

Citychef2020 – Study trip

Future of retail

We invite you to join a inspiration trip to investigate new retail technology and cross-sector collaboration as drivers for the retail innovation. Some cities, marketplaces and companies have adapted the possibilities and explore valuable effects. However, the barriers and drivers still need to be fully addressed and related to the Danish context for the involved Danish stakeholders to benefit from the possibilities.

We invite city managers to join us for a study trip to explore and learn from other countries and projects. The goal of the trip is to gain insight into key platforms, marketplaces, strategies, public-private partnerships, drivers, barriers and opportunities that exist within Future retail and retail innovation in Belgium and Germany that can be further elaborated and scoped into capability building and knowledge transfer activities within Service Cluster Denmark and the research organizations.

PROGRAM

9th of April at 14:00 - Depart Denmark location for pickup tbc

10th of April kl.: 9:00 - 11:30 The history of Wuppertal and Lagerfeld / combination of talk & discussion

Future City Lagerfeld – a platform for the future of retailing:

In Langenfeld the 60,000 inhabitants, retailers, shoppers, politics and administration work with solution providers and universities on the topics of the future. This creates a Europe-wide unique hotspot for the future of retailing and urban development. Projects within digital city center and digital window shopping have been conducted. Langenfeld is the perfect representative of the cities that will face the greatest challenges in retailing in the coming years.

On-line City Wuppertal:

The online City Wuppertal (OCW) was a bundes-wide pilot project that showed the local online market place, focused on training of the local traders and the omni-channel approach and the digitalization as an opportunity of the local - especially owner-managed retail. In 2017, the online City Wuppertal received additional funding and Wuppertal attracted more attention to the entire topic of "digitization and city center" in Germany, especially in the area of city marketing organizations and business development. Numerous other cities are now oriented towards the Wuppertal model. The OnlineCity Wuppertal is regarded as a counter model to "Monchengladbach on eBay" in specialist circles and is sometimes referred to as the "mother" of local online marketplaces.

11:30-13:30 Walk the city – visit 2 retailers that are part of the platform share their experience

13:30-17:00 Workshop - What can we learn from this - a discussion with relevant people from the different projects.

18:00-20:00 Networking dinner

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11th of April

What is an experience? How to design experiences based on our senses

Visit at Hasselt University

Retail Design Lab is a knowledge center at Hasselt University, Belgium. The Lab is researching what the store of tomorrow should look like and what the role of design and other spatial cues plays in it, and what the role of the physical store should be as such. Topics that are relevant for Service Cluster Denmark and our members, research partners, city management etc.

10:00-12:00 morning seminar at Hasselt University

12:00-13:00 lunch

13:00-14:00 retail experience lab– what is a great experience –inspiration to new experiences

14:30 return to Denmark

Time: 9th of April - 11th of April

Price: 2500 DKK + moms (incl transport, accommodation, program)

Participants: Retailers, city managers and universities.

Participants - who has already signed up

City managers from Vores Ikast, Randers City, Handel i Viborg, Espergærde Centret, Vordingborg Handelsforening, Køge Handel, Vejen, Business Slagelse, Sønderborg Handel, Herning City

Tilmelding til

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