

## Wednesday, March 1, 2017

8:30 – 9:30 a.m.	Registration open / Coffee served / Sponsor presentation
9:30 – 9:45 a.m.	Opening remarks
9:45 – 10:30 a.m.	<b>Dr. Christian Friege</b> , Member of the Board of Cewe My friend WhatsApp Why the photo and imaging industry has a great future
10:30 – 11:15 a.m.	<b>Heribert Tippenhauer</b> , Global Director, Photo, Office and Stationary, GfK Retail and Technology Imaging trendsetters – sales opportunities beyond the limits
11:15 – 11:45 a.m.	Coffee break / Sponsor presentation
11:45 – 12:30 p.m.	<b>Sergey Korzhenevich</b> , Co-Founder and CEO of Relonch, Inc. How to survive under mobile photography pressure
12:30 – 1:15 p.m.	<b>Alberto Spinelli</b> , Director Digital Service Business, Canon Europe The Canon digital services and ecosystem strategy
1:15 – 2:15 p.m.	Lunch break / Sponsor presentation
2:15 – 3:00 p.m.	<b>Hans Hartman</b> , President of Suite 48 Analytics On stage: Photo and video apps beyond the limits
3:00 – 3:45 p.m.	<b>Eduardo López</b> , Iberia Regional BD Director, Photo Imaging & RM & OD, Fujifilm España / Portugal Photo experiences for the Generation Smartphone: The Wonder Photo Shop
3:45 – 4:15 p.m.	Coffee break / Sponsor presentation
4:15 – 5:00 p.m.	<b>Ralph Naruhn</b> , CEO, di support How to inspire customers to print their pictures
5:00 – 5:45 p.m.	<b>Hans Hartman</b> , President of Suite 48 Analytics Photo Engagement Trends
6:30 p.m. – midnight	Evening event

## Thursday, March 2, 2017

8:30 – 9:30 a.m.	Registration open / Coffee served / Sponsor presentation
9:30 – 9:35 a.m.	Opening remarks
9:35 – 10:15 a.m.	Keynote: <b>Peter Holzer</b> , consultant and lecturer Even if it hurts – you have to leave your comfort zone!
10:15 – 11:00 a.m.	<b>Jörg Schamuhn</b> , COO, Yuneec Europe More profit with multicopters
11:00 – 11:30 a.m.	Coffee break / Sponsor presentation
11:30 – 12:15 p.m.	<b>Helena Babic</b> , Head of Marketing DACH & Public Relations EAMER Imaging Consumer Kodak Alaris Retail 4.0 and the photo printing opportunities
12:15 – 1:00 p.m.	<b>Ross Grieve</b> , Photographer Big pictures – small cameras
1:00 – 2:00 p.m.	Lunch break / Sponsor presentation
2:00 – 2:45 p.m.	<b>André Hunziker</b> , Founder and CEO of PNA International Online Marketing 4.0 – how to win new customers automatically
2:45 – 3:45 p.m.	<b>Djawad Khorosh</b> , Chief Marketing Officer, Imaging Solutions More profit with the right print offerings
3:45 – 4:00 p.m.	Closing remarks
4:00 – 4:30 p.m.	Coffee served / Sponsor presentation

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