

## EuroShop 2023: Guided Innovation Tours revolving around Retail Technology

**Book online now!**

**Focus on: Customer Experience – Big Data – Smart Store**

At EuroShop 2023, The World's No.1 Retail Trade Fair, in Düsseldorf from 26 February to 2 March 2023, we will again offer Guided Tours for trade visitors at the Dimension Retail Technology. These highly coveted tours will be carried out by Messe Düsseldorf in cooperation with the renowned retail expert Joachim Pinhammer and showcase a selection of technology innovations at the trade fair.

This year will see two tours on four trade fair days each, a German and an English tour. The meeting point for participants will be by the Retail Technology Stage in Hall 6, Stand I/61. Registration takes place [online](#).

Each "Guided Innovation Tour" lasts 90 minutes. After a brief introduction covering the industry's latest trends, the visitor groups will call on the stands of 10 exhibitors in total to learn more about their respective products and solutions. Customer Experience, Big Data and Smart Store will be in focus here.

An overview of the individual steps:

### **Customer Experience:**

**Bütema** presents the 'Retail Assistant Kira' – a chat bot that addresses end consumers for the first time.

**Improveeze** offers a wide variety of tools including 'phygital' devices that optimise selling performance & maximise additional sales.

### **Big Data:**

**Ariadne Maps** presents a Software-as-a-Service platform (SaaS) for real-time shopper analyses for offline retail. The Parsifal AI platform of the **G2K Group** provides completely standardised and scalable solutions covering a wide variety of areas of the Customer Journey and smart store management with valuable use cases.

The solution proposed by **Ydistri SE** uses analytics to optimise inventories and optimise stocks by shifting them among outlets.



**EuroShop**  
THE  
WORLD'S NO. 1  
RETAIL TRADE  
FAIR 26 FEB –  
2 MARCH 2023  
[www.euroshop.de](http://www.euroshop.de)



Messe  
Düsseldorf

Messe Düsseldorf GmbH  
Postfach 10 10 06  
40001 Düsseldorf  
Messeplatz  
40474 Düsseldorf  
Deutschland

Telefon +49 211 4560 01  
Telefax +49 211 4560 668  
Internet [www.messe-duesseldorf.de](http://www.messe-duesseldorf.de)  
E-Mail [info@messe-duesseldorf.de](mailto:info@messe-duesseldorf.de)


Geschäftsführung:  
Wolfram N. Diener (Vorsitzender)  
Bernhard J. Stempfle  
Erhard Wienkamp  
Vorsitzender des Aufsichtsrats:  
Dr. Stephan Keller

Amtsgericht Düsseldorf HRB 63  
USt-IdNr. DE 119 360 948  
St.Nr. 105/5830/0663

Mitgliedschaften der  
Messe Düsseldorf:

 The global  
Association of the  
Exhibition Industry

 Ausstellungs- und  
Messe-Ausschuss der  
Deutschen Wirtschaft

 FKM – Gesellschaft zur  
Freiwilligen Kontrolle von  
Messe- und Ausstellungszahlen

Öffentliche Verkehrsmittel:  
U78, U79: Messe Ost/Stockumer Kirchstr.  
Bus 722: Messe-Center Verwaltung

**Sensormatic**'s ShopperTrak Analytics Suite pools data from various sources and provides retailers with the information they need to manage their stores more effectively.

**Smart Store:**

ERIS (Effective Retail Intelligent Scanner) by **Adapta Robotics** is a smart, human-controlled retail robot driven by AI. It detects discrepancies in in-store pricing, issues with out-of-stock merchandise and non-compliance with planograms. **Shopic** presents solutions for smart shopping carts and the digitalisation of food retail stores thereby transferring the benefits of online retail to physical stores. The device based on computer vision converts each standard cart into a Smart Cart. **Trigo** launches a new stock management system based on the data supplied by its cameras and sensors. **WebLib** offers digital solutions to connect rooms and turn Wi-Fi into a safe marketing and selling tool: e.g. portals, order, payment.

**About EuroShop**

2023 will see to the tune of 1,700 exhibitors from 56 countries present their latest products and forward-looking solutions specifically for retail. For the last EuroShop in 2020 the international trade audience travelled from 142 nations to Düsseldorf.

EuroShop 2023 is open for trade visitors from Sunday, 26 February to Thursday, 2 March 2023, from 10.00 am to 6.00 pm daily. Admission tickets are only available online at [www.euroshop.de/2130](http://www.euroshop.de/2130). 1-day tickets cost EUR 70.-, 2-day tickets are EUR 120.- and season tickets cost EUR 165.-.

For more information go to [www.euroshop-tradefair.com](http://www.euroshop-tradefair.com). Find the online magazine of EuroShop at: [mag.euroshop.de/en](http://mag.euroshop.de/en)

**Your press contact:**

Dr. Cornelia Jokisch, Senior Manager MarCom (Press & PR)  
Yvonne Manleitner, Senior Manager MarCom (Press & PR)  
Tel.: +49 (0)211/4560-998/-577-242  
Email: [JokischC@messe-duesseldorf.de](mailto:JokischC@messe-duesseldorf.de)  
[ManleitnerY@messe-duesseldorf.de](mailto:ManleitnerY@messe-duesseldorf.de)  
[AngelovaD@messe-duesseldorf.de](mailto:AngelovaD@messe-duesseldorf.de)

Last updated: January 2023



**EuroShop**

THE  
WORLD'S NO. 1  
RETAIL TRADE  
FAIR 26 FEB –  
2 MARCH 2023

[www.euroshop.de](http://www.euroshop.de)



EuroShop Group:



**EuroShop**

THE  
WORLD'S NO. 1  
RETAIL TRADE  
FAIR 26 FEB –  
2 MARCH 2023

[www.euroshop.de](http://www.euroshop.de)

