

## "SHOP 4.0 – NEW RETAIL"

Pavilion 8, Buffet Hall, Lower Level Gallery

### CONFERENCE: STEPS TO CHANGE THAT WILL DETERMINE THE FUTURE OF YOUR BUSINESS

MONDAY 21/2/2022

Moderator: Boris Agatov – innovation expert and futurist

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- 11:30–13:00 **Tiktokers, bloggers, streamers: creating a new audience for fashion retail. New communication in Shop 4.0 for small and medium-sized businesses.**  
Speakers: Ralf Ringer Maxim Marukhlenko, CMO  
Black Star Wear Azamat Muhamedzhanov, Marketing Director.
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- 13:10–14:45 **Technologies that improve the customer experience in Shop 4.0.**  
Speakers: Lamoda Evgeny Bogdanov, Category Director Men's clothing and footwear;  
Decathlon Zeeshan Nurani, CEO;  
Loymax Igor Bozhenko, Commercial Director;  
Zarina Anton Smirnov, COO.
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- 15:00–16:30 **New shopping behavior on the site in Shop 4.0, payment by parts, interactive service, virtual loyalty cards, biometrics and other technologies.**  
Speakers: Ralf Ringer Maxim Marukhlenko, CMO.
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- 17:00–18:30 **Shop 4.0 in the Fashion industry. Steps to change the future of fashion retail.**  
Speakers: Otto Group Denis Artsentiev, COO;  
Concept Club Anastasia Nemaeva, COO;  
Zenden Kirill Tsedzhinov, Vice President.
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Subject to change February 2022

Organizers



Partner

