



EuroCIS 2019: The Leading Trade Fair for Retail Technology

EuroCIS increases international attendance yet again +++ Start-up hub also booked up for its 2nd edition +++ Practice-driven lectures by high-calibre speakers +++ Forum agendas online now

EuroCIS, The Leading Trade Fair for Retail Technology, running in Düsseldorf from 19 to 21 February, has already exceeded its exhibitor record from last year: to the tune of 460 exhibitors will take part, occupying approximately 14,000 m² (2018: 13,406 m²). Particularly worth mentioning here is the event's higher international participation: with 37 countries the organisers have registered as many nations as ever on the exhibitor side. Represented for the first time are Israel, Canada and Singapore, to name but three countries.

EuroCIS 2019: Mirror of the Retail Industry and Future Platform

Omni-channel retail – i.e. addressing shoppers via different but fully integrated channels – has become indispensable. This is why all solutions that support retailers in implementing their omni-channel strategies will play a prominent role at EuroCIS 2019. These include especially mobile solutions be it for supporting shop assistants, for interacting with shoppers' smartphones and for mobile payment applications or for POS digitalisation ensuring better service and emotionalising the store experience with Smart Mirrors, video walls or Virtual Reality. Also up and coming are IOT, AI and robotics. Here many things will be shifting over the next few years which is also highly relevant for retail. These themes will also move centre stage at the exhibitors' stands at EuroCIS 2019.

Start-up hub provides Energy Boost for Retail Technology

Start ups are young, creative, flexible, future-oriented and especially stand out with their innovative problem solutions.



Messe
Düsseldorf

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

Telefon +49 211 4560-01
 Telefax +49 211 4560-668
 Internet www.messe-duesseldorf.de
 E-Mail info@messe-duesseldorf.de

Geschäftsführung:
 Werner M. Dornscheidt (Vorsitzender)
 Hans Werner Reinhard
 Wolfram N. Diener
 Bernhard Stempfle
 Vorsitzender des Aufsichtsrates:
 Thomas Geisel

Amtsgericht Düsseldorf HRB 63
 USt-IdNr. DE 119 360 948
 St.Nr. 105/5830/0663

Mitgliedschaften der
 Messe Düsseldorf:

 The global
 Association of the
UFI Exhibition Industry
 Member

 **AUMA** Messe-Ausschuss der
 Deutschen Wirtschaft

 **FKM** – Gesellschaft zur
 Freiwilligen Kontrolle von
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Öffentliche Verkehrsmittel:
 U78, U79: Messe Ost/Stockumer Kirchstr.
 Bus 722: Messe-Center Verwaltung



What could be a better fit for EuroCIS 2019, the Leading Trade Fair for Retail Technology, than newcomers all dedicated to the development of cutting-edge IT systems and solutions for retail? After the successful debut last year, the Start-up hub has grown yet again and is booked up with 15 participating companies. The following companies will be taking part: Beaconinside GmbH, Brick Spaces GmbH, Build38 GmbH, Fision AG, Intraposition Ltd., ITS Llc., KAEMI GmbH, MetraLabs GmbH, NODIS Trade Solutions GmbH, NoOopp GmbH im brigk.digital, Panther Solutions GmbH, rapitag GmbH, Sequens IT GmbH, SimCog Technologies GmbH and Thinkinside srl.

In addition to their stands at the Start-up hub these newcomers will be given the opportunity to present themselves and their solutions to the international expert audience at the dedicated lecture forum “The Stage” facilitated by trade magazine Berlin Valley.

www.eurocis.com/START_UP_HUB_en

EuroCIS Forum and Omnichannel Forum: IT Trends, Innovations and Hands-On Tips Galore

On all three days of the trade fair the proven **EuroCIS Forum** will again present developments, innovations and trends for retail technology using current business cases as examples (German/English). Highlights this year will include the following talks:

- “Empowering the Art of Retail”, Michael Schäfer, Toshiba Global Commerce Solution USA
- “Store Innovation at Kroger with EDGE Shelf”, Shelley Bransten, Microsoft, Titus Jones, Kroger
- “The Added Value of Tailor-made Self Service”, Corne van Braak, Pan Oston B.V.

The **Omnichannel Forum** (simultaneous German/English) will revolve around the optimal networking of the various distribution channels both on and offline. Challenges and opportunities will be demonstrated and discussed in the following lectures:



- “Punctual and Reliable across all Channels: Challenges for a Furniture Retailer”, Martin Harmening, Porta IT-Service GmbH & Co.
- “Digital Store Solution: Omnichannel in Practice with s.Oliver”, Stephan Kück, Computop
- “Stock Virtualisation and Interstore Order Management System”, Georgi Valkov, DACH Bridge GmbH

www.eurocis.com/forums

Setting Focal Themes – Experiencing Innovation

This year will again see the “Guided Retail Technology Innovation Tours” organised jointly by Messe Düsseldorf and the renowned retail expert Joachim Pinhammer (German/English). This year the focal themes of the 90-minute guided tours will be:

- Better service for shoppers by means of innovative technologies such as sensors, automation and Artificial Intelligence
- Efficient processes at outlets, enabled by modern communication technology
- Sales and cost optimisation by means of data analysis and use of the latest software technologies

Interested visitors can register for these tours at innovation@pinhammer.de www.eurocis.com/guidedinnotour

EuroCIS is open daily from 10.00 am to 6.00 pm from Tuesday, 19 February, to Thursday, 21 February 2019. 1-day tickets cost EUR 30.- (EUR 20 purchased online in advance), 2-day tickets cost EUR 45 (EUR 35 online in advance). Students and trainees pay EUR 12. All admission tickets include free use of local public transport marked VRR. (VRR). www.eurocis.com

Your Press Contact:

Dr. Cornelia Jokisch (Senior Manager Press & PR),
Tanja Karl (Junior Manager Press & PR)
Tel.: +49 (0)211/4560-998, -999, Fax: +49 (0)211/4560-8548
Email: JokischC@messe-duesseldorf.de, KarlT@messe-duesseldorf.de