

INHORGENTA TRENDFACTORY #ReInspire

Status 25.09.2020

Act	Time CET	Speaker	Topic
Welcome	10:00	Hannah Klose - Presenter Klaus Dittrich - Messe München, CEO Stefanie Mändlein - Messe München, Exhibition Director Inhorgenta	Welcome, Program Flow and Online Platform Explanation
Opening Keynote	10:10	Caro Henne - CARO Ltd. , Consultant Luxury Marketing & Strategy	Customer-focused marketing for luxury brands as teaser for her masterclasses
Future Retail	10:20	Philippe Roten - Favre Leuba, CEO Gerhard Novak - Porsche Design Timepieces, CEO Kai Tuschke - Garmin Deutschland, Managing Director DACH	Reinspire in Challenging Times
		Stéphane Galienni - Balistik Art, Co - Founder / Creative Strategist Katja Graisse - Balistik Art, Co - Founder / Digital Communication	The future of luxury - status quo and outlook from a leading agency
		Antonio Carriero - Breitling , Chief Digital and Technology Officer (CDTO) Christian Leffin - Salesforce, Strategic Advisor Office of the CEO	Digital - The new way of doing things // Best Practice
		Petra Winter - MADAME, Editor-in-chief	Possibilities of presence in a 360 degree media brand
		Marius Schafelner - Juweliere.de / Dr Scharenberg online GmbH, Managing Director	"There is no business without an online strategy" - future retail models must use digital media
		Marcel Roessner - AliBaba Group, Senior Manager TMALL Luxury Division David Walmsley - Pandora, Chief Digital & Omnichannel Officer	Future retail after COVID-19
News	11:00	Bernhard Bauhofer - Sparring Partners Founder & CEO	The TRENDFACTORY Press
Sustainability	11:10	Jana Keller - Royal Blush Owner & CEO	Visionary Reorientation - What is Real Luxury?
Future Retail		Alf Gegenfurtner - Interness Services, CEO Philipp Gegenfurtner - Interness Services, CTO	THE DIGITAL CLOCK IS TICKING! Offline - Online. A perfect symbiosis!
Weather Report		Markus Dreßler - City of Glashütte Mayor & Head of the Nicolas Hayek Foundation	The City of Glashütte - World class in the province
The Story		Marcel Benson - Benson Watch Cie. Founder & CEO	The Story of a true watch nerd
Break	11:40	Break	Break
Keynote	12:00	Michael Sandoss - Luxury, Lifestyle & Media Expert Max Thinius - Futurologist	A futurologist approach: The watch and jewelry trade of the future
Brand Marketing	12:15	Alexander Biesalski - Biesalski & Company, Owner & Managing Partner Katerina Perez - KaterinaPerez.com Founder and Editor in Chief	Turning brands into value! Brand presence as a strategy Maximizing Instagram success in the current environment. The daily life of a top influencer in the global jewelry business
Tradition	12:30	Sven Mostögl - Oris, Region Manager Francesco Pesci - Georg Jensen, CEO & Chairman Maria Black - Maria Black Jewelry, Founder & CEO Søren Lynggaard - Ole Lynggaard, CEO & Owner	Modern family business - between tradition and digitalization
News	12:50	Bernhard Bauhofer - Sparring Partners, Founder & CEO Susanne Stefanski - MADAME, jewellery editor	The TRENDFACTORY Press Trends & Stylings
Technology	13:00	Heike Kammerer - IBM Deutschland , Head of Industry LAB, IBM Watson Center Munich	How can AI shape your business success
		Patrick Bruch - Mawave, Founder & CEO Caro Henne - CARO Ltd. , Consultant Luxury Marketing & Strategy Christian Leffin - Salesforce, Strategic Advisor Office of the CEO	Platform, distribution channels and apps. How modern companies transform themselves
Education	13:20	Dr. Laurent Massi - AGAT - Académie de Gemmologie, Co-Founder & President Dr. Pierangelo Gröning - EMPA CTO	The role of the gemmologist in the 21st century. Tradition, education and challenges for the industry Material and Process Innovations Relevant for Watch Makers
Design	13:40	Alessio Boschi - Alessio Boschi Jewels, Founder & Creative Director Jothi-Sèroj Ebroussard - Atelier Ebroussard, Master Sculptor & Jeweler	The role and work of a designer in the 21st century
Closing Keynote	13:55	Charles D.A. Ruffolo - The NetworkKing Corporation, President	Reinspire into the future! It's all about Relationships through Networking
The End	14:00	The End	The End
MASTERCLASSES	14:00 - 15.30	MASTERCLASSES	MASTERCLASSES