



On **October 13, 2022**, the B2B conference **ImagingExecutives@PHOTOPIA** will offer a top-class program as part of the trade show and photo festival, PHOTOPIA Hamburg. As in 2021, the event will provide a welcome opportunity for industry executives to present and discuss the opportunities and current challenges in the imaging business in Hamburg, Germany. Tickets are now available for Euro 199 (incl. VAT) from the [PHOTOPIA ticket shop](#). If you have problems with the ticket shop, please send an email to b.klumps@cat-verlag.de.

In mid-September, all registered attendees of the ImagingExecutives@PHOTOPIA conference will receive an invitation to take part in an exclusive VIP evening event, which will take place on October 13 from 6:30 p.m. in the Olivia Jones Club in Hamburg and can be booked for Euro 69.

As in 2021, ImagingExecutives@PHOTOPIA, supported by the Photoindustrie-Verband (PIV), will be designed as part of PHOTOPIA Hamburg in cooperation with the specialist media [imaging+foto-contact](#) and International Contact. Canon, CEWE and Imaging Solutions in Hamburg support the event as Gold Sponsors, while allcop, di support and Xpozer are silver sponsors. Specialist retail partner is Europe's largest buying group, Ringfoto.

Information about the congress is available here: <https://www.photopia-hamburg.com/en/programme/imagingexecutivesphotopia>

While the program is being developed, the page will be frequently updated. Here are some highlights of the program:

In her keynote “Future is made of courage”, the book author, economist and ergonomist Simone Gerwers suggests not to react to the current crises with worry or even fear, but with an “outburst of courage”. Of course, this is also needed in retail, which has to face special challenges. Ralf Haberich, CEO of the specialist for shopping apps and omnichannel, Shopgate, shows under the title “What customers really expect... is not a coffee bar in the store”, how digital and stationary sales platforms can be intelligently connected to form a customer-centric omnichannel solution. In his speech, Haberich will also present the results of a current study for which 2,300 consumers and retailers from various sectors were surveyed on behalf of Shopgate.

What new technologies such as NFT or the Metaverse mean for the future of retailing is the topic of Marilyn Repp, Deputy Managing Director of the Digital Center Retailing in the HDE, the German Retailing Trade Association. The well-known retail expert, who has been dealing with digitization, innovations and trends in retail for many years, encourages the industry: Get out of the comfort zone – into the future!

At the ImagingExecutives@PHOTOPIA congress, experts from the photo and imaging industry will discuss which product categories the photo sector promise to appeal to new target groups. Of course, imaging and printing services also play a role here: Cewe board member Dr. Reiner Fageth will show how Artificial Intelligence (AI) can support customers in selecting their best images while protecting their privacy at the same time. Representing one of the largest Ringfoto member, the management of Foto Erhardt will explain how an owner-managed company can operate successfully on the market and grow profitably despite declining demand on the camera market and tough competition from well-funded competitors. The program of the B2B conference will be expanded to include other topics over the next few days, e.g. B. the growing importance of moving images and successful concepts for the accessories business.

We look forward to seeing you in Hamburg.

Best regards,

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