

## GfK Speaking Slots

### 1. **Workshop 1, Tuesday, 19th February, 16:10 -17:00**

**Speaker:** Matthias Haefner - Consultant Market Insights, Information Technology, Client Solutions Central Europe

**Title:** Gaming – A new pillar for growth?

**Summary:**

In the last years, gaming has been developing massively from a single gaming experience to a complete own industry. By offering new and compelling forms of entertainment, this industry is awakening interest of many market players. However, what is in for vendors, distributors and retailers?

Follow the gaming traces from niche to mainstream in GfK's workshop. In this session, you will learn about market dynamics, latest trends in the gaming landscape and effects on digital markets & supply chains. A must for every vendor, distributor & retailer.

### 2. **Workshop 2, Wednesday, 20th February, 15:10 -16:00**

**Speaker:** Tatjana Wismeth - Global Manager GfK Distribution Panel  
&  
Evelyn Peterswerth - Product Manager Distribution

**Title:** Distribution today & tomorrow – how E-Tail is reinventing distribution markets

**Summary:**

While online business nowadays belongs to an established channel at the POS, E-Tailers are also increasingly entering into new areas of business putting pressure on supply chains and distribution. Is E-Tail becoming a threat for distribution? What impacts on B2B and B2C can be expected due to E-Tailing?

Learn about recent developments of the online business and its effects on supply chains. Understand the heartbeat of distribution worldwide and explore the challenges and opportunities given by changing consumer behaviour and buying patterns. With a short journey around global distribution markets, this session is a must for every vendor, distributor & retailer/reseller.

### 3. **GfK Opening Keynote, Wednesday, 20th February. 17:30 - 18:30**

**Speaker:** Gernot Teufel - Global Director IT & Distribution

**Title:** Shaping growth for 2019!

**Summary:**

In a world of changing markets, it is essential to identify growth drivers and future opportunities to stay competitive and gain sustainable resilience. In this Keynote speech, GfK will determine technologies and areas providing business opportunities for vendors, distributors as well as resellers and retailers.

Learn about the market dynamics of 2018 and what to expect for this year's business by understanding the fundamental changes our markets are facing right now. This speech provides a comprehensive understanding of the most important trends creating tomorrow's market and business opportunities.

**4. GfK VIP Breakfast, Thursday, 21st February, 08:00-09:00**

**Speaker:** Christian Riedl, Director Market Insights Central Europe  
&  
Gernot Teufel - Global Director IT & Distribution

**Title:** How mobile technologies will change the game

**Summary:**

With 5G raring to go, the digital world might be facing fundamental changes in the coming years. But what impact will this technology have on consumers and industries? What can we expect for 2019, how may it change traditional form factors and what mobile trends did we see in 2018?

In this session, GfK will explore the opportunities & changes that are coming with the increasing trends of “connectivity” and “mobility”. Understand how new solutions will provide future growth and how this fits into our current way of life - privately & in business. Topics like 5G, mobile devices and smart home will be covered as well as the impact on the channel landscape.

GfK will demonstrate examples of current trends within the mobile world and highlight growth opportunities for vendors, distributors and retailers.

**5. Workshop 3, Thursday, 21st February. 11:40-12:30**

**Speaker:** Tatjana Wismeth - Global Manager GfK Distribution Panel  
&  
Jonas Rosen - Consultant Market Insights, Retail Service

**Title:** Subscribed – How managed services and cloud technology will change business

**Summary:**

With an increasing market concentration on the one hand and rising demands for digitalization on the other hand, B2B channels are currently put under pressure. How may B2B channels resist and which business models are offering future growth? How are cloud services influencing the B2B business and what services will be most beneficial in future?

GfK will show recent trends and developments in the B2B area with highlighting future growth potentials for the audience. Cloud, managed services as well as regional and local highlights will be discussed in this session.