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RetRail Project

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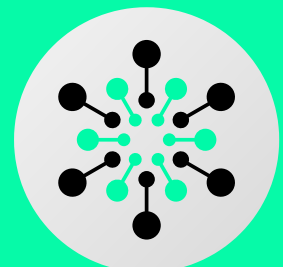
Final Transnational Project Meeting

On 26th of September 2023, the partnership of the RetRail project met for its final meeting in the wonderful city of Valencia, Spain. The partners had the opportunity to discuss the progress of the project so far, the closing tasks and most importantly - the completion of the e-learning training course providing methods and tools that aim at increasing both digital and on sight sales.



About the project

Over the last few years, the retail landscape has undergone rapid transformations, influenced by evolving consumer behavior and the relentless advance of technology. The “RetRail – New Trends in Retail Commerce” project is a collaborative initiative between several international partners that aims to introduce retail SMEs in the world of digital business innovation and help them to keep up with their larger counterparts to boost their sales.



RetRail

NEW TRENDS IN
RETAIL COMMERCE



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The RetRail Milestones

There are just a few days until RetRail's project official closure, and we are more than happy with what has been achieved during the past two years. The partnership has produced the following valuable resources, to facilitate the project's goals:

- **Comprehensive "New Trends in Retail" Guide:** The project has developed an exhaustive guide that captures the latest retail trends and innovations. This guide is a valuable resource for retail businesses seeking to stay competitive in a rapidly changing market.
- **E-learning course (for employees):** the course is about the successful implementation of methods and tools that aim at increasing both digital and on-site sales, where in each module employees will get their hands on different categories of methods and tools.
- **Training (for VET & company trainers):** the training aims to facilitate the successful transfer of knowledge and skills of the most effective digital and physical tools and methods in retail.
- **Enhanced Workforce Skills:** By offering training and educational resources, the project has empowered retail employees with both digital and on-site skills, ensuring they can meet the demands of the modern retail landscape.
- **Engaging Workshops and Events:** Partners have organized workshops, seminars, and promotional events in Spain, Bulgaria, Romania, Greece, Cyprus and Portugal, involving more than 345 people, and connecting industry professionals and stakeholders to share knowledge and insights into the digital retail revolution.

All of the RetRail resources are now publicly available free of charge and can be accessed via the [project's website](#).

Partnership

The partnership of the RetRail project is organized in a way that covers the necessary competencies for effective and successful implementation of the project, and therefore consists of 8 organizations from 7 different European countries.



Learn more about our partners and their main areas of activity on our official website.

<https://retrain.eu/>