



PRESS RELEASE

Paris, 18 February, 2026

REuse Economy Expo returns on 19-20 May 2026 with a richer, more ambitious edition

Reuse Economy Expo, the European trade fair dedicated to reuse, repair, refurbishment, and remanufacturing, **will return on 19 and 20 May 2026**. It is the must-attend European event where economic opportunity and the sustainable transition come together !

Building on the success of its 2025 edition, the event will return with **numerous new features** and, for the first time, will be held at Paris Expo Porte de Versailles, supporting its growth and international reach.



According to Stephan Arino, Director of Public Affairs Western Europe at TOMRA : « *At a time when societal and environmental challenges are pushing economic actors to rethink their business models and accelerate their transition, REuse Economy Expo plays a key role as a major industry event. It brings together leading circular economy stakeholders to collectively address tomorrow's challenges and showcase concrete, innovative solutions to scale up and industrialise reuse across all sectors* »

Tickets are now available.

Expanded speaking opportunities and new formats

Following the strong success of the 2025 edition, during which many conferences were fully booked, Reuse Economy Expo 2026 will significantly expand its program.

What's new in 2026





- **Two conference stages :**

- a cross-sector stage dedicated to multisector reuse,
- and a new **stage focused on packaging**, a key value chain for scaling reuse.

- **A new keynote format**, featuring leading figures and top-level experts.
-
- **Brand-new masterclasses**, focused on **emerging strategic sectors**, notably **textiles** and **construction**.

How can reuse be accelerated across all sectors?

As the central theme of the 2026 edition, this question highlights the need for a multisectoral approach as a prerequisite for **industrialising reuse** and achieving scale.

Following a 2025 edition structured around four sectors (Packaging, EEE, Furniture and Objects, Consulting and Support), **Reuse Economy Expo 2026 welcomes two new key sectors at the heart of the event: Textiles and Construction and Building.**



Focus on a new sector 

Construction: a strategic sector on the verge of industrial-scale reuse

The building and construction sector must combine material reliability with robust sourcing strategies to successfully transition to reuse. Key success factors include component traceability through material passports, securing performance levels, warranties and insurance coverage, and structuring selective dismantling supply chains capable of supplying

a steady market with reconditioned components.

In 2026, the sector will also be directly impacted by the entry into force of **Extended Producer Responsibility (EPR) for professional packaging** (1 January 2026, with operational rollout starting on 1 July). Public authorities aim to structure industrial reuse value chains beyond isolated pilot projects, with quantified targets and dedicated economic mechanisms.

Until now largely invisible and poorly monitored, professional packaging will be subject to increased reporting and traceability, enabling a more accurate assessment of actual waste streams and real reuse rates, which are currently significantly underestimated. This momentum aligns with the European objectives of the **PPWR regulation for 2030**:

- 40% of transport and sales packaging reusable at EU level,
- 100% for inter-site and national B2B flows,
- 10% of grouped packaging reusable.

Digital Product Passport: traceability at the heart of multisectoral reuse

First discussed during a roundtable at the previous edition, the **Digital Product Passport (DPP)** will take centre stage in 2026 as a key lever for deploying reuse at scale.

REuse Economy Expo will host a **DPP Village**, led by **Cirpass**, dedicated to exploring traceability, data collection and interoperability solutions that are essential to enabling reuse across all sectors



According to Patrick Richard, Director of Clients & Services at ecosystem:

« Reuse is a major industrial lever for preserving our resources — provided we grow it collectively. As a partner of REuse Economy Expo, ecosystem brings together its EEE and battery partners to showcase concrete solutions and share real-world feedback. On 19 and 20 May, we will combine our approaches to support the event's ambition: scaling up reuse. Together, let's make extending the lifespan of equipment a strategic reality for all sectors »

REuse Economy Expo is a trade show organised by:



Supported by:

