

# Internet Retailer

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## A B2B e-commerce show debuts next week

Paul Demery | May 16, 2014

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**More than 30 speakers and more than 50 exhibitors of B2B e-commerce technology and services will appear at the first IRCE Focus: Brands & B2B conference and trade show next week in New York.**

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Robert D'Loren, chairman and CEO of Xcel Brands, which owns the Isaac Mizrahi fashion brand, and Tom Davis, global head of e-commerce at sports apparel and equipment brand company Puma, will deliver keynote addresses next week at the inaugural IRCE Focus: Brands & B2B conference and trade show in New York City.

Located at the Jacob Javits Convention Center, the event will feature more than 30 speakers involved with business-to-business e-commerce, plus more than 50 exhibitors of B2B e-commerce technology and services. Other speakers include B2B e-commerce professionals from footwear manufacturer Crocs Inc., apparel brand companies Hanesbrands Inc. and Steve Madden Ltd., power tools manufacturer Stanley Black & Decker Inc., and W.W. Grainger Inc., a distributor and branding company that sells maintenance, repair and operations products.

IRCE Focus: Brands & B2B, which runs May 18 through May 20, is being presented by IR Events Group, a division of Emerald Expositions, a global operator of industry conferences and expositions. Emerald also owns IRCE, the annual e-commerce conference and trade show (<https://www.digitalcommerce360.com/1156>) that will be held next month in Chicago.

Emerald acquired IRCE last year as part of its \$335 million acquisition of George Little Management. GLM had purchased IRCE the previous year from Vertical Web Media LLC, the publisher of Internet Retailer magazine, the Internet Retailer 2014 Top 500 Guide ([../..../top500research/?cid=T500-HP](http://www.digitalcommerce360.com/top500research/?cid=T500-HP)), and other Internet Retailer-branded products. Internet Retailer's publications also include B2BecNews, a weekly e-mail newsletter (<https://www.digitalcommerce360.com/3513>) that launched in January.

In his May 19 keynote address, D'Loren will address how his company's brands are connecting with consumers both directly and through retailers across multiple channels including stores, e-commerce sites, mobile commerce and TV. Davis, in the May 20 keynote, will discuss how Puma is managing global sales both direct to consumer and through retail partners.

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The conference will also include sessions on dealing with Amazon.com Inc. as both a competitor and business partner; managing multiple brands through multiple selling channels; developing markets in Asia and Latin America; how the food and gift industry is engaging digital commerce; and lessons learned from leading apparel and accessories brands involved in global commerce.

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