

INTERNATIONAL RETAIL INNOVATION CHALLENGE

Blended Intensive Programme

23 – 27 February 2026

Den Bosch & Amsterdam

avans
university of
applied sciences





INTERNATIONAL RETAIL INNOVATION CHALLENGE

Why it matters

Many retailers need to continuously refine their store concepts to remain relevant to their target group. Partly due to the rise of technology and online sales, relevance and added value are more important than ever.

On the basis of a briefing from a real client/retail company, students will work to renew the current store/business concept and make it more relevant to the new generation of consumers.

Based on new developments in the field of technology, customer behavior, and international trends and development, the students will develop a new (store) concept and a new business model for the client in question.

INTERNATIONAL RETAIL INNOVATION CHALLENGE

Den Bosch & Amsterdam

- Online sessions combined with a one-week real life innovation challenge in Den Bosch
- Working for a client (retailer – to be announced later)
- Retail safari in Amsterdam
- Design thinking principles applied
- Learn in a multidisciplinary and cultural divers setting
- Improve your English language skills
- Work hard, make new friends and have fun!
- 3 ECTS certificate





INTERNATIONAL RETAIL INNOVATION CHALLENGE

Concept Programme

Online event: January/February, date tbc

- Introduction & workshop 'International Retail Trends'

23 – 27 February 2026 @ Avans

- Monday: Start & welcome, Kick-off Client
- Tuesday: Inspiration & Retail Safari in Amsterdam
- Wednesday: Guest speaker, lectures & workshops
- Thursday: Guest speaker, lectures & workshops
- Friday: Final presentations Client, Departure



SOUNDS INTERESTING?

Go for it!

- Take on the challenge of our retail partner
 - In a multidisciplinary & intercultural team
 - Learn and use the design thinking approach
 - Have fun!
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- More information, please contact:

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