

# GÖTTINGEN

# SMART RETAIL SUMMIT

**»Smart Retail: Balancing Sustainability and Digital Omnichannel Management«**

**29. November 2022 · Alte Mensa, Adam-von-Trott-Saal, Wilhelmsplatz 3, 37073 Göttingen**

11.00 **Welcome Coffee**

11.30 **Opening** | Prof. Matthias Schumann, Prof. Yasemin Boztuğ, Prof. Manuel Trenz

**»Smart Retail Group Göttingen«**

12.00 **Keynote** | Prof. Alexander Hübner (TU Munich)

**»Smart Retail Logistics: How can Analytics and Sustainability be Reconciled?«**

14.00 Tobias X. Gruber (Head of Sustainability, Otto Group), Prof. Waldemar Toporowski

**»Smart Retail and the Sustainability Challenge with Digital Omnichannel Integration«**

15.00 Dr. Melanie Bockemühl (Digital Transformation Expert), Prof. Maik Hammerschmidt

**»Smart Retail and AI-based Customer Communication«**

17.00 Lars Siebel (Head of Logistics, REWE), Prof. Matthias Klumpp

**»Smart Retail and Logistics Innovations«**

18.00 **Opening Ceremony Retail Logistics & Innovation Lab**