

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**