



THE RETAIL CHAMBER
of Commerce



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BEEF MEAT POLLO BIRD

11
LECHE
HUEVOS
QUESOS
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10
CINCO DALES
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CAFE
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HRCOC

Corporate & Institutional Profile

2026–2030

The Retail Chamber

Leading the Future of Independent Retail

A New Era of Retail Leadership

From a bold idea born in 2019 to a national institution shaping the future of independent retail — this is the story of HRCOC.



2019

Foundation

The Hispanic Retail Chamber of Commerce is established with a singular mission: to unite, represent and empower independent grocery retailers across the United States.



2025

Transformation

HRCOC launches the Grand Retail Show, Diario Retail, Retail Academy and Hispanic Retail Jobs — building a full ecosystem of education, media, employment and industry events.



2030

Leading the Future

A national network of independent retailers, manufacturers, distributors and strategic partners — united under one vision for the future of American retail.



Julio Ibanez

President

The Hispanic Retail Chamber of Commerce

chairman@hispanicretailchamber.org

A MESSAGE FROM THE PRESIDENT

A Vision for the Next Decade

Dear Members, Partners and Industry Leaders,

Retail has always been much more than stores, products or transactions. It is where communities connect, families grow, entrepreneurs build their dreams and local economies thrive. For millions of Americans, independent retailers remain one of the strongest drivers of opportunity, innovation and service.

When we co-founded the Hispanic Retail Chamber of Commerce in 2019, our vision extended far beyond creating another business association. We believed the independent retail industry deserved a professional organization capable of connecting retailers, manufacturers, distributors, service providers and strategic partners through knowledge, collaboration and long-term business development.

Over the past several years, that vision has evolved into a growing national ecosystem. We have strengthened relationships across the industry, launched educational initiatives, expanded strategic partnerships, developed new business platforms and created opportunities that help independent retailers compete in an increasingly dynamic marketplace.

As we enter the 2026–2030 strategic cycle, HRCOC begins a new chapter. This new era is defined not only by organizational growth, but by the incorporation of an executive leadership team whose members bring decades of experience leading independent supermarkets, multicultural grocery chains and some of the most respected retail organizations in the United States.

Our commitment remains clear. We will continue investing in education, retail intelligence, executive leadership, business development, strategic partnerships, advocacy and innovation. We will strengthen the connections between retailers and manufacturers, promote new opportunities for independent businesses and build platforms that prepare our industry for the challenges and opportunities of tomorrow.

The future of retail will belong to organizations that embrace collaboration over competition, knowledge over assumptions and long-term vision over short-term thinking. HRCOC is committed to being that organization.

Together with our members, partners and industry leaders, we are building an ecosystem where independent retailers can innovate, grow and lead with confidence. The next decade represents an extraordinary opportunity – not simply to respond to change, but to help shape it.

Thank you for your continued trust, your partnership and your commitment to strengthening the future of independent retail. Together, we will continue building an organization worthy of the industry it represents.

Sincerely,

A handwritten signature of Julio Ibanez in black ink. The signature is stylized and includes a small graphic of a shopping cart at the end.



Daniel Esteban Novoa

Executive Vice President

The Hispanic Retail Chamber of Commerce

novoa@hispanicretailchamber.org

THE HRCOC ECOSYSTEM

Grand Retail Show

Retail Academy

Diario Retail

SBG Purchasing Center

Hispanic Retail Jobs

Strategic Partnerships

A MESSAGE FROM THE EXECUTIVE VICE PRESIDENT

Building an Ecosystem, Not an Organization

Dear Members, Partners and Industry Leaders,

When we co-founded HRCOC in 2019, we envisioned an organization that would extend far beyond the traditional role of a chamber of commerce. Our goal was to build an ecosystem where education, media, business development and industry collaboration work together to strengthen independent retail.

What we have built together over the past several years is not simply a membership organization. It is an ecosystem — a connected network of platforms, programs, events and partnerships designed to serve every segment of the independent retail industry, from the single-store operator to the regional chain, from the emerging manufacturer to the established national distributor.

Today, that ecosystem comes to life through our platforms.

The Grand Retail Show brings the industry together. The Retail Academy builds the next generation of retail leaders. Diario Retail keeps our community informed. The SBG Purchasing Center creates real buying power for independent operators. Hispanic Retail Jobs connects talent with opportunity. And our Strategic Partnerships open doors that were previously closed to independent businesses.

Each of these platforms was built with a single purpose: to make independent retail stronger, more competitive and more sustainable. Together, they form an ecosystem that no single program could achieve alone.

As we enter the 2026–2030 cycle, our focus is on deepening these connections — between retailers and manufacturers, between education and practice, between local communities and national markets. We are building the infrastructure that will enable independent retail not simply to survive — but to lead.

The decade ahead represents one of the greatest opportunities in the history of independent retail. HRCOC exists to ensure that this sector has the voice, the tools and the leadership it deserves.

We are grateful for your trust and your partnership. Together, we are not simply building an organization — we are building the future infrastructure of independent retail.

Sincerely,

Who We Are

Redefining What a Modern Retail Chamber Can Be

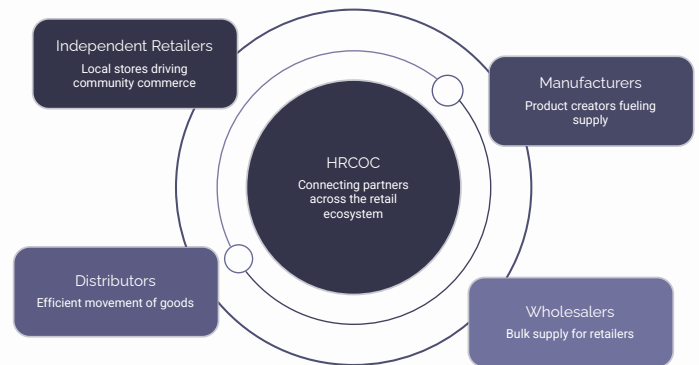
HRCOC — The Hispanic Retail Chamber of Commerce — was founded on a simple but powerful conviction: that independent retail deserves the same institutional infrastructure, strategic intelligence and professional representation that has long been available only to the largest corporations in the industry.

We are not a traditional chamber of commerce. We are a national ecosystem — a connected network of platforms, programs, events and partnerships built to serve every segment of the independent retail industry. From the single-store operator to the regional chain. From the emerging manufacturer to the established national distributor. From the local community to the global marketplace.

Our work spans education, media, business development, industry events, purchasing power, employment and strategic advocacy. Each platform we have built serves a specific need within the ecosystem. Together, they form something greater than the sum of their parts — an institution that the independent retail industry can rely on for decades to come.

We do not simply represent the retail industry. We help build its future.

HRCOC is headquartered in the United States and serves a national membership of independent retailers, manufacturers, distributors, wholesalers, service providers and strategic partners. Our vision extends beyond borders — connecting the American independent retail sector with international markets, global organizations and the next generation of retail leadership.



PLATFORM PURPOSE *HRID – Transforming retail data into business intelligence and opportunity.*



HRID

The Intelligence Behind the Ecosystem

HRID is HRCOC's proprietary retail intelligence platform, designed to organize, connect and continuously expand one of the most specialized ecosystems of independent retail decision-makers in the United States.

More than a directory, HRID serves as a dynamic business intelligence infrastructure that helps connect retailers, manufacturers, distributors, wholesalers, service providers and strategic partners through verified information, market knowledge and relationship-driven opportunity.

Its purpose is simple: to transform information into opportunity.

Information becomes intelligence only when it creates opportunities. HRID was built to do exactly that.

— Julio Ibanez, President, HRCOC

In an industry where relationships drive decisions, HRID provides the infrastructure to build, maintain and leverage those relationships at scale. It is not simply a database — it is a living, growing intelligence asset that becomes more valuable with every connection made, every partnership formed and every opportunity created.

As HRCOC enters the 2026–2030 strategic cycle, HRID will serve as the connective tissue of the entire ecosystem — linking every platform, every event, every educational initiative and every strategic partnership into a unified intelligence network that serves the independent retail industry at a national level.



HRID CONNECTS

- Retail Chains
- Independent Retailers
- Executives & Buyers
- Category Managers
- Distributors & Wholesalers
- Manufacturers
- Service Providers
- Industry Organizations
- Government Contacts
- International Partners

Why We Exist

That is why HRCOC exists.

THE REALITY

Independent retail remains one of the most essential sectors of the American economy.

Yet for decades, the industry has operated without the institutional infrastructure it deserves.

- Fragmented representation across markets and regions
- Unequal access to executive knowledge and strategic intelligence
- Disconnected business opportunities between retailers, manufacturers and distributors
- Limited national visibility and insufficient market intelligence

THE COMMITMENT

Independent retail deserves the same level of leadership, intelligence and opportunity traditionally available only to the largest retail organizations.

— *Julio Ibanez, President & Co-Founder, HRCOC*

HRCOC was created to change that reality. To connect people, strengthen businesses, develop leaders and create opportunities. To build the future of independent retail through collaboration, education, intelligence and strategic partnerships. Not for a single company or a single market — but for an entire industry that has long deserved better.

What We Believe

The Principles That Guide Everything We Do

Leadership

We lead through experience, integrity and action.

Collaboration

Progress happens when the industry works together.

Knowledge

Information only creates value when it becomes practical insight.

Innovation

We embrace change and prepare retailers for the future.

Integrity

Trust is the foundation of every relationship we build.

Opportunity

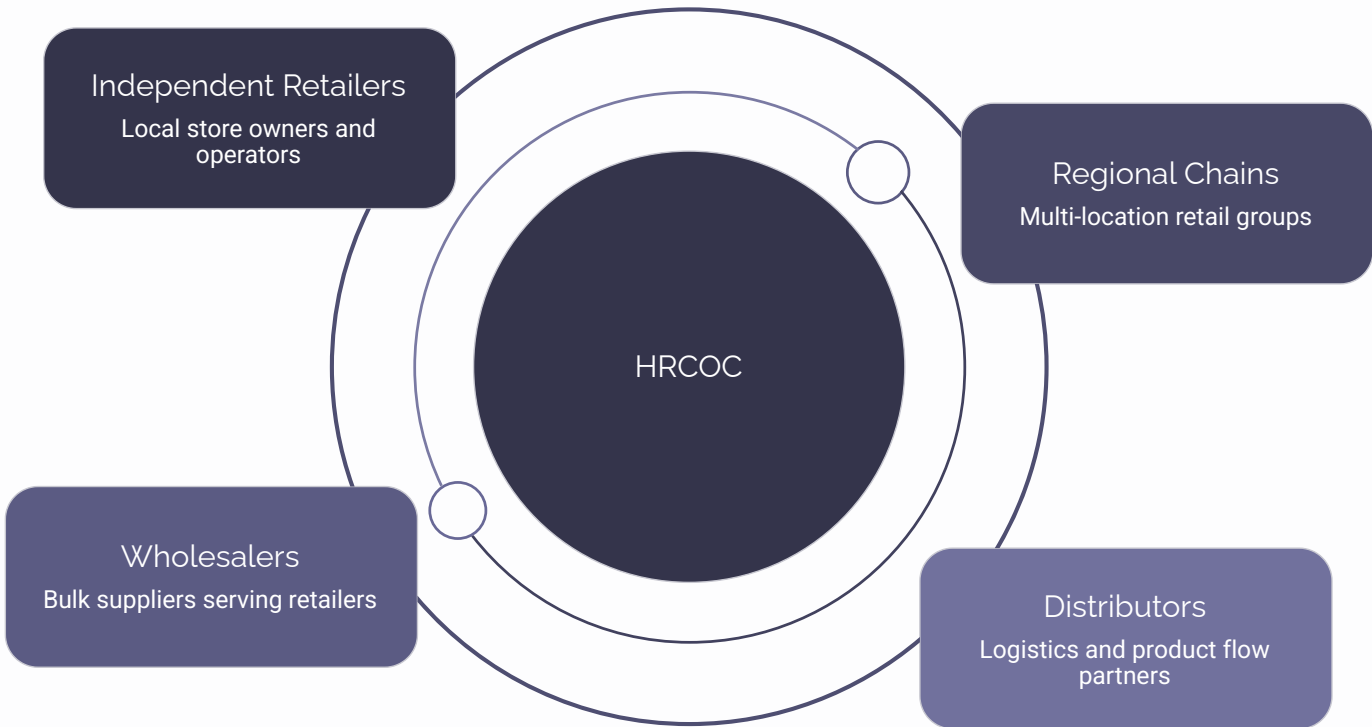
Every initiative must generate measurable value for our members.

The Retail Ecosystem We Serve

Connecting Every Link in Independent Retail

No business grows alone. Neither does an industry.

— Daniel Esteban Novoa, Executive Vice President, HRCOC



HRCOC connects every node — from independent retailers to global markets

Independent retail does not exist in isolation. It is sustained by an interconnected network of businesses, institutions, professionals and communities — each playing a critical role in the health and growth of the industry.

HRCOC connects every link in that network — from independent retailers and regional chains to manufacturers, distributors, technology partners, education, media, government and global markets.

A living network of relationships, intelligence and opportunity.

One Organization. Six Strategic Platforms.

Creating Value Across Every Dimension of Independent Retail

Every platform exists for one reason: creating more opportunities for independent retail.



Grand Retail Show

Connecting the retail industry through executive conferences, exhibitions and strategic networking.



Retail Academy

Developing the next generation of retail leaders through executive education and professional development.



Diario Retail

Delivering trusted retail intelligence, market insights and industry news every day.



SBG Purchasing Center

Creating new business opportunities between retailers, manufacturers and international suppliers.



HRID

Powering smarter business decisions through proprietary retail intelligence and industry connections.



Hispanic Retail Jobs

Connecting talent with opportunity across every level of the retail industry.

PLATFORM
PURPOSE

Grand Retail Show – Connecting the retail industry through relationships that create long-term business value.



Grand Retail Show

Where the Retail Industry Connects, Learns and Grows

Grand Retail Show is HRCOC's flagship industry event — a premier business platform bringing together independent retailers, manufacturers, wholesalers, distributors and industry leaders across North America.

Each edition delivers executive conferences, supplier discovery, international delegations, educational sessions and strategic networking — creating measurable value for every participant.



Grand Retail Show – Official Event Stage

Executive Conferences

Business Networking

International Delegations

Industry Exhibitors

Strategic Partnerships

Executive Education

PLATFORM PURPOSE *Retail Academy – Preparing today's and tomorrow's retail leaders through executive education.*



Retail Academy

Developing the Leaders Who Will Shape the Future of Retail

The Retail Academy is HRCOC's executive education platform – built for retail professionals who lead organizations, make strategic decisions and shape the future of independent retail.

Its programs bring together industry experts, business leaders and academic institutions to deliver education grounded in the real challenges of independent retail. From operational excellence to executive leadership, every program is designed for decision-makers.

Because stronger leaders build stronger businesses.

EXECUTIVE PROGRAMS

- Executive Leadership**
Strategic thinking, organizational vision and executive decision-making for retail leaders.
- Retail Operations**
Category management, supply chain, store performance and operational excellence.
- Business Strategy**
Market positioning, competitive intelligence and long-term business development.
- Innovation & Technology**
Digital retail, consumer insights and the future of independent grocery.

Long-Term Vision

Developing better retail leaders who create stronger businesses, stronger teams and stronger communities.



Pablo Jair Elías
Executive Director
The Retail Academy by HRCOC
Washington D.C. · 1455 Pennsylvania Ave NW

ACADEMY DELIVERS

- Executive Leadership Development
- Retail Operations Mastery
- Category Management
- Consumer Insights
- Business Strategy
- Innovation & Technology
- Supply Chain Excellence
- Professional Certification

PLATFORM PURPOSE *Diario Retail – Delivering trusted information that empowers better business decisions.*



The Voice of Independent Retail

News · Analysis · Interviews · Intelligence

ABOUT THE PLATFORM

Diario Retail is HRCOC's official retail media platform — delivering trusted industry news, executive interviews, market intelligence and strategic analysis to retailers, manufacturers, distributors and decision-makers across the retail ecosystem.

More than a news publication, Diario Retail connects industry leaders with the ideas, trends and conversations shaping the future of independent retail. Through original reporting, multimedia content and exclusive industry coverage, it strengthens knowledge, visibility and collaboration throughout the marketplace.

Strengthening industry knowledge while increasing visibility for retailers, brands and strategic partners.

diarioretail.com



Diario Retail — Digital Edition

☐

EDITORIAL COVERAGE

Retail News & Breaking Stories

Executive Interviews

Consumer Trends & Behavior

Industry Analysis & Reports

Business Intelligence

Video & Multimedia Content

Market Insights

International Retail Coverage

Trusted by Industry Leaders	Exclusive Executive Interviews	National & International Coverage
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PLATFORM PURPOSE *SBG Purchasing Center — Creating commercial opportunities through strategic market connections.*



SBG Purchasing Center

Where Products Find Markets. Where Businesses Find Partners.

THE PLATFORM



SBG Purchasing Center — Commercial Intelligence Platform

OUR MISSION

SBG Purchasing Center connects retailers, manufacturers, importers, exporters and strategic partners through high-value commercial opportunities — built on trust, intelligence and industry relationships.

Our mission is to accelerate market access and introduce innovative products into the independent retail marketplace with precision and speed.

We transform commercial conversations into long-term business partnerships — because successful products deserve successful market entry strategies.

Helping manufacturers and retailers create measurable business growth through trusted commercial relationships.

THE COMMERCIAL ECOSYSTEM

Manufacturers	Importers & Exporters	Distributors	Independent Retailers
International Suppliers		Strategic Buyers	

SBG Purchasing Center sits at the center — connecting every node of the independent retail supply chain.

6 Commercial Verticals

From sourcing to market entry

National + International

Cross-border business development

Direct Buyer Access

Connecting suppliers to retail decision-makers



Hispanic Retail Jobs

The Talent Ecosystem for Independent Retail

THE PLATFORM

Hispanic Retail Jobs is HRCOC's professional talent platform – connecting executives, managers, operators and emerging professionals with the retailers and organizations shaping the future of independent retail.

More than a job board, it is a long-term talent ecosystem where companies identify qualified leaders, individuals build meaningful careers and the industry strengthens its workforce from the ground up.

From executive recruitment to entry-level opportunity, Hispanic Retail Jobs bridges the gap between ambition and access – at every level of the retail industry.

Helping retailers attract, develop and retain the talent that will define the future of independent retail.



Hispanic Retail Jobs – Building Careers Across the Industry

THE TALENT ECOSYSTEM

Entry-Level & Store Operations	Mid-Level Management	Corporate & Regional Leadership	Executive Recruitment
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Hispanic Retail Jobs serves every career stage – from first opportunity to the C-suite.

Executive Search

Connecting top talent with leading retail organizations

Workforce Development

Building skills, careers and long-term industry loyalty

Employer Branding

Helping retailers attract and retain the best professionals

Strategic Partnerships

Building Stronger Retail Through Trusted Collaboration

HRCOC believes that meaningful progress is achieved through collaboration. Our strategic partnerships bring together retailers, manufacturers, educational institutions, media organizations, international partners and industry associations to expand knowledge, strengthen business relationships and create new opportunities across the independent retail ecosystem.

These collaborations allow HRCOC to extend its impact far beyond traditional membership services – creating a network where innovation, education and business development work together.

Expanding opportunities through partnerships that create measurable value for the retail industry.

MEDIA & COMMUNICATIONS

Amplifying the voice of independent retail through trusted media channels.



ACADEMIC & INSTITUTIONAL PARTNERS

Connecting retail leadership with world-class academic institutions.



INTERNATIONAL RETAIL PARTNERS

Connecting independent retail across borders and markets.



National & International Presence

Connecting Independent Retail Across Borders and Markets

THE NETWORK

HRCOC's ecosystem extends across the United States while maintaining strategic relationships with international retailers, manufacturers, suppliers, educational institutions and trade organizations.

Our network supports business development, market access, executive education and strategic collaboration across multiple regions – creating opportunities that connect local retail with global markets.

As independent retail continues to evolve, HRCOC remains committed to building meaningful partnerships that transcend geographic boundaries and strengthen the industry through international cooperation.

Retail may be local. Opportunity is global.



STRATEGIC INTERNATIONAL RELATIONSHIPS

United States (HQ)	Mexico	Spain	Dominican Republic
Colombia	Ecuador & Peru	Argentina & Central America	

HRCOC bridges independent retail markets across North America, Latin America and Europe.

National Reach	7 International Markets	Growing Network
Independent retailers across the United States	Strategic relationships across 3 continents	New partnerships announced throughout 2026–2030

Membership Designed Around Your Business

More Than Membership. A Competitive Advantage.

HRCOC membership is built for organizations that understand growth is achieved through relationships, knowledge and opportunity. Whether you are scaling a retail operation, entering new markets or building long-term industry influence — HRCOC provides the ecosystem, the intelligence and the connections to make it happen.

The strongest competitive advantage is the network you build.

WHO WE SERVE

HRCOC serves every segment of the independent retail industry.

Independent Retailers

Access executive education, market intelligence, commercial partnerships and the industry network needed to compete and grow in a rapidly evolving marketplace.

Manufacturers

Connect directly with retail buyers, distributors and decision-makers across the independent retail ecosystem — accelerating product placement and market entry.

Distributors

Expand your commercial reach through HRCOC's network of retailers, suppliers and international partners, creating new routes to market and long-term business relationships.

Service Providers

Position your brand in front of the retail industry's most influential leaders through events, media, education and strategic partnership opportunities.

International Companies

Enter the U.S. independent retail market with the support of HRCOC's established network, commercial intelligence and cross-border business development expertise.

WHAT MEMBERSHIP DELIVERS

Knowledge & Intelligence

Executive education programs, market intelligence reports, retail trend analysis and exclusive industry insights — giving your organization the information advantage to make better decisions faster.

Visibility & Influence

Media exposure through Diario Retail, speaking opportunities at the Grand Retail Show, thought leadership positioning and industry recognition that builds your brand's authority across the marketplace.

Connections & Partnerships

Direct access to retail buyers, manufacturers, distributors, international suppliers and strategic decision-makers — the relationships that drive real business growth.

Business Development

Commercial opportunities through SBG Purchasing Center, talent solutions through Hispanic Retail Jobs, and cross-border market access through HRCOC's international network.

Membership at HRCOC is not simply about belonging to an organization. It is about becoming part of the future of independent retail.

Leadership Built by Experience

Retail Leaders. Industry Expertise. Shared Vision.

HRCOC is guided by executives whose careers have been built inside the retail industry. Our leadership team combines decades of experience across independent supermarkets, multicultural retail organizations, national chains, manufacturing, consumer insights, education and business development.

Together, they provide the strategic vision and practical expertise required to strengthen the future of independent retail.

Leadership is measured by the value it creates for others.



Jose Alberto Sanchis
Institutional Vice President



Guillermo Washington
Retail Vice President



Nelson Pereira
Director of Communications



Juan De Paoli
Retail & Grocery Strategic Advisor



Ramon Portilla
Customer Insights & Future Trends Vice President



Veronica Llevana
Board Member



Oswaldo Cruz
Mergers & Acquisitions Director

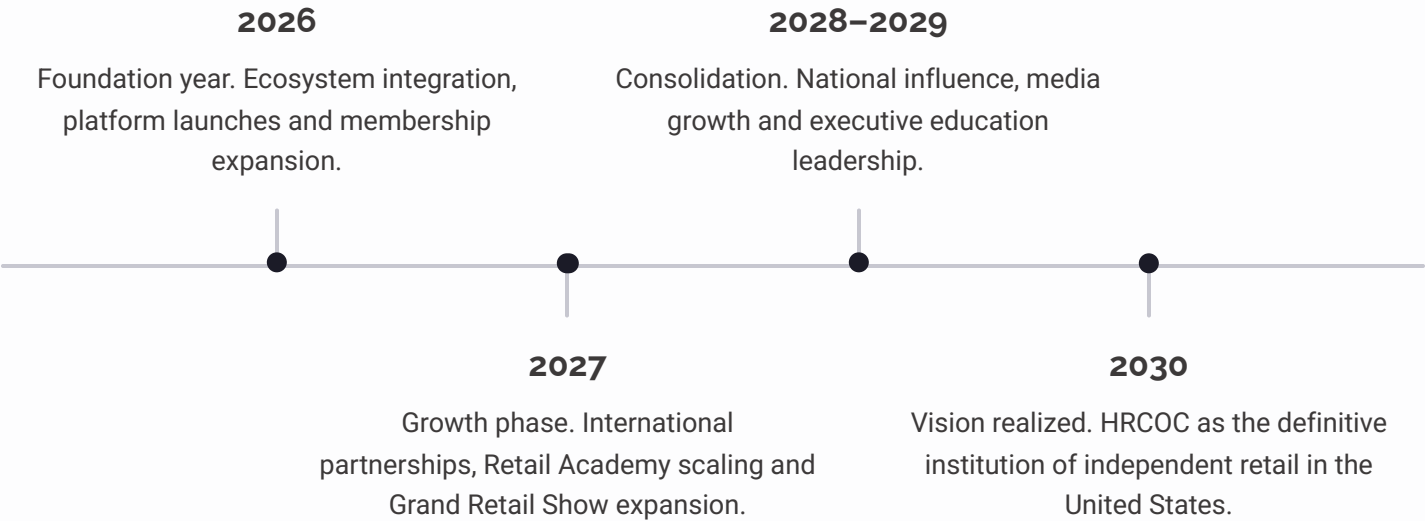
2026–2030 Strategic Roadmap

Building the Next Generation of Independent Retail

STRATEGIC PRIORITIES

O1 Strengthen the Ecosystem Deepen integration across all six HRCOC platforms to create compounding value for members.	O2 Expand Market Access Open new commercial pathways for independent retailers through national and international partnerships.	O3 Elevate Industry Education Scale Retail Academy programs to reach more executives, operators and emerging leaders.
O4 Build Institutional Influence Establish HRCOC as the definitive voice of independent retail in policy, media and business.	O5 Grow the Network Expand membership, partnerships and international relationships across the 2026–2030 cycle.	

STRATEGIC TIMELINE



The next decade will be defined by the organizations that invest in their industry today.

Join the Future of Independent Retail

Together, We Are Building What Comes Next.

Independent retail has always been built by people who believe that strong businesses create stronger communities.

HRCOC exists to connect those leaders, expand opportunities and provide the knowledge, partnerships and representation that independent retail deserves.

The next chapter of our industry will not be written by one company alone.

It will be built together.

The future of independent retail starts with those willing to build it.

HRCOC

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Visit HRCOC Online

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