SMART URBAN RETAIL DAY
OCTOBER 9
AGENDA

11:00 am  Welcome and Introduction of the SURTRADE-Project
André Ludwig, Associate Professor of Computer Science in Logistics, Kühne Logistics University

11:30 am  Circular Cities – Challenges for Future Cities and Retail
Gereon Uerz, Associate Director, Arup Deutschland GmbH

12:00 pm  The Role of the Store in an Omnichannel World
Santiago Gallino, Assistant Professor of Operations, Information and Decisions, Wharton University of Pennsylvania

12:30 pm  Wrap-up and Discussion

12:45 pm  Lunch break
1:45 pm  On the Way to Omnichannel Integration: Challenges and Solutions of a Multi-Channel Retailer
Sebastian Pieper, Head of Cross Channel, Tchibo GmbH

2:05 pm  Digital Mall – Creating Omnichannel Marketplaces
Christina Heppner, Digital Innovation & Analytics, ECE Projektmanagement GmbH

2:25 pm  Inventory Efficiency through Omnichannel – Earning Money with Unistock Omnichannel Services
Franziska Stallmann, Senior Expert Strategy & Consulting – Consumer Products, Arvato Supply Chain Solutions

2:45 pm  Wrap-up and Discussion

3:00 pm  Coffee break

Smart Technologies for Customer Interaction and Operations

3:30 pm  Mixed Reality: Virtually Enhancing Retail Opportunities
Gunter Teichmann, Head of R&D, SALT Solutions AG

3:50 pm  IoT in Logistics: Smart Technologies in the Daily Work Routine
Tim Mackeldey, Managing Director, Checkmobile GmbH

4:10 pm  Flexible Automation in Warehouse Logistics
Dieter Berz-Vöge, CEO, GreyOrange GmbH

4:30 pm  Augmented Reality as a Means of Retail Sales Promotion
Matthias Freysoldt, Managing Director, Sensape GmbH

4:45 pm  Coffee break

Mobility and Last Mile Logistics / Urban Planning and the New Retail Ecosystem

5:00 pm  Last Mile – Logistics comes last
Sophie zu Knyphausen, Lab Manager Digital Lab, Hermes Germany GmbH

5:20 pm  Experiences in Dealing with Digitization in the Context of Retail and Urban Development in Hamburg
Heiner Schote, Committee on Trade, Chamber of Commerce Hamburg

5:40 pm  Experiences in Setting up an Urban Data Platform in Hamburg in the Tension Field of Digitization and Urban Planning
Sascha Tegtmeyer, Manager Urban Data Hub, Landesbetrieb Geoinformation und Vermessung

6:00 pm – 7:00 pm  Closure