

# VISITOR INFORMATION



*Join the progress.*

International Trade Show  
and World Congress

**15 – 18 May 2018**  
**Leipzig, Germany**

[www.ot-world.com](http://www.ot-world.com)

# NUMBER ONE WORLDWIDE – SETTING THE STANDARD

The OTWorld in Leipzig is the world's largest and most important sector get-together for all care providers, manufacturers and dealers in the field of modern medical aids and appliances. Held every two years, it combines high-quality advanced training with the world's leading trade show. Prosthetists and orthotists, orthopaedic footwear professionals / pedorthists, rehabilitation technicians, specialist dealers, engineers, doctors and physiotherapists from over 80 countries will meet up to exchange knowledge and experiences, and discuss better care options for patients.

## OTWORLD 2016: BUSTLING EXHIBITION HALLS, INTERNATIONAL POPULARITY

Bustling trade show halls, bustling congress rooms: Back in 2016, the OTWorld also consolidated its reputation as the world's leading sector get-together, offering an outstanding forum for international experts. The figures speak for themselves:

**21,300** visitors from 86 countries  
**542** exhibitors from 43 countries  
**2,600** congress delegates from 59 countries  
**330** internationally renowned speakers from 29 countries





## WORLD CONGRESS AND TRADE SHOW UNITED UNDER ONE ROOF

“Join the progress” is the theme of OTWorld. Following the successful premiere in 2016, the World Congress and Trade Show will once again be closely associated in 2018 – thereby totally living up to this motto.

A multifunctional congress center will be set up in Hall 3, right in the middle of the exhibition grounds. This not only ensures the unique integration of Trade Show and World Congress, along with an optimised transfer of knowledge, but also means considerably short distances, while supporting the combination of different congress formats.



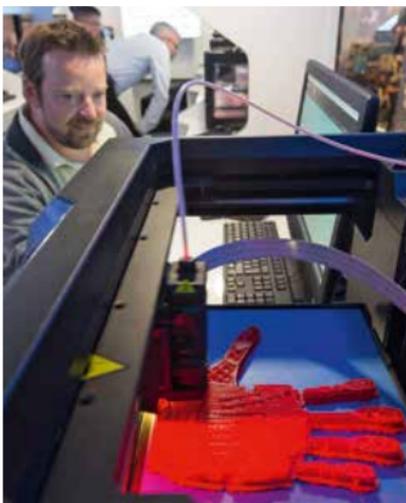


## THE INTERNATIONAL TRADE SHOW: THE MOST IMPORTANT FORUM FOR INNOVATION

Once again, the leading trade show will offer a comprehensive overview of the global market for prosthetics and orthotics. All the leading domestic and international companies will be represented. Over 60 percent of exhibitors premiered new products in Leipzig in 2016 – a record that further highlights the unique nature of OTWorld.

### FOCAL POINT: DIGITALISATION AND 3D PRINTING

In addition to showcasing brand new products from exhibitors, OTWorld 2018 will also reveal visionary new ideas regarding the ever-growing trend towards digitalisation in workshops, offices and sales, while also demonstrating the latest possibilities presented by additive manufacturing engineering / 3D printing.



### KEY EXHIBITION AREAS

- Prosthetics and orthotics
- Pedorthics and podiatry
- Technical rehabilitation
- Workshop fittings, furnishings and equipment
- Raw materials, aids and consumables
- Compression therapy
- Healthcare supplies and medical technology
- Shop construction, fittings and furnishings
- Research and development
- Initial and advanced training
- Professional associations and organisations
- Publishing houses



More information can be found at [www.ot-world.com](http://www.ot-world.com) under the “Expert Themes” heading.

## PROGRAMME HIGHLIGHTS

### **NEW: BERLIN & OTWORLD VISITORS' PROGRAMME**

For the first time ever, an official trip will be organised for professional visitors. In addition to sightseeing in Berlin and Leipzig, the itinerary will also include a visit to a workshop or clinic and, needless to say, visitors will be given ample time at the OTWorld itself.

### **OPEN FORUM AT THE WORLD CONGRESS**

All exhibition visitors are invited to familiarise themselves with the World Congress by dropping by the “Open Forum”. This will highlight practical topics and also feature panel discussions.

### **NEW: SPECIAL “WEARABLES” FORUM**

The wearables growth market is a source of new diversification ideas. This themed special presentation will showcase microcomputers, apps and other smart solutions that are used in the lifestyle, health and fitness sectors.

### **YOUTH.ACADEMY TO**

This will be the largest multidisciplinary youth development event for young professionals in P&O. Its concept speaks for itself: learn together, exchange ideas and have fun!

### **GLOBAL NETWORKING AREA**

Around 50 international associations of the sector will present their work. If you're on the lookout for international contacts, this is the place to be!



To see the current  
status of events, visit  
[www.ot-world.com](http://www.ot-world.com).

## WORLD CONGRESS OF THE HIGHEST STANDARD

The interdisciplinary World Congress combines science and research with education and practical experience. A mix of formats, some of them discussion-based, will give prosthetists and orthotists, orthopaedic footwear professionals/pedorthists, doctors, engineers and therapists from across the world the chance to meet and exchange ideas with a view to developing better care options and new concepts for patient well-being.

### INSPIRING HIGHLIGHTS

Informative and exciting daily keynote speeches by renowned experts will shed light on their particular specialist fields. No other congress events will be held during these 30-minute speeches. Following the keynote speeches, the "Meet the Speaker" discussion forum will provide visitors with the opportunity to exchange ideas directly with the speaker. You can look forward to the following highlights:

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**Felix Brunner**

Motivational Expert

**From the mountain to  
the wheelchair and back**

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**Dr. Lori Ann Dolan** (invited)

Member of the International Society on  
Scoliosis Orthopaedic and Rehabilitation  
Treatment (SOSORT), University of Iowa

**Scoliosis and evidence**

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**Prof. Dr.-Ing. Robert Riener**

Professor for Sensory-Motor Systems at the  
Department of Health Sciences and Technology  
(D-HEST), ETH Zurich

**Rehabilitation 4.0**

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**Prof. Dr. Christoph Josten**

Managing Director of the Clinic and Outpatients'  
Department for Orthopaedics, Trauma Surgery and  
Plastic Surgery, Leipzig University Hospital

**Spinal column**

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**Klaus-Jürgen Lotz**

President of the German Association of  
Orthopaedic Technology

**Introduction lecture for  
the opening ceremony**

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## INTERDISCIPLINARY CONGRESS PROGRAMME

The World Congress is supported by a top-class programme committee led by congress president Prof. Dr. Volker Bühren. Various symposia, panel discussions and discussion-oriented event formats – all of which will have been thematically structured in advance by chairpersons and cooperating professional associations – will play an integral part in the congress programme. A panel of experts will analyse the most important aspects of current trends and developments, along with the key issues and topics of the congress, from an interdisciplinary point of view.

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- **Mechanical joint stress**  
Prof. Dr. Peter Augat; Dr. Torsten Brauner
  - **High-tech in orthopaedic technology – how much electronics does a person need?**  
Dipl.-Ing. Merkur Alimusaj; Dr. Martin Berli
  - **Digitalisation – an assessment of practical applicability**  
Lars Jäger; Dr. Urs Schneider
  - **Peers in the hospital**
  - **Rehabilitation following lower limb amputation and fitting with an exoprosthesis**  
In cooperation with the Rehabilitation section of the German Society for Orthopaedics and Trauma (DGOU) and the Association of Technical Orthopaedics (VTO), Dr. Hartmut Bork; Prof. Dr. Bernhard Greitemann
  - **Conservative and surgical treatment options for fractures in childhood**  
Prof. Dr. Ingo Marzi; Dr. Dorien Schneidmüller
  - **Surgical treatment of complex diabetic foot deformities An international perspective from ADFS**  
In cooperation with the Association of Diabetic Foot Surgeons (A-DFS)  
Dr. Armin Koller; Prof. Luca Dalla Paola
  - **Mobility – despite acute and degenerative paraplegia and spinal cord injury? What fitting options can be expected in the future?**  
In cooperation with the German Society of Physical Medicine and Rehabilitation (DGPMR)  
Prof. Dr. Susanne R. Schwarzkopf;  
Dr. Wilfried Schupp
  - **Technical development and prospects for individuals with spinal paralysis**  
In cooperation with the German-Speaking Medical Society for Paraplegia (DMGP)  
Dr. Marion Saur; Alf Reuter
  - **Research and development**
  - **Athlete's knee, instability**  
In cooperation with the Society for Orthopaedic and Traumatologic Sports Medicine (GOTS)  
Markus Rehm;  
Prof. Dr. Martin Engelhardt
  - **Prevention of overuse injuries**  
In cooperation with the Society for Orthopaedic and Traumatologic Sports Medicine (GOTS)  
Prof. Dr. Thomas Tischer;  
Tino Sprekelmeyer
-



- **Shoulder and elbow instabilities**  
In cooperation with the Society for Orthopaedic and Traumatologic Sports Medicine (GOTS)  
Prof. Dr. Martin Engelhardt; Dr. Casper Grim
- **Health economic impact of knee osteoarthritis and its treatment**  
In cooperation with German Association for Osteoarthritis Management (DGFAM)  
Prof. Dr. Dr. Jörg Jerosch;  
Prof. Dr. Gunter Spahn
- **Complex foot injuries**  
Prof. Dr. Stefan Rammelt;  
Dr. Hartmut Stinus
- **Indications and limitations of treatment with sensorimotor foot orthoses**  
Dr. Hartmut Stinus; Dipl.-Ing. Thomas Stief
- **Hindfoot surgery and aftercare**  
In cooperation with the Society for Foot and Ankle Surgery (GFFC)  
Prof. Dr. Markus Walther; Michael Möller
- **Developments in scoliosis treatment**  
Dr. Franz Landauer
- **Lower back pain and osteoporosis – an underestimated entity**  
Prof. Dr. Christoph Josten;  
Prof. Dr. Andreas Kurth
- **The end of the “plaster cast era”**  
Dr. Franz Landauer
- **Socket design for transfemoral prostheses – how much socket is needed?**  
Michael Schäfer; Prof. Dr. Frank Braatz
- **Quality standards in prosthetic fittings for upper limbs**  
Michael Schäfer;  
Dipl.-Ing. Merkur Alimusaj
- **Quality standards in prosthetic fittings for lower limbs**  
Dr. Lutz Brückner;  
Michael Schäfer
- **Therapy after fitting with an orthopaedic device**  
Ulrich Ernst;  
Dr. Klaus Fischer
- **Prospects for education and further training in technical orthopaedics**
- **Rehabilitative care**  
Prof. Dr. Frank Braatz;  
Karsten Wegener
- **Political context of patient care**
- **Global trends and threats**
- **How not to amputate the Charcot foot: the necessity of interdisciplinary cooperation**  
Dr. Sicco Bus;  
Dr. Tjerk de Ruiter
- **Orthopaedic aids for children**
- **Stump problems – surgical solutions**
- **Control of upper limb prostheses**
- **Future of compression – focus on adherence and self-management**  
Prof. Dr. Stefanie Reich-Schupke;  
Dr. Casper Grim



## OPEN FORUM

Discussion and an exchange of experiences and ideas will take centre stage in a special room open to all exhibition visitors. Professional highlights and discussion-oriented formats will be presented here on a daily basis.



## PRACTICE-ORIENTED COURSE PROGRAMME

The course programme will focus on prosthetics and orthotics, orthopaedic footwear technology and physiotherapy. Medical and physiotherapeutic aspects will also be integrated into the programme. This programme is highly practice-oriented and geared towards the needs of prosthetists, orthotists and orthopaedic footwear professionals/pedorthists. Simultaneous translation into English is available on selected courses. The course programme is subject to a charge for trade show visitors. Entrance to these courses is free for pupils, students and trainees with advance booking. You can find the course programme in English from December 2017 by visiting: [www.ot-world.com](http://www.ot-world.com).

### ePOSTERS



On each day of the event, poster contributions will be presented as ePosters at digital poster stations situated at prominent positions right in the middle of the hustle and bustle of the congress. ePosters will also be presented in an abbreviated form as short lectures during separate sessions.

### CONTINUING EDUCATION CREDITS

Participation in the congress programme will be certified by the Saxony State Medical Association (SLÄK), the German Institute of Quality Assurance and Certification (IQZ), the Orthopaedic Footwear Technology Associations, the American Board for Certification (ABC) and the Swiss Association of Orthopaedic Technicians (SVOT/ASTO). SLÄK credits are accepted by the Austrian Medical Chamber and Swiss orthopaedics.

### LANGUAGES

German and English are the official languages of the congress. Simultaneous translation into the respective other language is offered. Selected sessions will also be translated into Spanish.



## ADMISSION PRICES AND SERVICES



### ADMISSION FEES TRADE SHOW

Including exhibitor workshops

|                      |           |
|----------------------|-----------|
| Day ticket online    | 18.00 EUR |
| Day ticket           | 29.00 EUR |
| Reduced day ticket*  | 9.00 EUR  |
| Full ticket online   | 40.00 EUR |
| Full ticket          | 59.00 EUR |
| Reduced full ticket* | 21.00 EUR |

### ADMISSION FEES WORLD CONGRESS

All Trade Show Events, full World Congress programme as well as the entrance fee to the Trade Show included.

|                      |            |
|----------------------|------------|
| Day ticket online    | 145.00 EUR |
| Day ticket           | 185.00 EUR |
| Reduced day ticket*  | 60.00 EUR  |
| Full ticket online   | 410.00 EUR |
| Full ticket          | 510.00 EUR |
| Reduced full ticket* | 150.00 EUR |

\*Reductions are available for pupils, students, trainees, pensioners, disabled people and unemployed.

### VISA MATTERS

To warrant the timely receipt of the visa, trade visitors requiring an invitation letter for visa purposes should register early. We are happy to receive your inquiries via email: [s.urich@leipziger-messe.de](mailto:s.urich@leipziger-messe.de) (Ms Svetlana Urich).

### ARRIVING BY PLANE

The Leipzig/Halle Airport lies a few kilometres from the Exhibition ground and is easy to reach via the air hubs in Frankfurt, Munich and Düsseldorf. Further, the Berlin airports Tegel and Schönefeld can be reached easily within a one-hour train ride.

### OVERNIGHT STAY IN LEIPZIG

Our hotel reservation team will happily advise you on the varied range of accommodation options available: **Phone: +49 341 678-8725,**  
**E-mail: [hotelreservation@leipziger-messe.de](mailto:hotelreservation@leipziger-messe.de)**





# DISCOVER GERMANY

At the very heart of Europe, Germany is the country many great poets and famous musicians have called home. With a population of 82 million and a vast array of cultural influences, this modern and liberal-minded society is as diverse and colourful as life itself.

## NEW: BERLIN & OTWORLD VISITORS' PROGRAMME

Enjoy the comfort and convenience of an organised trip to visit the OTWorld! An attractive package including hotel accommodation, guided sightseeing tours of Berlin and Leipzig, professional outings and a visit to the OTWorld has already been put together. Participants are bound to enjoy this perfect mix of discovery and networking!

The whole tour can be booked via the OTWorld online ticket shop, with tickets going on sale in January 2018.





## DATES AND FACTS

**DURATION** Tuesday, May 15 to Friday, May 18, 2018

**VENUE** Leipziger Messe, Halls 1, 3 and 5

**CONTACT** **Congress / Congress office:**  
 Confirmed GmbH  
 Phone: +49 231 5570-5083  
 Fax: +49 231 5570-5088  
 E-mail: congress@ot-world.com

**Trade Show:**  
 Leipziger Messe GmbH, Project Team OTWorld  
 Phone: +49 341 678-8260  
 Fax: +49 341 678-8262  
 E-mail: info@ot-world.com

Copy deadline: July 2017



**Conceptual Partner**  
 German Association of Orthopaedic Technology  
 (Bundesinnungsverband für Orthopädie-Technik)



**Organisers of the World Congress**  
 Confirmed  
 Gesellschaft für Congressmanagement mbH  
 Reinoldistraße 7-9, 44135 Dortmund, Germany



**Organisers of the International Trade Show**  
 Leipziger Messe GmbH  
 Messe-Allee 1, 04356 Leipzig, Germany



**Media Partner**  
 OT publishing house (Verlag Orthopädie-Technik)  
 www.verlag-ot.de

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Tickets at  
[www.ot-world.com/ticket\\_en](http://www.ot-world.com/ticket_en)

## GENERAL INFORMATION

### ADMISSION FEES TRADE SHOW Including exhibitor workshops and Open Forum

|   |                  |
|---|------------------|
| Day ticket online   | <b>18.00 EUR</b> |
| Day ticket  | <b>29.00 EUR</b> |
| Reduced day ticket*   | <b>9.00 EUR</b>  |
| Day ticket for groups<br>(available for 5 persons and more) | <b>15.00 EUR</b> |
| Full ticket online  | <b>40.00 EUR</b> |
| Full ticket   | <b>59.00 EUR</b> |
| Reduced full ticket*  | <b>21.00 EUR</b> |

Additionally and individually bookable for trade show visitors: courses and factory talks in the World Congress, Retail Forum, Innovation Tours

### ADMISSION FEES WORLD CONGRESS

**Includes all congress and trade show programme events, as well as admission to the trade show**

|                      |                   |
|----------------------|-------------------|
| Day ticket online    | <b>145.00 EUR</b> |
| Day ticket           | <b>185.00 EUR</b> |
| Reduced day ticket*  | <b>60.00 EUR</b>  |
| Full ticket online   | <b>410.00 EUR</b> |
| Full ticket          | <b>590.00 EUR</b> |
| Reduced full ticket* | <b>150.00 EUR</b> |

\* Reductions are available for students, trainees, pensioners, the disabled and the unemployed.



## HEALTHY FEET



### ACCOMMODATIONS

Our Hotel Reservations Team will help you book accommodations in Leipzig. You can book your hotel room at: [www.ot-world.com/travel/hotels](http://www.ot-world.com/travel/hotels), where you will find a wide range of reservation options.



## CELEBRATE BAVARIAN-STYLE IN LEIPZIG: CONGRESS AND TRADE SHOW PARTY

Tuesday, 15 May 2018,  
beginning 7:30 p.m. at the  
KONGRESSHALLE am Zoo Leipzig  
Book your ticket now  
for **45.00 EUR** at:  
[www.ot-world.com/ticket\\_en](http://www.ot-world.com/ticket_en)

## DATES AND FACTS

**DURATION** Tuesday, 15 May to Friday, 18 May 2018  
**VENUE** Leipziger Messe, Halls 1, 3 and 5  
**TIMES** 9 a.m. to 6 p.m.  
(on Friday, 18 May 2018 until 4 p.m.)

**CONTACT** **Congress / Congress Office:**  
Confairmed GmbH  
Phone: +49 231 5570-5083  
Fax: +49 231 5570-5088  
E-mail: [congress@ot-world.com](mailto:congress@ot-world.com)

**Trade Show / Visitor's service**  
Leipziger Messe GmbH, OTWorld Project Team  
Phone: +49 341 678-6986  
Fax: +49 341 678-8262  
E-mail: [info@ot-world.com](mailto:info@ot-world.com)

Copy deadline: 20 February 2018



**Conceptual Partner**  
German Association of Orthopaedic Technology  
(Bundesinnungsverband für Orthopädie-Technik)



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Reinoldstraße 7-9, 44135 Dortmund, Germany



**Organisers of the International Trade Show**  
Leipziger Messe GmbH  
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*Join the progress.*

International Trade Show  
and World Congress

**15–18 May 2018  
Leipzig, Germany**

## FOCUS ON INNOVATION

The OTWorld is the world's leading sector event in the modern medical aids field. From orthopaedic footwear technology / pedorthotics to podiatry, from prosthetics and orthotics all the way to compression therapy: Take advantage of the chance to gain comprehensive and unique insights into all the latest developments this year in Leipzig. This is the ideal venue for in-depth professional interaction with orthotists and prosthetists, doctors, therapists and podiatrists.

### FIRST PART OF CALL FOR ORTHOPAEDIC FOOTWEAR PROFESSIONALS / PEDORTHOTISTS

If you're an orthopaedic footwear professional / pedorthotist, the OTWorld 2018 is the right place for you. More than 150 exhibitors from all over the world will be in Leipzig to present special products and services entirely relevant to your field. If you'd like to effectively prepare ahead of time, you can find the complete list of OTWorld exhibitors of over 550 companies at [www.ot-world.com/exhibitors-products](http://www.ot-world.com/exhibitors-products).

### CONGRESS THEME: "FOOT AND SHOE"

With more than 300 internationally renowned speakers and a wide-ranging "Foot and Shoe" programme, the OTWorld World Congress offers the ideal venue for hands-on certified advanced training.



[www.ot-world.com](http://www.ot-world.com)

[www.ot-world.com](http://www.ot-world.com)

## ORTHOPAEDIC FOOTWEAR TECHNOLOGY: ENGAGING EVENTS



You can find the complete congress programme at [www.ot-world.com/programme](http://www.ot-world.com/programme)

## KNOWLEDGE IS YOUR WINNING CARD: FIRST-CLASS ADVANCED TRAINING

### SYMPOSIA, FREE PAPERS: INTERDISCIPLINARY EXCHANGE FOR EXPERTS (selection)

- Foot and shoe – Insoles  
Speakers: Monireh Ahmadi Bani, Kris Cuppens, Tom Saey, Behrokh Eskjandari, Eveline De Raeve
- Foot and shoe – Foot pressure  
Speakers: Atefeh Aboutorabi, Bernhard Greitemann, Lou-Ann Raymond, Klaus Peikenkamp, Veronika David
- Indications and limitations of treatment with sensorimotor foot orthoses  
Speakers: Thomas Stief, Michael Möller, Hartmut Stinus, Bernhard Greitemann
- How not to amputate the Charcot foot: The necessity of interdisciplinary cooperation  
Speakers: Tjerk de Ruiter, Sjef van Baal, Rob Verwaard
- Approaches from orthopaedic technology and orthopaedic footwear technology in the treatment of stroke patients  
Speakers: Paul. W. Schönle, Benedikt Preisler, Stefan Woltring



## BUSINESS SUCCESS THE EASY WAY



INCLUDED IN YOUR  
TRADE SHOW TICKET!

### NEW! PROFESSIONAL GET-TOGETHER ORTHOPAEDIC FOOTWEAR TECHNOLOGY/PEDORTHOTICS

Orthopaedic footwear professionals/pedorthotists will have an exclusive place to meet in Hall 1. Here you can relax and join other professionals for some friendly conversation or, after 4 p.m., you can round off a day of exhibitions, lectures and workshops with a delicious German beer.



Supported by:

In cooperation with: Verein zur Förderung des Forschungs- und Bildungsmanagements Orthopädieschuhtechnik – Kompetenzzentrum "newOST" and the Meisterschulen Siebenlehn and Hannover

### NEW! EXCITING INNOVATION TOURS (IN GERMAN)

Would you like an informative overview focusing on the latest innovations? Then don't miss this chance to take a guided tour of the trade show. They'll be taking place three times a day and start at the "Get-Together for Orthopaedic Footwear Professionals/Pedorthotists". The following subjects and times are available:

- 10:30 a.m. Digital manufacturing and 3D printing in orthopaedic footwear technology/pedorthotics
- 12:00 a.m. Modern shop fitting concepts and product display
- 03:30 p.m. Diabetic protective shoes  
(This tour will take place earlier on 18 May 2018 at 1 p.m.)

The fee is 5.00 EUR and includes a drink.  
You can register at [www.ot-world.com/ticket\\_en](http://www.ot-world.com/ticket_en).

### SATELLITE SYMPOSIA: SPECIALIST ORGANISATIONS AND PROFESSIONAL ASSOCIATIONS (selection)

- Surgical treatment of complex diabetic foot deformities. An international perspective by A-DFS  
In cooperation with Association of Diabetic Foot Surgeons (A-DFS)  
Speakers: Ralph Springfeld, Armin Koller, Alberto Piaggese, Klaus Kirketerp-Moller
- Hindfoot surgery and aftercare  
In cooperation with Gesellschaft für Fuß- und Sprunggelenkchirurgie e.V. (GFFC)  
Speakers: Markus Walther, Mellany Galla, Sorella Petters, Hartmut Stinus

### COURSES: PRACTICAL KNOW-HOW FOR EARLY BIRDS (selection)

- Treatment of stroke patients with sensorimotor foot orthoses  
Speaker: Stefan Woltring
- International nomenclature – How is it useful for me?  
Speakers: Anton Johannesson, Bernhard Greitemann, Matthias Schmitt, Thomas Stief
- Diabetes – Protective shoe, surgical shoe  
Speakers: Dirk Lammers, Camillo Buratto, Sascha Wigge

NOTE: Further courses available in German.

**THE HIGHLIGHT FOR YOUNG TALENT:**  
Youth.Academy TO on 17 and 18 May 2018  
For more information or to register, go to:  
[www.ot-world.com/expert-themes/youth.academie-to](http://www.ot-world.com/expert-themes/youth.academie-to)



### NEW! FORUM DIGITAL MANUFACTURING

Learn more about the latest scanners, 3D printers, software and professional tools at the OTWorld. For information on current offers and optimal implementation at the workplace, visit the new lecture forum in Hall 1.

### RETAIL FORUM (IN GERMAN)

The forum for hands-on advanced training and in-depth interaction with professional colleagues.

### FIRST-CLASS PROGRAMME FOR SALES PROFESSIONALS

Successful sales promotion, effective customer contact and retention, sales strategies in other fields and visual marketing take centre stage.

- Customer retention offline in over-the-counter retail  
Speaker: Bernard Homann
- Customer retention in online retail/e-commerce  
Speaker: Gada von Bohr
- Emotional persuasion in retailing: Focus on the customer and patient  
Speaker: Wolfgang Gruschwitz

### PAVILLION OF SHOP FITTING

Customer – employee – consulting – online – offline: a cycle that will affect the future of the healthcare sector. In the Pavillion of Shop Fitting, the on-site product presentation will be combined live with digital elements.

### EXHIBITOR WORKSHOPS

Learn more about innovative concepts and all the latest industry trends in 70 workshops and lectures.