



**PHOTOPIA
HAMBURG**

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Press Release

Opportunities and challenges for the imaging business of the future

ImagingExecutives @ PHOTOPIA conference on September 24, 2021

Hamburg, 13 September 2021 - At the premiere of the new photo + imaging exhibition and festival, PHOTOPIA Hamburg (September 23 to 26), the ImagingExecutives@ PHOTOPIA conference will take place on September 24 from 9:00 a.m. to 4:00 p.m. in the Chicago conference room at the PHOTOPIA Summit. Under the theme "Vital Opportunities", the event will provide an exciting platform for executives of hardware and software suppliers, print service providers, retailers and distributors as well as all companies whose business includes the creation, processing, marketing or the output of visual content. The specialist media imaging + foto-contact, INTERNATIONAL CONTACT and worldofphoto.com have put together a top-class program:

"Under the motto 'share your vision', we are celebrating an inspiring event in the urban heart of Hamburg, the center of photo and imaging art and culture," said Bernd Aufderheide, CEO of Hamburg Messe und Congress. "With ImagingExecutives@PHOTOPIA, PHOTOPIA Hamburg is expanding its extensive offerings for trade visitors with an additional business platform that provides exciting impulses and valuable future knowledge."

The opening keynote at 9:30 a.m. will be delivered by Sebastian Klein, Research Director & Consultant, GIM Society for Innovative Market Research. Based on before/after GIM studies, he will present insights into the feelings and values of people in Germany before and after the Corona pandemic.

Thereafter, Alexander Müller, Director ProImaging/B2B, Imaging Technologies & Communications Group DACH, Canon Germany, outlines innovative concepts to address customers digitally.

Cewe CEO Dr. Christian Friege explains how retailers can leverage all sales channels to get customers excited about high-quality photo products.

Will Hannan, Chief Commercial Officer of the Berlin-based Startup Mobius Labs, will introduce a new generation of AI-powered solutions that enable digital systems not only to recognize visual content, but also to analyze, interpret and understand what actually is in the picture - paving the way from computer vision to superhuman vision.

In a fireside chat with Martin Wagner, Head of Trends & Training, United Imaging Group, Dr. Vincent Meyer, CEO of Berlin's leading photo retailer Foto Meyer, will explain how he combines the classic strengths of his specialty store with digital media to offer photo enthusiasts long-term shopping experiences that actually only start with the purchase of a product.

After the lunch break, a panel discussion hosted by the German Photographic Industry Association (PIV) features Guido Jacobs (Canon), Thomas Mehls (Cewe), Frederik Lange (Sony) and Ralph Naruhn (di support) as well as the specialty retailer, Anabel Erhardt (Foto Erhardt) discussing the outlook for tomorrow's imaging business.

In the next session, Michael Buck, CEO Convidera GmbH, and Nik Redl, CEO zerolens GmbH will present technologies to automatically photograph an object and create fast and easily a three-dimensional digital twin, which can be used for interactive applications in web shops, trainings, etc. With zerolens' technologies, a three-dimensional product image can be automatically placed in a context that meets the individual expectations of the viewer.

In the last presentation, the successful designer and TikTok creator Louis Victor outlines how companies can use the TikTok platform strategically to reach young target groups and enter into a dialogue with them.

Tickets for the ImagingExecutives @ Photopia conference are available online at www.photopia-hamburg.com/programm/imagingexecutivesphotopia at a price of 199 euros. On this website, there is also constantly updated information about the program as well as advice about the regulations concerning the pandemic situation. Due to the COVID19 restrictions, registration via the online portal is mandatory.

About imaging+foto contact and INTERNATIONAL CONTACT

Published by C.A.T.-Publishing Thomas Blömer GmbH, imaging+foto-contact has been the leading printed and online media for Germany's photography and imaging industry for decades (www.foto-contact.de), helping specialty dealers, providers of imaging services, manufacturers and distributors to find profound information on the latest products, technology trends and marketing strategies. Its English-language sister publication, INTERNATIONAL CONTACT (www.worldofphoto.com) [provides current news from and for the global market.](#)

The new urban festival celebrating the world of imaging takes place on the Hamburg exhibition campus and at various other sites across the city from 23 to 26 September. It provides the imaging community with a wide choice of meeting places and event formats for sharing information and knowledge. At the PHOTOPIA Summit, newcomers to the scene will join global players for a fresh look at the future of an industry catering to millions of photo enthusiasts around the world. What is more, PHOTOPIA Hamburg's online label PHOTOPIA 365 interconnects the active photographic community year-round.

Tickets for PHOTOPIA Hamburg are available only online at a price of 19 euros. Premium single-day tickets for the Creative Content Conference cost 119 euros, and the price of an All-in Ticket for all four days is 269 euros. The price of a ticket for the ImagingExecutives@PHOTOPIA conference is 199 euros. Admission to PHOTOPIA Hamburg is included in the conference ticket price. All tickets may be purchased online at www.photopia-hamburg.com.

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#shareyourvision #photopiahamburg #photopia

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