

Future Retail CONFERENCE

**future
retail***
switzerland



**SWISS RETAIL
FEDERATION**

Wissenschaftlicher Partner



13:00 – 13:15	Welcome	Gregor Mueller, Projektleiter, <i>GS1 Switzerland</i> Urs Schollenberger, Head of Retail, <i>Google</i>
13:15 – 13:45	2023/2024 Retail Trends	Prof. Dirk Morschett, <i>UNI FR</i>
13:45 – 14:15	Indoor Location Services	Mickey Balter, CEO, <i>Orient</i>
14:15 – 14:45	IKEA Kreativ	Ann Ström, Country Digital Manager, <i>IKEA</i>
14:45 – 15:15	Network Break	All
15:15 – 15:45	Betty Bossi	Lisa Baumann, Marketing Automation & Tanja Beeler, Digital Marketing, <i>Betty Bossi</i>
15:45 – 16:15	SPAR	André Scherrer, Geschäftsleiter <i>SPAR</i> Dagmar Jenni, Direktorin, <i>Swiss Retail Fed.</i>
16:15 – 16:30	Closing – Main Stage	Dagmar Jenni, Direktorin, <i>Swiss Retail Federation</i>
16:30 – 18:00	Apero & Exhibition	Team Viewer, Eagle Eye, Orient, IKEA, SPAR



Engaging digital customer experience with software only in-store location solution (EN)

IKEA Kreativ: Bring your ideal home to life (EN)

Wie Betty Bossi mit Marketing Automation kulinarisches Engagement fördert

Unbemannte Läden – disruptive Kraft im Detailhandel – Fragen & Herausforderungen

Interaktive Ausstellung

31.10.2023 13:00 – 18:00 @Google Europaallee 36, Zürich