

Review of EuroCIS 2024 in Düsseldorf

- Exhibitors highly satisfied with the trade fair
- Interviews and impressions from the trade fair

EuroCIS 2024, The Leading Trade Fair for Retail Technology, took place in Düsseldorf last week (27 to 29 February). 475 exhibitors from 41 nations and more than 13,500 trade visitors from 95 countries gathered in the exhibition halls on the Rhine. The trade fair was therefore once again a must-attend event for all decision-makers looking to invest in their company's IT equipment.

In our highlight tours, video reports and interviews, we show some of the many highlights at EuroCIS, e.g. news from the fields of AI, smart stores and digital retail solutions: www.eurocis-tradefair.com/en/review-2024

The exhibitors at EuroCIS were very satisfied with the course of the trade fair, the high internationality of the trade visitors and the very good discussions at the stands.

Here are a few comments:

Franziska Klaiber, Team Lead Product Management Retail, Bizerba

“The EuroCIS trade fair was once again a rewarding platform for gaining exciting insights into the future of retail in addition to showcasing our latest innovations. Artificial intelligence opens up unprecedented opportunities for the retail sector – for example, making processes even more efficient and offering shoppers a new customer journey. As industry experts, we presented our solutions on the Connected Retail Stage with our presentation ‘Visual Intelligence in Retail: The Power of AI Object Recognition’. Our unique portfolio, including the fast checkout solution TableSmart and the versatile Q1 Expert in conjunction with various software applications, garnered a great deal of interest and made for exciting discussions.”

EuroCIS
THE LEADING TRADE FAIR
FOR RETAIL TECHNOLOGY
27–29 FEB 2024
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Bus 722: Messe-Center Verwaltung

Dr René Schiller, Global Head of Marketing, VP, GK Software SE

“EuroCIS has been a firm fixture in our trade fair calendar for over two decades now and was also very successful this year – especially due to the increasing number of international trade visitors. Our guests were particularly interested in real and immediately applicable AI use cases that enable personalisation at every point of contact in the store. We believe this trend will grow, as both intensified customer loyalty and increasing staff pressure in retail require an ever higher degree of automation, which can only be achieved using artificial intelligence.”

Thomas Rausch, Sales Director, GLORY Germany:

“Given the current challenges in retail – from digitalisation to labour shortages – it is crucial for retailers to find innovative solutions that improve the customer journey while creating the necessary efficiency to remain competitive. At the GLORY stand at EuroCIS 2024, we were able to demonstrate how this can be achieved with the help of automation. The positive response from the as ever international audience and the interest in our technologies for checkout and process optimisation show how the topic of automation is gaining momentum worldwide. We look forward to continuing to support the industry in this exciting, disruptive phase. Our new products, Module-S and C27, showcased now for the first time in Europe, took centre stage at GLORY’s trade fair appearance this year. Module-S is a flexible and modular self-checkout solution that can be easily customised to the needs of any retail environment. C27 is a space-saving kiosk solution for ordering and payment that boasts a particularly small footprint thanks to new recycling technology.”

Nino Hörtrich, Head of Global Marketing Retail, Diebold Nixdorf

“With our AI platform, we have hit the bull’s eye this year. It addresses one of the most exciting topics in retail at present – loss prevention – and improves the checkout process at self-service checkouts thanks to automated age checks and fresh produce recognition. Our constantly full stand and the great interest shown by our international visitors in the solutions on display are proof that retailers have long been ready for new technologies and are now sounding out the right way to implement them.”



Klaus Schmid, Managing Director ITAB Germany

“Once again, EuroCIS has proven it’s not just a local industry meeting. Instead, it’s the place where the future of retail is discussed – globally. It’s the place to be!”

Jürgen Berens von Rautenfeld, CEO of Online Software AG

“The run on our PRESTIGE KI Copilot far exceeded our expectations. But the interest shown by visitors in non-proprietary ESL content management was also really high. We were really surprised at how important print solutions at the POS continue to be for retailers. We also had a great deal of enquiries about retail media with PRESTIGEenterprise and mobile working remains an important topic.”

Denis Christesen, Managing Director Partner Tech

“The future of retail belongs to technologies that are either extremely convenient or offer an outstanding user experience. Technology is fading into the background for the consumer, becoming frictionless and invisible so as to provide the best possible shopping experience. Our ‘Holo Shop’, the holographic shop window, has generated enormous interest, closely followed by our self-service solutions. These included kiosks and self-checkouts with AI crime prediction to significantly reduce losses. As expected, most of the visitors to our stand were from Germany. However, they were directly followed by visitors from Spain, which can probably be explained by the significant growth posted by our Spanish colleagues.”

Steve Howells, General Manager DACH at Toshiba Global Commerce Solutions

“From Turkey to Portugal – we had intensive discussions with retailers from all over Europe. A real crowd-puller at the Toshiba stand were the self-service solutions that use AI, computer vision and edge computing to enable shoppers to check out quickly and conveniently. An important reason for this is that these technologies also help retailers to minimise losses. There is great interest in innovative solutions in the retail sector to overcome current challenges such as staff shortages and consumer expectations. One example here are our software solutions for Unified Shopping. Retailers have very different requirements in this field and we used the trade fair to learn even more from them.”



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**Michael Schildhauer, Principal Product Manager Retail Germany,
Zucchetti**

“EuroCIS 2024 was a resounding success for us and provided an excellent opportunity to engage in personal dialogue with both our existing customers and prospective new ones. This type of dialogue is the basis for innovation. We were able to score points with our 360° view of retail: from optimum time management and workforce scheduling to the digitalisation of procurement and logistics processes through to the ‘seamless’ customer journey with Scan&Go.

An even greater involvement of shoppers in retailers' digitalised processes – for instance in self-service processes – the integration of AI and even stronger links between on and offline channels, will all point the way to the future.”

The next EuroCIS will be held in Düsseldorf from 18 to 20 February 2025.

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