March 1 – 2, 2017, Congress Centre North, Koelnmesse

BUSINESS FORUM IMAGING

COLOGNE

Trends · Innovations · Networking

presented by photokina
IMAGING UNLIMITED

“Moving beyond the limits”
“Moving beyond the limits” – the theme of the Business Forum Imaging Cologne 2017, which will take place March 1 to 2, 2017, at the Congress Centre North of the Koelnmesse Exhibition Center, is set to encourage the industry to move beyond the traditional limits of the photo and imaging market. In fact, with its “Imaging Unlimited” concept, photokina 2016 has already shown that despite the developments in traditional segments, the photo and imaging market is not getting smaller but bigger. Learn from high-profile experts and independent analysts how retailers, image providers, professional photographers, video producers and manufacturers can benefit from this dynamic development.

International conference: On the first day, the main focus is on the opportunities that are developing beyond the traditional limits of the imaging market. Learn why the photo and imaging industry has a good future, which new products are selling best, understand how a start-up redefines the value proposition of the camera business, which apps inspire the customers and how the industry can entice the customers to print their photos.

On the second day of the conference, the emphasis is on turning new concepts and products into real business for retailers and service providers. Learn why you should leave your comfort zone, how you can more profit with multicopters, understand what Retail 4.0 can do for the on-site printing business, and watch how an experienced professional photographer uses new capturing technologies to create breathtaking photos. Get also to know new tools for online marketing and see the results of a study how consumers engage with their pictures.

All speeches will in English or German with appropriate simultaneous translation.

Sponsor presentations: Meet the Gold and Silver sponsors of the event in the networking zone in the lobby of the Congress Center North of Koelnmesse to see their latest product innovations and services.

Networking: On March 1, photokina will host an evening event with great food and drinks plus ample opportunities for informal meetings and discussions between visitors, sponsors and speakers.
Day one – Wednesday, March 1, 2017

Dr. Christian Friege, Member of the Board of Cewe

My friend WhatsApp
Why the photo and imaging industry has a great future

For many years, the public perception of the photo and imaging industry has been dominated by negative headlines. The decline in camera demand due to the ubiquitous smartphones and the communication with images in social networks often serve as examples that the traditional business models of manufacturers, service providers and retailers are becoming obsolete. Cewe Board Member Dr. Christian Friege, who joined the photo and imaging industry only two years ago from the media and mobile communications sector, has a different view of the market: The enthusiasm of consumers for taking pictures with smartphones and communicating with digital images is not a threat, but should serve as the basis for the successful development of the photo and imaging industry in the digital society. Successful business ideas exist, but many players still have to recognize the opportunities.

Heribert Tippenhauer, Global Director, Photo, Office and Stationery, GfK Retail and Technology

Imaging trendsetters – sales opportunities beyond the limits

The fact that the photo and imaging market is getting bigger rather than smaller is reflected in the growing variety of hardware products. Traditional market segments such as SLR, system or compact cameras are now only a part of a growing assortment in which trend products such as, for example, action cameras, VR and panoramic cameras or multicopters are becoming increasingly important. By means of the latest sales figures, Heribert Tippenhauer shows which products are particularly well received by consumers and which are not, and thus provides important information on the design of a product range that promises not only shortterm sales, but also sustainable business in the future.

Sergey Korzhenevich, Co-Founder and CEO of Relonch, Inc.

How to survive under mobile photography pressure

While everyone has a smartphone camera in his or her pocket, sales of most camera manufacturers are declining. That’s why Relonch, a start-up company founded in New York City, has reinvented the picture-taking experience with the world’s first "camera-as-a-service". The revolutionary business model, which offers an innovative value proposition, is based on a unique combination of connected camera hardware, sophisticated software algorithms and a mobile application which reinvented how we store photos. Instead of focusing on tech specs, everything is designed to deliver photos look like taken by professional photographers but with outstanding "one button" ease of use.

Alberto Spinelli, Director Digital Service Business, Canon Europe

The Canon digital services and ecosystem strategy

While consumers take more photos on more devices than ever before, they are often overwhelmed by the unmanageable mass of pictures and even get disconnected from them. That’s why Canon develops an ecosystem of innovative digital services that help people to relive their memories on any screen, share them with friends, print them in outstanding quality or turn them into personalized merchandise with just a few clicks. The core of this strategy is to create a customer experience that integrates photography in the digital, connected society, while adding a much more emotional touch to the Canon brand.

Hans Hartman, President of Suite 48 Analytics

On stage: Photo and video apps beyond the limits

For the third time already, Hans Hartman, President of Suite 48 Analytics and Chair of the Mobile Photo Connect conference in San Francisco, presents innovative photo and video apps in a particularly enlightening and entertaining, fastpaced show and tell session. Qualified app developers have the opportunity to demonstrate their applications in four minutes and explain their business models. For another minute or two more, they then face the precise questions of Hans Hartman.
Peter Holzer, consultant and lecturer

**Even if it hurts – you have to leave your comfort zone!**

Changes are not always welcome, but unavoidable. Over the past two decades, the photo and imaging industry has experienced this in a sometimes painful way through the transformation of technologies and markets. Traditional business models have become obsolete – but new opportunities are also emerging. If you want to take them and develop your own potential, it’s essential to leave your pleasant comfort zone and move beyond your cherished limits. In his speech, Peter Holzer, consultant, entrepreneur and lecturer at the Business School of the St. Gallen Management Institute (SGMI), encourages you to face this painful process and shape your own destiny.

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**Photo experiences for the Generation Smartphone: The Wonder Photo Shop**

Eduardo López, Iberia Regional BD Director, Photo Imaging & RM & OD, Fujifilm España/Portugal

With its global concept of the Wonder Photo Shop, Fujifilm has created unique places that allow the Generation Smartphone to express their creativity via both digital images and traditional analogue photography (instax). Based on the experiences with the Wonder Photo Shop flagship store in Barcelona, Eduardo López will outline how a retail environment of connected printing stations and the opportunity to craft individual picture products on site can create exciting experiences for young customers in photo retailing stores.

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**How to inspire customers to print their pictures**

Ralph Naruhn, CEO, di support

Smartphones not only inspire more and more people to take pictures, but also revitalize the fascination of printed images. This is evident in the success of trend products such as instax instant pictures, but also in the growing demand for prints and picture products of smartphone photos. However, to turn these developments into a sustainable mass market, the access to print services must be further simplified. In his speech, Ralph Naruhn presents the necessary steps to make printing of pictures as easy as sharing, explains how individual suppliers can help to achieve this and points out where the cooperation of the whole industry is in demand. With the Cloud Print Hub, he will also introduce an innovative open platform that makes it easy for customers to order prints and picture products from virtually all vendors.

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**Photo Engagement Trends**

Hans Hartman, President of Suite 48 Analytics

We all know that today’s consumers take more photos than ever before, but most of these photos, after quickly being viewed and shared, simply land in the digital equivalent of the proverbial shoebox and are never viewed, shared or printed again. The good news: According to Suite 48 Analytics’ new Photo Engagement Trends Report, powerful technologies, artificial intelligence and other innovations make it much easier to aggregate, find and discover specific pictures for (re-)viewing, sharing, printing, enhancing and embedding them in richmedia visual stories. Mobile Photo Connect Chair Hans Hartman will describe the latest photo engagement trends and discuss the opportunities these offer for various players in the imaging ecosystem, including photo app developers, social media networks, digital camera vendors, cloud storage providers, print service providers and photo retailers.

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**Day two – Thursday, March 2, 2017**
**Speakers and Topics**

**Day two – Thursday, March 2, 2017**

**Jörg Schamuhn, COO, Yuneec Europe**

**More profit with multicopters**

The rapidly growing sales of multicopters and the increase in the number of suppliers have lead to an intensified competition in the lower market segments, affecting the margins of manufacturers and retailers alike. On the other hand, the upper market segments still offer a lot of potential for active vendors, as multicopters are increasingly used for professional and industrial applications by companies and authorities who need competent advice to select the right flight and camera system. In addition, multicopters with advanced camera performance enable professional photographers to offer their customers photo products and videos with new perspectives.

**Helena Babic, Head of Marketing DACH & Public Relations EAMER Imaging Consumer, Kodak Alaris**

**Retail 4.0 and the photo printing opportunities**

Not only industrial vendors need to respond to the ubiquitous digitization with new 4.0 strategies, but also the retailing trade. Retail 4.0 stands for concepts that enable retailers to develop sustainable business models for the digital society. Helena Babic presents current trends and also highlights the photo printing opportunities at Retail 4.0. After all, the change in technologies makes it possible to move beyond the limits by creating new services and shopping experiences for customers.

**Ross Grieve, Photographer**

**Big pictures – small cameras**

Born in New Zealand and based in Pembrokeshire, the UK, Ross Grieve is a master of portrait, pet, commercial and wedding photography. After developing his passion for photography on film more than 20 years ago, he has since travelled throughout the world on assignments for well known clients including Panasonic, Waldorf Astoria, Mercedes Benz, RSA and Hilton. The award winning photographer, who has lectured in Scotland, England, Wales, Germany (photokina), and Morocco, has embraced innovations such as 4K photography from the very beginning. A Panasonic Ambassador, Ross Grieve will share his experience with the new Lumix GH5 and present stunning examples how to get the best from 4K and even 6K photography for outstanding pictures.

**André Hunziker, Founder and CEO of PNA International**

**Online Marketing 4.0 – how to win new customers automatically**

More than 93 percent of all customers check the Internet before making a purchase. Many companies still respond to these customer preferences with the wrong strategies due to a lack of expertise in Digital Marketing & Sales. To help these enterprises, André Hunziker founded PNA International in 2011. Since then, the company has supported more than 4,000 customers in the development of their own Automated Online Sales System 4.0. In his presentation, Hunziker will outline which fundamental mistakes must be avoided, which components are essential for successful systems, and which processes are necessary to achieve sales almost automatically – with relatively little use of financial and human resources.

**Djawad Khorosh, Chief Marketing Officer, Imaging Solutions**

**More profit with the right print offerings**

To transform the flood of images in the social media into revenues for print service providers and photo, it is necessary not only to promote printing services to the consumers, but above all to offer the right picture products. On the basis of recent studies, Djawad Khorosh shows which products are most popular among the consumers, which services can increase the added value and which market segments offer the biggest potential for the future.
Please submit this form to Fax: +49 221 821-3995, Attn. Barbara Klomps, e-mail: bfi@photokina.de

Registration form

1. Full registration - Two days, March 1 and 2, 2017
   - Regular fee: 850.00 EUR
   - Discounted fee: 650.00 EUR

2. One-day registration - March 1, 2017
   (including evening event)
   - Regular fee: 500.00 EUR
   - Discounted fee: 375.00 EUR

3. One-day registration - March 2, 2017
   (including evening event on March 1, 2017)
   - Regular fee: 500.00 EUR
   - Discounted fee: 375.00 EUR

4. One-day registration - March 2, 2017
   - Regular fee: 400.00 EUR
   - Discounted fee: 275.00 EUR

German VAT at 19% will be added to all registrations. If you are based in the EU, you may be able to recover this, so please enter your VAT number in the form and it will be included on the invoice sent to you.

VAT number (for invoicing companies based in the EU):

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<th>Hotel</th>
<th>Category</th>
<th>Address</th>
<th>Single room incl. breakfast</th>
<th>Double room incl. breakfast</th>
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<td>Radisson Blu Hotel</td>
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<td>Messe Kreisel 3, 50679 Cologne</td>
<td>129.00 EUR/night</td>
<td>149.00 EUR/night</td>
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<td>Ibis Köln City Messe Arena</td>
<td>★★★</td>
<td>Brügelmannstr. 1, 50679 Cologne</td>
<td>82.00 EUR*/night (incl. currently applicable VAT)</td>
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<td>Dorint Hotel an der Messe</td>
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For a confirmed hotel reservation, credit card payment and a valid e-mail address is required.

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| 11:15 – 11:45 a.m.| Coffee break / Sponsor presentation                               |
| 11:45 – 12:30 p.m.| Sergey Korzhenevich, Co-Founder and CEO of Relonch, Inc.  
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On stage: Photo and video apps beyond the limits |
| 3:00 – 3:45 p.m.| Eduardo López, 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.| Ralph Naruhn, CEO, di support  
How to inspire customers to print their pictures |
| 5:00 – 5:45 p.m.| Hans Hartman, President of Suite 48 Analytics  
Photo Engagement Trends |
| 6:30 p.m. – midnight| Evening event                                                      |

**Wednesday, March 1, 2017**

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Even if it hurts – you have to leave your comfort zone! |
| 10:15 – 11:00 a.m.| Jörg Schamuhn, COO, Yuneec Europe  
More profit with multicopters |
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| 11:30 – 12:15 p.m.| Helena Babic, 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.| Ross Grieve, Photographer  
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| 2:45 – 3:45 p.m.| Djawad Khorosh, 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                               |

**Thursday, March 2, 2017**

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Subject to alteration