



February 19–21, 2019, Messe Stuttgart

EUROEXPO

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Press Release

TradeWorld at LogiMAT 2019 in Stuttgart

Trends and strategies for connected commerce – set in a real-world context

TradeWorld – held in conjunction with LogiMAT from February 19 to 21, 2019 – is once again hosting a top-notch educational program for business and logistics professionals across six forums. The prestigious panel of presenters from the business and academic communities and professional associations is focusing on such trending themes as artificial intelligence and blockchain as well as strategic issues such as finding the right webshop system or managing returns effectively.

The changing of the year is always a time when various pundits venture predictions about what the new year will bring and which issues will matter most. The picture is already quite clear in the world of commerce, where the issues of robotics in retail, efficient warehousing, fulfillment, same-day delivery, returns management, blockchain, and artificial intelligence were omnipresent in 2018 and aren't going away in 2019. Behind these buzzwords are real challenges faced by those who seek success in omnichannel commerce. "Those who wish to offer their customers services like click & collect, online availability indicators, or in-store ordering need to have a handle on their own processes above all," explains Dr. Petra Seebauer, Managing Director of EUROEXPO Messe- und Kongress-GmbH and responsible for TradeWorld.

TradeWorld is taking place in conjunction with LogiMAT Stuttgart, the world's largest trade show for intralogistics solutions and process management, from February 19 to 21, 2019. TradeWorld focuses on the end-to-end digitization of trade and logistics and highlights solutions for seamlessly integrating the digital frontend with the backend and underlying logistical processes.

Visitors can enjoy an exclusive business expo together with three full days of presentations on e-commerce by distinguished speakers. The six expert forums are presented through the

generous support of the Bitkom association, EHI Retail Institute in Cologne, ibi research at the University of Regensburg, the Institute for Trade Research (IFH Köln), the logistics and IT consulting firm of Vallée und Partner, and the trade journal LOGISTIK HEUTE.

Forums and themes at a glance

Six presentations of 75 minutes each feature industry insiders moderating a panel of trade and logistics experts discussing exciting topics and examining various facets of the challenges inherent in both brick-and-mortar and online commerce. The forums take place in Hall 2 (Forum T).

B2B between innovation and routine

Dr. Georg Wittmann of the ibi research think tank at the University of Regensburg explores the subject of B2B e-commerce on Tuesday, February 19 from 11:00 a.m. to 12:15 p.m. – because manufacturers and wholesalers in Germany are not immune from the pressures to adopt digital technology: Experts believe that going forward, B2B procurement processes will continue to move into the online realm. Those who wish to continue thriving in the world of B2B e-commerce will need to focus on some issues that are almost unknown in the B2C sector, however. Matthias Henrichs (Country Manager for Germany, Austria, and Switzerland, Oro Inc.) is addressing the infrastructure needed for B2B e-commerce, for example, and Stephan Vila (Payment Division Manager, Creditreform) is speaking about payment processing and risk management.

Transparency in commercial logistics

A representative from Germany's digital industry association Bitkom is also scheduled to speak on February 19 from 2:45 to 4:00 p.m. about how digital technologies are bringing greater transparency to trade logistics. The meaningful use of smart data, artificial intelligence, and blockchain, for example, makes it possible to optimize route management and promote tracking and tracing resources. Julia Miosga, Head of Retail and Logistics at Bitkom, sums it up: "Transparency gives consumers more information while providing better, more personalized service to customers." Miosga moderates a panel of experts exploring how digital technologies help companies both internally and with their business partners to optimize routes, maintain fleets, lower costs, plan for the long term, save resources, and increase revenues. Anne Bernardy, Head of the Smart System Innovation Lab of FIR at RWTH Aachen University, presents "5G for the IoT of logistics: a use case analysis." This is followed by a presentation by Udo Latino (Managing Director, brodos.net GmbH) on "Reinventing Retail – Omnichannel Made Easy" and Stephanie Less (Head of Marketing & PR, Agrando) on "Greater Transparency in Agricultural Trade through Data Sharing."

Which B2B models can survive in the age of the digital platform

Gero Becker, Senior Project Manager at the Institute for Trade Research (IFH Köln), is moderating a panel of business leaders on February 20 from 10:00 to 11:15 a.m. who will examine how digital platforms affect the customer journey – either during the information phase or at the time of the ultimate procurement. The forum examines what B2B providers need to keep in mind to remain relevant in the customer journey going forward. Gero Becker is joined in conversation by Michél-Philipp Maruhn (Founder & CEO, ROOBEO) and Mirco Grübel (Founder & CEO, Myster).

From fulfillment to omnichannel business – getting businesses going, step by step

Dr. Franz Vallée, Scientific Director at VuP GmbH in Münster, is moderating several brief presentations on the topic of omnichannel on Wednesday, February 20, 2:30 – 3:45 p.m. Businesses face the challenge of managing the smart integration of multiple sales channels during all phases of the buying process. This forum examines pragmatic solutions and new technologies. After introductory remarks by Prof. Vallée, Bastian Welsing (Head of Logistics Coordination, Ernsting's Family GmbH & Co. KG) speaks about the "Omnichannel Concept at Ernsting's Family." Vanessa Kreutz (Business Development Manager, BLG Handelslogistik GmbH & Co. KG) addresses the topic of "Omnichannel Logistics from a Logistics Service

Provider,” and Sebastian Rieder (Founder, Beta Fashion) explains “How Can I Accurately Plan for Needs.”

Status and development perspectives for AI and robotics in logistics

Thanks to the rapidly escalating power of artificial intelligence and the physical power of robotics applications, their use cases in commerce, whether in logistics or sales, are becoming increasingly realistic. Visitors attending the third day of TradeWorld (February 21, 2019, 10:00–11:15 a.m.) can look forward to an exciting panel discussion moderated by Marco Atzberger, Member of the Management Board of EHI Retail Institute in Cologne. Matthias Krinke (Managing Director, pi4 robotics) kicks things off with a talk about “281 Days of Gisela at Bikini Berlin – a Case Study,” followed by Jonas Reiling (Technology Manager for Branch Logistics, dm-drogerie markt GmbH + Co. KG) on “Robotics in Retail Branches – Requirements and Challenges.” Matthias Merz (Senior Director of Software Solutions for LMH EMEA, Linde Material Handling GmbH) wraps things up with “Linde Robotics – How Driverless Transport Systems Support Trade Processes.”

Returns logistics: making the most of returns

Those in the online or omnichannel business who do not have a clear returns strategy are putting their success at risk. Comprehensive returns management can be a win-win for both retail businesses and the logistics service providers who work for them. Matthias Pieringer, Editor-in-Chief of the prestigious trade journal LOGISTIK HEUTE, HUSS-VERLAG GmbH, brings the exciting TradeWorld expert forums to an end with a talk about this topic of daily relevance from 2:00 to 3:15 p.m. Michael Anspach (COO, Outfittery GmbH) describes the efficient returns processes at Outfittery, and Martin Borelius (Division Manager for Sales, Hermes Germany GmbH) and Christian Balzer (COO of Consumer Products, Arvato SCM Solutions) talk about the challenges for retail and fulfillment associated with the unpopular topic of returns. Jennifer Beuth (Researcher in the Intralogistics & IT Planning department, Fraunhofer IML) shares related insights from researchers for practitioners.

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Munich, December 11, 2018 – This text may be reprinted free of charge, but please send a copy to EUROEXPO Messe- und Kongress-GmbH, Press and Public Relations Department, 80912 Munich.

About TradeWorld/LogiMAT

LogiMAT 2019, the 17th International Trade Show for Intralogistics Solutions and Process Management, will take place February 19 – 21 on the grounds of Messe Stuttgart, directly adjacent to Stuttgart International Airport. LogiMAT, now the world’s largest intralogistics trade show with over 1,600 exhibitors, offers a comprehensive overview of everything driving the intralogistics industry, from procurement to production to shipping. International exhibitors gather early in the year to showcase innovative technologies, products, systems, and solutions for streamlining operations, optimizing processes, and cutting costs in a company’s internal logistics.

LogiMAT includes the extra bonus of TradeWorld, a professional platform for trade processes, which showcases innovative e-commerce concepts for designing, managing, and integrating digital technology in the areas of procurement, online shops and marketing, software, fulfillment, parcel services, returns, and after-sales. The TradeWorld expert forum in Hall 2 rounds off the program with a new series of presentations each day covering the following themes: *The B2B E-Commerce Challenge; Digital Transformation Brings*

Transparency to Commercial Logistics; B2B Commerce in the Age of the Platform; From Fulfillment to Omnichannel Business; AI and Robotics in Logistics and Trade; and Making the Most of Returns.

TradeWorld's exhibition area and expert forum are a special strategic component of LogiMAT.

For more information, please visit: www.tradeworld.de/en or www.logimat-messe.de/en.