

EuroCIS, The Leading Trade Fair for Retail Technology, from 31 May to 2 June 2022

Interview with Elke Moebius, Project Director EuroCIS, Messe Düsseldorf and Ulrich Spaan, Member of the Executive Board, EHI Retail Institute

From 31 May to 2 June, EuroCIS 2022 will once again show the international retail trade the prospects and future fields open to it thanks to the driving force of intelligent technology offering solutions and innovations around Smart Store and Smart Retail themes. International developers and solutions providers will not only showcase their further developments and innovations, but will also be available to trade visitors at EuroCIS for three days for direct expert dialogue regarding customised retail concepts. Elke Moebius, Director EuroCIS at Messe Düsseldorf, and Ulrich Spaan, Member of the Executive Board of the EHI Retail Institute, the conceptual sponsor of EuroCIS, gave an interview on EuroCIS 2022 just under a month before the event:

Not only EuroCIS, but also many other trade fairs had to be suspended due to the pandemic in the last two years. How does it feel to now face the hustle and bustle of the trade fair live in the halls again?

Elke Moebius: A real goosebumps moment! We're looking forward to the start of the trade fair together with our exhibitors and visitors. Exhibitors are also delighted to finally be able to present their innovations and further developments specifically aimed at retail live once again. Response has been enormous because everyone has been missing that direct exchange on an international level.

What are the most important trend topics for you at EuroCIS? Why is it worthwhile for retailers to visit right now?

Ulrich Spaan: In the past two years, the retail sector has experienced an unprecedented surge in digitalisation. Numerous topics already important before the pandemic have been rolled out faster than expected



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U78, U79: Messe Ost/Stockumer Kirchstr.
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and have been driven by retail companies at high speed. The forthcoming EuroCIS is therefore a perfect opportunity for me to get comprehensive information on innovations around analytics, payment, checkout solutions, connected retail and omnichannel, artificial intelligence, the cashier-less store, customer-centric marketing and much more.

Which topics are you particularly looking forward to?

Ulrich Spaan: I'm looking forward to an overview of Just Walkout technologies because these have seen a boom in the past two years that even we did not expect. But also to solutions that show how technology can support staff in the stores. There have been enormous developments in this area in recent years. I also expect a lot of new impulses in digital shelf labelling, which is also developing very dynamically. Apart from the various themes, I'm very much looking forward to finally meeting many partners in person again.

Elke Moebius: Yes, networking, cultivating and making contacts is the be-all and end-all of our trade fairs. Casting our net internationally is very important, especially in retail. As a passionate shopper, I'm particularly excited at EuroCIS to see which personalised solutions tailored to me as an individual customer will be presented and which services and add-ons retailers will be able to offer me directly on my smartphone in the future. I'm also looking forward to the latest digital signage solutions, which not only offer services but can also enhance and emotionalise the shopping experience.

What would you recommend as a highlight for visitors?

Ulrich Spaan: In any case, a visit to our start-up hub. The start-up scene has recently "discovered" retail more and more and is now presenting solutions and applications in this area that bring a lot of inspiration for the future. Of course, you should also take a look at the content-rich programme on our two stages. Here, exhibitors will present numerous case studies in tandem with their retail customers and report on experience from current projects. It's also always worthwhile to take a look at the city centres of Düsseldorf and Cologne. A remarkable shift is



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currently underway in the mix of companies present there with technologically exciting new concepts now being piloted.

And what do visitors with maybe just one day free to visit the trade fair who can't make it to all the EuroCIS lectures that interest them beyond what's on offer at the exhibition stands?

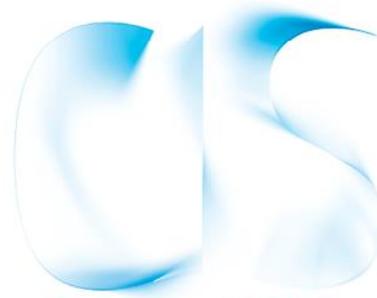
Elke Moebius: They will benefit from our new EuroCIS Live concept: all lectures featured on the Connected Retail Stage and the Retail Technology Stage will be streamed live and can also be accessed afterwards on-demand at www.eurocis.com. In addition, there will be live reports from the EuroCIS halls several times a day with special highlights presented by our trend scout.

The trade fair is open daily from Tuesday, 31 May, to Thursday, 2 June 2022, from 10.00 am to 6.00 pm. [Tickets are available online only](#). Day tickets cost Euro 25 while the full event ticket costs Euro 45.

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