerce looks like, demoed live, with the team that builds it.

About Experro

Experro is a Gen AI-powered e-store platform built for modern eCommerce. From Gen AI search and AI-driven personalization to agentic commerce and conversational discovery, Experro helps retail brands create shopping experiences that convert, at scale, in real time, without the complexity.

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Source : Experro

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