

Deutschland Österreich Schweiz



## EuroShop 2020 – Guided Tours

### 1. Guided Show Tour **Highlights of EuroShop 2020**

A carefully curated selection of the top highlights exhibited at the fair, as well as international benchmarks and exemplary projects. On this tour there will be enough opportunities for discussions with the experts on site.

**Dates:**

Individuals: Monday, February 17<sup>th</sup> at 02:30 pm

and Wednesday 19<sup>th</sup>, 2020 at 10:00 am

Groups: By arrangement

### 2. Guided Show Tour **Highlights of Future Technologies at EuroShop 2020**

This tour shows a carefully selected selection of the top highlights exhibited at the fair as well as international benchmarks of mobile commerce solutions and exemplary projects. On the tour, there will be lots of opportunities for discussions with the experts on site. The tour is compiled and managed by a digital expert.

**Dates:**

Individuals: Thursday, February 20<sup>th</sup>, 2020 at 10:00 am

Groups: By arrangement

### 3. Guided Show Tour **Highlights Retail Analytics at EuroShop 2020**

The highly increased dataflow, in online and offline commerce have opened up the potential to understand the customer and to adapt its format ideally to the customer needs. This is the Challenge of the future.

On our tour we will take you to the most important and innovative players of the market.

**Dates:**

Individuals: Tuesday, February 18<sup>th</sup>, 2020 at 10:00 am

Groups: By arrangement

### General Information and Pricings Show Tours:

Start and end of the tour is the POPAI Village in Hall 1.

About 3 to 4 hours

Minimum number of participants: 6, maximum: 10

Individual Booking: 160€\* for POPAI/shop! Members

195€\* For non Members

Group Booking: 1200€\* per Tour (maximum 10 participants)

\* All prices charged with the German VAT rate on top (19%)!!! Exempt are companies from EU countries with IDE identification number.

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**Our Experts:**

**Frank Rehme:** Retail Innovation Evangelist at gmvteam

**Susanne Sorg:** Board EK/serviegroup

**André Dahms:** Specialist in mobile solutions (commerce, payment & corporate) as well as UX and front-end performance. Formerly Innovation Services at METRO GROUP.

**Duesseldorf@EuroShop 2020 – Guided Retail Tour in Town**

Duesseldorf has evolved into one of the hottest shopping locations of the world. Located on the borders of the Rhine, the “secret Fashion Capital” of Germany has outstanding flagship stores and innovative store concepts.

Led by renown retail innovation experts, the walking tour will set a focus on Omni channel, Digital and new store concepts. The participants will get the opportunity to speak with the responsible managers personally and take photographs.

**Date: February 20<sup>th</sup> 2020, 10:00 am – 4:00 pm**  
**Groups by arrangement**

**Our Expert:**

**Frank Rehme:** Retail Innovation Evangelist at gmvteam

**Pricing for Retail Tour:**

Individual Booking:	395€* for POPAI/shop! Members 495€* For non Members
Group Booking:	3000€* per tour (max. 10 participants)

**\*All prices charged with the German VAT rate on top (19%)!!! Exempt are companies from EU countries with IDE identification number.**

The content of group bookings can be discussed and eventually focused on the specific group if bookings are made before December 1<sup>st</sup>, 2019.

All tours will be curated and led by renown innovation experts.

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