

Discover. Innovate. Network.

SHD FORUM

JULY 8/9, 2025

Industry monument Bendorf-Sayn

The event for customers
and those interested
in the industry

REGISTER HERE!

Open link, register
and help shape the digital future!

WELCOME

New perspectives, pioneering innovations and valuable contacts – that's what the SHD Forum offers.

The event focuses on the digital transformation in the kitchen and furniture industry.

Mainstage stage programme:

Experience rousing keynote speeches and expert presentations on how digitalisation in the kitchen and furniture industry can be thought of in concrete and practical terms.

Trade fair & exhibition:

A diverse trade fair exhibition awaits you, where you can experience the solutions of our partners and exhibitors as well as the SHD Group up close.

HIGHLIGHTS

AI in Sales & Marketing

Leverage AI to gain deeper insights into customer behaviour and drive targeted revenue growth.

Customer Experience & Emerging Sales Technologies

From digital twins to VR consultations – discover tools that deliver real value.

Cybersecurity & IT Infrastructure

What modern security strategies and agile cloud solutions need to provide.

Efficient Processes & Digital Tools

How digital innovation is streamlining planning, inventory management and assembly – with hands-on examples of ESL solutions in furniture retail.

Digital Business Strategies

The forward-thinking approaches that are already shaping the industry's future.

AGENDA

TUESDAY, JULY 8 | **Mainstage**

09.00 h **Welcome**

09.30 h **Opening**



Dietmar Meding
CEO SHD

10.00 h **Customer of the Future: AI in Marketing & Sales for the Kitchen and Furniture Industry**



Prof. Dr. Christian Stummeyer

11.00 h **Talk: SHD Product Strategy – TODAY. NEXT. FUTURE. (Presentation in English)**



Dietmar Meding
CEO SHD



Ryan Bryers
CTO SHD

11.25 h **Lead Power for Kitchen Studios: How KPS.MAX web Attracts New Customers**



Stefan Hoffmann
SHD

11.45 h **New Era of Kitchen and Furniture Assembly: Digital Efficiency with hey.kitchen+**



Michél Fink
hey.kitchen

12.10 h **Sustainable Innovations as a Competitive Advantage: 7 Steps to the Right Strategy**



Dr. Erlijn van Genuchten
Security advisory for companies and teams

12.30 h **Lunch Break**

14.00 h **Maximum Efficiency with Minimum Complexity: Simple Inventory Management for Kitchens & Bathrooms – SHD Connect**



Michael Christmann
SHD

14.25 h **Thinking without borders: How Mutoni is paving the way to internationalization with SHD ECORO, Shopware and AI**



Peter Kattrup
SHD

14.45 h **The “Climate King” shows the Way: How a Craft Business became a Digital Champion with AI, Online Marketing and Social Media**



Mario Schunk
Schunk 2.0 GmbH

15.00 h **Coffee Break**

15.15 h **Strategy for Success: The Modern Cloud Suite for Efficient Kitchen Planning**



Frank Pohl
SHD

15.35 h **Unlocking the Potential of Digital Twins and Product Passports in the Furniture Sector**



Klaus Bröhl
Managing Director Integrated Worlds GmbH

16.00 h **Industry Megatrends:
Sell More, Highlight Better – Use Leads
Effectively & Control Pricing Dynamically**



Peter Kattrup
SHD

16.25 h **The Transformation & Evolution @ SHD
(Presentation in English)**



Ryan Bryers
CTO SHD

16.45 h **The Future of Telephony with AI: Practical
Approaches for the Interior Design Industry**



Mathias Klee
Trendview

17.25 h **Crisis Management during a Cyber Extortion
Attack – It Can Happen to Any Company!**



Oliver Schneider
Riskworkers

18.00 h **Dinner**

19.00 h -
22.00 h **Evening Gathering**

AGENDA

WEDNESDAY, JULY 9 | **Mainstage**

09.00 h **Kick-off: Start of the Day**



Dietmar Meding
CEO SHD

09.20 h **A Hacker's Perspective: Attack Vectors and Cyber Attack Methods**



Immanuel Bär
Prosec

10.00 h **Coffee Break**

10.15 h **Who is Actually still Doing the Work here? AI Agents and the new Human-Machine Alliance**



Sascha Böhr
nuwacom

10.35 h **Digital Proximity to the Customer: How we are redefining the Customer Journey**



Christian Lenzhölzer
Managing Director hey.kitchen

10.55 h **Digital Transformation in Action: Seamless ESL Integration at Möbel Heinrich**

Peter Kattrup, SHD
Online Software AG
Möbel Heinrich

11.15 h **Strategic Brand Building in e-commerce on Marketplaces – How makebo uses Amazon for itself and what Brands can learn from it**



Philip Kehela
makebo GmbH

11.40 h **Next Level IT: Cloud, Security, Hybrid & SaaS in a Changing Tech Landscape**



Stephan Röder
SHD

12.00 h **Lunch Break**

13.00 h **Copilot Modern Workspace**



Martin Arnold
DTPA GmbH

13.25 h **Knowing what Customers really need – how CRM and Data make the Kitchen and Furniture Trade scalable**



Jürgen Mainusch
SHD

13.45 h **Digital Transformation in Furniture Retail: Business Models and Omnichannel Strategies**



Nico Kotsapanajotou
dotCompanion GmbH

14.05 h **Shaping the Future Together:
Co-Innovation in Dialogue with the Customer**



Dietmar Meding
CEO SHD

14.30 h **SHD Content – The Next Generation
Cloud-Based Catalogue Solution**



Birgit Müller-Hell
SHD

14.50 h **The Customer Takes Charge: Retail Revolution
Through Self-Checkout Systems (Best Practice
from DIY Sector) (Presentation in English)**



Dennis Oudijn
Valk Solutions

15.10 h **E-Commerce & Mobile Platforms:
Key Strategies for Personalised & User-Friendly
Shopping Experiences**



Peter Kattrup
SHD

15.30 h **Closing Remarks & Thank You**



Dietmar Meding
CEO SHD

15.45 h **End of Event**

SPEAKER EXPERTISE



Prof. Dr. Christian
Stummeyer



Immanuel Bär
Prosec



Martin Arnold
DTPA



Oliver Schneider
Riskworkers



Dr. Erlijn
van Genuchten
Security advisory



Philip Kehela
mokebo



Sascha Böhr
nuwacom



Nico Kotsapanajotou
dotCompanion GmbH



Mathias Klee
Trendview



Klaus Bröhl
Geschäftsführer
Integrated Worlds



Dennis Oudijn
Valk Solutions

SPEAKER EXPERTISE



Dietmar Meding
CEO SHD



Ryan Bryers
CTO SHD



Frank Pohl
SHD



Stefan Hoffmann
SHD



Stephan Röder
SHD



Peter Kattrup
SHD



Michael Christmann
SHD



Birgit Müller-Hell
SHD



Jürgen Mainusch
SHD



Christian Lenzhölzer
hey.kitchen



Michel Fink
hey.kitchen

EXHIBITION GOLD PARTNER



EXHIBITION SILVER PARTNER

dormakaba 

EPSON®

 **Gräbert**



Mateo

 **IPOS®**

PROXESS®

reirewitz 

 **PACKSIZE®**



QUAD GmbH
Distribution + Consulting

THALES

TOSHIBA

EXHIBITION SHD

SHD

hey.kitchen<

 **Simar** GROEP


Valk Solutions

PROGRAM DEMO AREA

TUESDAY, JULY 8 | Exhibition Stage

10.05 h	Patch me if you can <i>Uwe Fäth, Baramundi</i>
10.25 h	Intuitive Planning for the Perfect Kitchen: Planning with KPS.MAX <i>Daniela Huse, Florian Thelen, SHD</i>
10.45 h	Coffee Break
11.05 h	SHD perfecto 3 – Understanding New Features, Successful Migration <i>Jens Farnschläder, Philipp Guse, SHD</i>
11.25 h	SHD ECORO erleben – Roadmap & Highlights Overview <i>Michael Christmann, SHD</i>
11.45 h	„Level up“ – The Holistic Booster for Your Cyber Security <i>Dirk Albrecht, Watchguard</i>
12.05 h	VR Kitchen Sales: How Customers Experience Planning with KPS.MAX vision <i>Benjamin Jecht, SHD</i>
12.30 h	Lunch Break
14.00 h	AI for All – from the Edge to the Cloud <i>Vitalis Weigum, Lenovo</i>
14.20 h	hellomateo: The AI Assistant for Customer Retention in Furniture Retail – Whether WhatsApp, Email, or Letter <i>Domenik Fox, Mateo</i>
14.40 h	Online Kitchen Sales: From Lead to Order with KPS.MAX web <i>Daniel Otzelberger, SHD</i>
15.00 h	Coffee Break

PROGRAM DEMO AREA

TUESDAY, JULY 8 | Exhibition Stage

15.15 h	SHD perforce 3 – The new HR planning solution <i>Peter Elstermeier, Jens Farnschläder, SHD</i>
15.35 h	Perfectly Prepared for the Digital Transformation in Furniture Retail <i>Oliver Schröder, Diomex</i>
15.55 h	SHD ECORO CRM – Deep dive into CRM applications and mobile CRM <i>Richard Buchinger, SHD</i>
16.15 h	Break
16.20 h	PPWR – The New European Packaging Regulation <i>Otto Friedl, Packsize</i>
16.40 h	Retail media in furniture retail: How to generate advertising revenue on your own POS monitors – from concept to implementation <i>Frank Thiedig, Online Software AG</i>
17.00 h	More Overview, Less Effort – Experience KPS.MAX manage live <i>Heino Engel, SHD</i>
17.20 h	END of Day One

PROGRAM DEMO AREA

WEDNESDAY, JULY 9 | Exhibition Stage

10.15 h	Rethinking Warehouse Organization: News and Features in SHD ECORO <i>Michael Groß, SHD</i>
10.35 h	When Your Customers Book Appointments Themselves – And Your Routes Still Run More Efficiently <i>Jan Göbel, Reisewitz</i>
10.55 h	Coffee Break
11.00 h	Security, Agility, and Efficiency Through IT Platforms <i>Till Regenhardt, Cisco</i>
11.20 h	Intuitive Planning for the Perfect Kitchen: Planning with KPS.MAX <i>Daniela Huse, Florian Thelen, SHD</i>
11.40 h	SHD ECORO Portal – Groupware Integration in SHD ECORO <i>Karsten Reuter, Stefan Fuggenthaler, SHD</i>
12.00 h	Lunch Break
13.00 h	KPS.MAX protect – Creating Error-Free Quotes <i>Timo Schwippe, SHD</i>
13.20 h	Customer Service Redefined: Transparent, Digital, and Sustainable <i>Leon Fröhlich, hey.kitchen</i>
13.40 h	Mastering the EUDR Together with SHD & IWOfurn <i>Sascha Probst, IWOfurn und Peter Kattrup, SHD</i>
14.00 h	Online Kitchen Sales: From Lead to Order with KPS.MAX web <i>Daniel Otzelberger, SHD</i>
14.20 h	Break
14.25 h	MHS – News, Roadmap, Highlights <i>Miriam Bürkle, Stefan Deeters, SHD</i>
14.45 h	SHD Shop Solution – Why Is This the Best Choice? <i>Peter Kattrup, SHD</i>
15.05 h	END