

## retail salsa Tech Talks live premiere at EuroCIS from May 31 to June 02 in Düsseldorf, Germany

***On June 01, three times concentrated know-how +++ from automation and AI to smart stores and interactive touchpoints +++ dialogue with the audience welcome! +++ also available as stream***

Lots of fresh ingredients and unusual spice flavors: a successful salsa rounds off dishes and makes them something very special. This is also the idea behind "retail salsa - Spice up your community". Since spring 2021, it has been the virtual webtalk that brings retailers, suppliers and independent industry experts to the table to talk about unique ingredients of successful customer journeys and use cases from the retail industry.

At EuroCIS, The Leading Trade Fair for Retail Technology, from May 31 to June 02, 2022, retail salsa will take place for the first time live at the show with three Tech Talks on June 01. At the retail salsa area in the North Entrance of the Düsseldorf exhibition center, the trade audience can follow the Tech Talks live and actively ask questions. Even those who cannot be present on site have the opportunity to follow the talks via stream or to access them later on demand on the Internet.

### **The three live tech talks at retail salsa on June 1 in detail:**

#### **Automation and AI: No desire for "out of stock"?!**

1 p.m. | Language: English

You know when you try a dish and it lacks that certain something to make it really delicious? That's how customers may feel when it says: This item is out of stock, out of stock or available at another location. Just as a pinch of salt or pepper could make the taste perfect, artificial intelligence is the most important ingredient for optimal inventory recording and assortment planning. After all, positive shopping experiences not only increase customer satisfaction, but also loyalty. But it's not just inventory that's important, a constantly replenished assortment also brings many benefits on the store sales floor. But how can inventory be managed without customers standing disappointed in front of an empty shelf? How can inventory accuracy be optimized? How can inventory be monitored automatically - perhaps even in real time? And how can artificial



# EuroCIS

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**31 MAY – 2 JUNE 2022**  
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Messe  
Düsseldorf

Messe Düsseldorf GmbH  
Postfach 10 10 06  
40001 Düsseldorf  
Messeplatz  
40474 Düsseldorf  
Deutschland

Telefon +49 211 4560 01  
Telefax +49 211 4560 668  
Internet [www.messe-duesseldorf.de](http://www.messe-duesseldorf.de)  
E-Mail [info@messe-duesseldorf.de](mailto:info@messe-duesseldorf.de)

Geschäftsführung:  
Wolfram N. Diener (Vorsitzender)  
Bernhard J. Stempfle  
Erhard Wienkamp  
Vorsitzender des Aufsichtsrats:  
Dr. Stephan Keller

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U78, U79: Messe Ost/Stockumer Kirchstr.  
Bus 722: Messe-Center Verwaltung

intelligence help retailers optimize their own assortment planning and trigger reorders automatically? Together with experts, the trade audience of this retail salsa Tech Talk can find out what ingredients the perfect automation recipe should have.

**Speaker:**

Michael Unmüßig, Senior Executive Vice President SES-imagotag & CEO Captana GmbH

Michael Hoffmann, Management DACH, RELEX Solutions

Tom Dujardin, Owner and Director, DeDuCo International NV

Those who can't attend live can register for the Automation and AI Tech Talk via live stream [here](#).

**Smart Stores: Fast shopping in between**

14:30 | Language: English

Hungry for a delicious meal, but not much time? Using a food processor saves time here while offering endless ways to satisfy your appetite. It's the same with smart stores: scan the goods and pack them without having to stand in line. Or pack and pay for the goods without having to scan them at all. And you have all the goodies you want in your pocket without much effort. Smart stores offer a variety of solutions here.

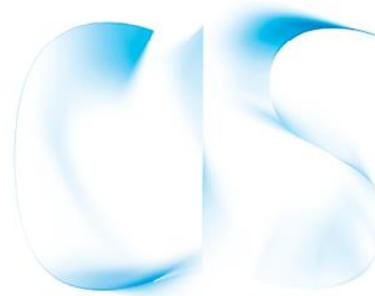
Whether Grab & Go, Scan & Go or Self-Checkout - sensor technologies or image recognition make cashierless stores a reality. Customers can shop and pay directly by touch or with their smartphone, while in the background robotics or AI recognize when the shelves need to be restocked - and then restock them as well. They are best known from grocery retailing, but smart stores also offer other numerous opportunities and benefits for all other industries to satisfy customers. Whether grocery retail or any other industry, experts will discuss insights and learnings around smart stores.

**Speaker:**

Kevin Müller, Senior Growth Advisor, Shopreme

Matt Redwood, Director of Retail | Advanced Self-Service Solutions, Diebold Nixdorf

If you can't attend live, you can register for the Tech Talk Smartstores via live stream [here](#).



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## **Interactive Touchpoints: Marketing that moves!**

4 p.m. | Language: English

A pinch of digital, a spoonful of interaction and a nuance of networking - and the customer journey in the store becomes a full-bodied taste experience. Interactive touchpoints add the necessary zing, because commerce no longer takes place only online or offline. What counts is the omnichannel experience. Reach customers directly and easily at any time with digital signage or offer shopping opportunities of a special kind with a smart mirror. This not only increases customer satisfaction, but can also optimize business processes. After all, interaction - in addition to personal service - has always been the great added value in stationary retail. Digital services at the POS bring together the best of both worlds. How to provide customers with a unique shopping experience with interactive touchpoints is what you will learn at the third Tech Talk of the retail salsa.

### **Speaker:**

Dr. Johannes Tröger, SVP Strategy & Business Development, AMERIA AG

David Tarquini, UX Designlead, Instore Solutions

Lutz Hollmann-Raabe, CSO and COO, Bütema AG

Those who are not live on site can register for the Tech Talk interactive touchpoints via live stream [here](#).

EuroCIS will be open from Tuesday, May 31, to Thursday, June 02, 2022, from 10 a.m. to 6 p.m. daily. Tickets are available exclusively online. The day ticket costs EUR 25, the two-day ticket EUR 35 and the season ticket EUR 45.

Further information around EuroCIS on [www.eurocis-tradefair.com](http://www.eurocis-tradefair.com).

### **Your press contact:**

Dr. Cornelia Jokisch, Senior Manager MarCom (Press & PR)

Desislava Angelova, (Manager MarCom)

Phone: +49 (0)211/4560-998/-242, Fax: +49 (0)211/4560-8548

Email: [JokischC@messe-duesseldorf.de](mailto:JokischC@messe-duesseldorf.de)

[AngelovaD@messe-duesseldorf.de](mailto:AngelovaD@messe-duesseldorf.de)

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