

Still time to register: September 24, 2021, manufacturers, distributors, service providers and photo retailers will meet at the new **ImagingExecutives@PHOTOPIA** conference, which is part of PHOTOPIA Hamburg. From 9:00 a.m. to 4:00 p.m. top executives in the industry and independent experts will address the current opportunities and challenges in the imaging market under the theme "Vital Opportunities". For this top-class event, the trade media, [imaging+foto-contact](#) and [worldofphoto.com](#), have put together an exciting program:

The opening keynote at 9.30 a.m. will be delivered by Sebastian Klein, Research Director & Consultant, GIM Society for Innovative Market Research, who presents before/after studies reflecting the feelings and values of people in Germany before and after the COVID 19 pandemic.

Alexander Müller, Director ProImaging/B2B, Imaging Technologies & Communications Group DACH, Canon German, talks about innovative concepts to use digital media for efficient customer communication.

Dr. Christian Friege, CEO of the European print service provider, Cewe, explains how retailers can leverage all sales channels to get customers excited about high-quality photo products.

Will Hannan, Chief Commercial Officer of the Berlin startup Mobius Labs, shows what Artificial Intelligence (AI) in the analysis and interpretation of images means for the future of the imaging industry.

In a fireside chat with Martin Wagner, Head of Trends & Training at the United Imaging Group, Dr. Vincent Meyer, CEO of Berlin's leading photo retailer Foto Meyer, explains how he combines the classic strengths of his specialist store with digital media to offer customers exciting shopping experiences that actually only start with the purchase of a product.

After the lunch break, a panel discussion hosted by the German Photo and Imaging Industry Association (PIV) features Guido Jacobs (Canon), Thomas Mehls (Cewe), Ralph Naruhn (di support) and Frederik Lange (Sony) as well as the retailer, Anabel Erhardt (Foto Erhardt), discussing the prospects for the imaging business of tomorrow.

Michael Buck, CEO Convidera, presents technologies to photograph objects and automatically create three-dimensional, digital twins that can be used for interactive applications in web shops, trainings, etc. Perfectly complementing this subject, Nik Redl, CEO zerolens, demonstrates technologies that are able to automatically place a three-dimensional product image in a context that meets to the individual expectations of the viewer.

In the last session, the successful designer and TikTok creator Louis Victor outlines how companies can use the TikTok platform strategically to reach young target groups and enter into a dialogue with them.

The conference ends around 4:00 p.m.

Tickets for the ImagingExecutives@Photopia conference are available [online](#) for Euro 199. On the website, there is also more information on the program as well as advice about the measures related to pandemic situation. Please note that due to the Corona restrictions, online registration is mandatory. The number of attendees is limited to 100 people.