

Thursday 2nd February

10:30 - 10:45 **Do you utilize your brand sufficiently? Be inspired by, how you with a few tricks can optimize your sales, through shops, web and social medias. Come and see what the world's largest iPhone can do for your business!**

Steen Wæver Poulsen, CEO (Fashion Photo Studio)

11:00 - 11:25 PEJ Gruppen

12:00 - 12:25 **Does your brand get the treatment it deserves? Discover how you by optimizing Visual Merchandising can increase sales and strengthen earnings considerably.**

Maurits Teunissen, Founder (iShopShape B.V.)

12:25 - 12:30 **(Designers ONLY!) Be inspired in the use of IT to support the creative process with Fashion Design CAD**

Davide Mazzucchelli, Product Expert (NedGraphics B.V)

13:00 - 13:25 **Get a hold on sellers and agents, avoid mistakes in the order intake process and achieve higher earnings. Optimize the use of iPhone, iPad and Internet.**

Nick Andriesse, CEO (Apptitude B.V.)

Paul Jonker, CEO (itSuitsIT B.V.)

15:00 - 15:25 PEJ Gruppen

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Davide Mazzucchelli, Product Expert (NedGraphics B.V)

16:00 – 16:25 **KEYNOTE What can Microsoft do for the fashion industry? (hint Cloud/SaaS/Dynamics NAV)**

Aaren Ekelund, Product Marketing Manager (Microsoft A/S)

Paul Jonker, CEO (itSuitsIT B.V.)

Friday 3th February

10:30 - 10:45 **Do you utilize your brand sufficiently?? Be inspired by, how you with a few tricks can optimize your sales, through shops, web and social medias. Come and see what the world's largest iPhone can do for your business!**

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12:00 - 12:25 **Based on Europe's financial debt crisis seen from the Danish fashions industry's point of view, Danske Bank tells what you have to watch out for. With a presentation of the report "Passion for Fashion" Deloitte takes the temperature of the industry.**

Frank Øland, Senior Økonom, (Danske Bank)

Peter Mølkjær, Partner & Leder af Branchegruppe Tekstil (Deloitte)

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16:00 – 16:25 **KEYNOTE! What are the managerial challenges for the industry today and how do you handle it?**

Peter Mølkjær, Partner & Leder af Branchegruppe Tekstil (Deloitte)

Søren Nilausen, Virksomhedsrådgiver - med fokus på fashion (Center for Ledelse)

Saturday 4th February

- 10:30 - 10:45 **Do you utilize your brand sufficiently?? Be inspired by, how you with a few tricks can optimize your sales, through shops, web and social medias. Come and see what the world's largest iPhone can do for your business!**
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Nick Andriesse, CEO (Apptitude B.V.)
Steen Wæver Poulsen, CEO (Sketz ApS)
- 15:00 – 15:25 **Get closer to your suppliers, use the options on the Internet to obtain a faster product development with Fashion PLM**
Tom van Soest, Director (iShopShape BV)

Sunday 5th February

10:30 - 10:45 **Do you utilize your brand sufficiently?? Be inspired by, how you with a few tricks can optimize your sales, through shops, web and social medias. Come and see what the world's largest iPhone can do for your business!**

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12:25 - 12:30 **(Designers ONLY!) Be inspired in the use of IT to support the creative process with Fashion Design CAD**

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13:00 - 13:25 **Get a hold on sellers and agents, avoid mistakes in the order intake process and achieve higher earnings. Optimize the use of iPhone, iPad and Internet.**

Nick Andriesse, CEO (Apptitude B.V.)

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See more at www.sketz.dk