



# R

## REBOOT

THE NEW FORMAT HOSTED BY THE GERMAN COUNCIL OF SHOPPING PLACES

**22 / 23 JANUARY 2020**

KOSMOS BERLIN

BYE-BYE, NARROW MIND, HELLO BIG PICTURE.

# REBOOT

**22 / 23 JANUARY 2020**

KOSMOS BERLIN

**Dear retail friends,**

we are excited and full of anticipation: The first Reboot-Conference is officially about to start. For two days in January we want to think, discuss and argue with you about tomorrow and the day after tomorrow.

Is the store still a store the day after tomorrow? Or will we soon be shopping just in our heads? And what does that even mean for the city of the future? What really matters to customers? When and where do they want to get their goods? And what does that mean for retail and retail real estate?

We want to break up old structures, rethink things and look beyond the retail plate rim. What will the city of the future look like, how will it live together? What will happen, what must change and what can we do in concrete terms to continue to operate successfully in the future?

Our entire world is currently being renegotiated. The question is: Are we negotiating with them? Or are we just watching? At the very first REBOOT we finally get to the bottom of the matter. With the concentrated specialist of 30 exciting speakers from the most diverse disciplines, who share their visions with us, shake us up, inspire us and release us back home

with very concrete outlooks. Plus plenty of room for networking. Tech-Industry Queen Bianca Praetorius will guide us through a colorful program – including the presentation of the European Innovation Award for Retailing. Are you with us?

We wish you a good time networking, questioning and taking the next steps.

We look forward to seeing you

your German Council  
of Shopping Places

## WORKSHOP-IMPULSES



Francisco J. Bähr



Sebastian Baumann



Clara Becker



Cornelia Bredt



Dr.-Ing. Verena Brehm



Dr. Stefan Carsten



Katja Diehl



Marie Claire Ernst



David Frei



Jana Helder



Carolina Hinrichsen



Steffen Hofmann



Stephan Huber



Thorsten Kies



Jenö Kleemann



Friederike Lauruschkus



Antje Leinemann



Heiko Mevert



Julia Miosga



Dr. Jörg Munzel



Ania Pilipenko



Frank Rehme



Mathias Sander



Wolf-Jochen Schulte-Hillen



Dr. Ing. Christian Jacobi



Dr. Thomas Steinmüller



Uwe Veres-Homm



Dr. Claudia Weise



Jan Wolter



Feride Yildirim



Mario Zanolli

# REBOOT

**DR. DAVID BOSSHART**

The head of the Swiss Gottlieb Duttweiler Institute uses his think tank to create high-quality scenarios for the future. On the REBOOT, he does what we invited him to do: Provoke with sound technical knowledge.

Topic of his keynote?  
The end of consumption.

**AYA JAFF**

The shooting star of the tech industry is Germany's best-known programmer, belongs to the Forbes ranking 30 under 30 and is co-founder of the digital consulting start-up Codesign Factory. In her wake-up lecture she

talks about  
Tech for future.

**PROF. WOLFGANG HENSELER**

He teaches digital media in Pforzheim, is Creative Managing Director at the tech design studio SENSORY-MINDS and coaches companies such as Adidas, Apple, Google and Lufthansa on digitalization issues. On the REBOOT he leads the workshop „Digitize the future“.

**BIANCA PRAETORIUS**

She is co-founder of the innovation agency The Red Lab and produces the podcast „Morgen ist Zukunft“. She is a coach, presenter and candidate for the European Parliament.

Her expertise and charm will guide you through REBOOT.

**THERESA SCHLEICHER**

The Managing Director of VORN Strategy Consulting develops innovative brand and business strategies for leading retail companies and advises them on future issues.

At REBOOT, she talks about what we can expect in the retail year 2020.

**SARAH SCHLESINGER**

The award-winning head of blackprint Booster, the tech hub of the German real estate industry, drives digital business models forward and makes founders fit for the future. At REBOOT, she will give a keynote speech and, together with Bianca Praetorius, she will also present the European Innovation Prize for Retailing: Start-up at REBOOT.

🕒 10:00 – 10:20	<b>Welcome &amp; Moderation</b> <b>Bianca Praetorius</b>
🕒 10:20 – 11:20	<b>The end of consumption</b> <b>Dr. David Bosshart</b>
🕒 11:20 – 11:30	<b>Presentation of the workshops</b>
🕒 11:30 – 12:20	<b>Start up Pitch</b> <b>Sarah Schlesinger</b>
🕒 12:20 – 13:30	<b>Stick &amp; Picks Lunch</b>
🕒 13:30 – 15:00	<b>WORKSHOP ⇒ Better Mobility</b> <b>Thorsten Kies, Katja Diehl, Dr. Stefan Carsten, Friederike Lauruschkus</b> Growing cities, increasing traffic and rising emission levels have led to rethink in mobility. New players are entering the market – partly complementing existing offerings, partly competing with existing offerings. It is not so easy for travelers to keep track of things. Customer- friendly information and booking offers are demanded. The expected demand is decisive for the planning of corresponding structures. This can be determined by analyzing regional motion flows in combination with other data. In other words: How local data can serve as a basis for new mobility concepts.
🕒 13:30 – 15:00	<b>WORKSHOP ⇒ Cyber Security</b> <b>Jan Wolter, Feride Yildirim</b> Each and everything is connected with each other: virtual voice assistants accompany us even into the deepest part of our privacy and the whole world is digital. A land of milk and honey for economic spies, data thieves and online fraudsters? Are we threatened by a digital super-clash? Who has the sovereignty over our data and how can I structure my Omnichannel trade securely in the future? We discuss the opportunities and risks of the digital world and how we can protect ourselves against cyber criminals and data leaks.
🕒 13:30 – 15:00	<b>WORKSHOP ⇒ Rethink Retail</b> <b>Sebastian Baumann, Clara Becker, Dr. Claudia Weise, Mario Zanolli, Wolf-Jochen Schulte-Hillen</b> How do we organize commerce and trade in the city of the future? Customer wishes have changed and supply shopping has become experience shopping. What does this mean for the organization of shopping centers and shopping districts? Will centre management become neighborhood management? What tasks will be key for the protagonists in the future in order to be economically

	successful and at the same time gain enthusiastic customers? We start with keynote speeches and a moderated panel of experts and after that we want to approach the questions and answers together in the subsequent workshop.
🕒 13:30 – 15:00	<b>WORKSHOP ⇒ Dream your City</b> <b>Dr. Jörg Munzel, Cornelia Bredt, Antje Leinemann, Ania Pilipenko, Dr.-Ing. Verena Brehm, Mathias Sander</b> What will tomorrow's city look like? Smart, green and a colourful mix of culture, meetings and daily needs? Car-free, but with perfectly developed public transport? High quality of stay within retail space as part of social meeting space? Our speakers and discussants talk about possibilities, visions and concrete projects that are already being implemented today.
🕒 13:30 – 15:00	<b>Meet the start ups</b>
🕒 15:00 – 16:00	<b>Networking Coffee</b>
🕒 16:00 – 17:30	<b>WORKSHOP ⇒ Urban Logistics</b> <b>Uwe Veres-Homm, Dr. Ing. Christian Jacobi, Francisco J. Bähr, Dr. Thomas Steinmüller</b> How will goods be delivered in the future? Is the Google drone coming? Do we simply print out our orders ourselves with the 3D printer? Will we still own things or use everything only as long as we need it as the Shared Economy suggests? A workshop on the future of logistics.
🕒 16:00 – 17:30	<b>WORKSHOP ⇒ Digitize the Future</b> <b>Prof. Wolfgang Henseler</b> What opportunities and possibilities are offered to companies, society, politics and people in general by the emerging changes in digitization? How do we benefit from the Web 4.0 age through differentiated thinking? This workshop is all about asking questions and developing solutions together.
🕒 16:00 – 17:30	<b>WORKSHOP ⇒ Better Shopping</b> <b>Carolina Hinrichsen, Mathias Sander, Frank Rehme, Stephan Huber</b> How do we like to go shopping? Customer expectations are high and resources scarce, so the common opinion. So how can wish fulfilment and cost-effectiveness be brought down to a common denominator? By simply knowing what is happening. How customers respond to offers and Changes react – and what commitment is worthwhile is revealed to us by data. Collected on site and meaningfully combined with further information, they make customer satisfaction planna-

ble. With a Customer Experience and Futurability Tool, shopping centers of all sizes can pave their way into the future.

🕒 16:00 – 17:30

### WORKSHOP ⇒ Local Data for Better Cities

**Jenö Kleemann, David Frei, Julia Miosga, Heiko Mevert, Jana Helder**

Relevance through local data. Urban intelligence for the city of the future. Only if we know, where and when people travel, we can offer solutions for making cities better. Who's on the move, how, where and when? Ask the data! Local data give the answer to achieve relevance. And this enables us to create places we love to visit because we find what we are looking for – beautiful things, and people also. That's where lively communities can rise, where people and their walks, needs and wishes are key. Let's talk! About the true value of local data. How they can create cities, that are still livable, and even more livable, tomorrow. And about how we can use them – meaningfully, responsibly and successfully.

🕒 17:30 – 18:15

### The Sound of City & Shopping Ain the machine

His goal is to transform the way we deal with music into something completely new: He records the sounds of certain environments and translates them into sound. Companies such as Google, Samsung, Mercedes Benz and Bosch/Siemens have already enjoyed his music without instruments. For REBOOT, he took on the human interactions in Hamburg's shopping world and created a unique audiovisual work of art. He will premiere it live with us and send the quiet and loud world of city shopping over our ears into our head. We are pretty sure that we will tell our grandchildren about this one day.

🕒 18:15 – 19:00

### Award pre Drinks

🕒 19:00 – 20:00

### European Trade Innovation Award: Start up

For the first time this year, we have decided to award the European Innovation Award Retail 2020 to start-up companies only. Taking into account the evolving connection between on- and offline, the creative ideas and impulses of this unique corporate culture are of existential importance in the future, especially for the retail and retail real estate industry. We are looking forward to receiving the submissions and, especially, to see how the ideas of our candidates will inspire your business model.

🕒 20:00

### REBOOT Night

🕒 09:30 – 09:45

### Welcome back

**Bianca Praetorius**

What did yesterday bring us? Bianca Praetorius talks to 2 workshop leaders and to you about the first REBOOT day. What has got stuck in mind, which questions are open and most importantly: what will happen next?

🕒 09:45 – 10:15

### Tech for future

**Aya Jaff**

🕒 10:15 – 11:30

### Vision 2020

**Steffen Hofmann, Marie Claire Ernst, Bianca Praetorius, 10 Future-Kids**

Who knows more about the future than those who think about it every day? Our selected speakers will explain their Vision 2020 in a few minutes. Be curious about their view of things and be curious about what you make out of them. **Also with us: 10 Future Kids** – students who asked themselves the question with professional coaches at ISPO: How do they see the future of retail and the shopping center world? An exciting insight into the ideas and thoughts of young consumers.

🕒 11:30 – 12:15

### Coffee break

🕒 12:15 – 13:00

### Does everything really have to be digitized?

**Sarah Schlesinger**

Digitization in the real estate life cycle and its significance for shopping centers.

🕒 13:00 – 13:45

### The retail year 2020 and why everything will be differently than expected.

**Theresa Schleicher**

🕒 13:45

### Farewell snacks and bites

# REBOOT

22 / 23 JANUARY 2020

## EVENT LOCATION

### KOSMOS

Karl-Marx-Allee 131a  
10243 Berlin (Germany)

## ORGANIZER

### German Council of Shopping Centers e.V.

Bahnhofstrasse 29  
71638 Ludwigsburg (Germany)  
Phone +49 (0) 7141 . 38 80 83  
Fax +49 (0) 7141 . 38 80 84  
office@gcsc.de  
www.gcsc.de

A photographer will be present at the event to take photographs of the participants. By registering, you agree that the German Council of Shopping Centers e. V. may take photographs of you and use and distribute them as part of its public relations work. **Program changes due to current events is reserved by the organizer.** Admission is only possible after full payment.

## CREATIVE PARTNER

DILAX wisag

## ORGANIZER

GERMAN COUNCIL  
OF SHOPPING PLACES

## FÖRDERER

UNIBAIL-RODAMCO-WESTFIELD

DI<sup>II</sup>

Allianz

ECE

Handelsverband  
Berlin-Brandenburg  
HBB

Union  
Investment

## PRODUCTION PARTNER

REALPUNKS

IMEXX

dan pearlman

blackprint  
PROFITECH BOOSTER

motik. Freier Texter.