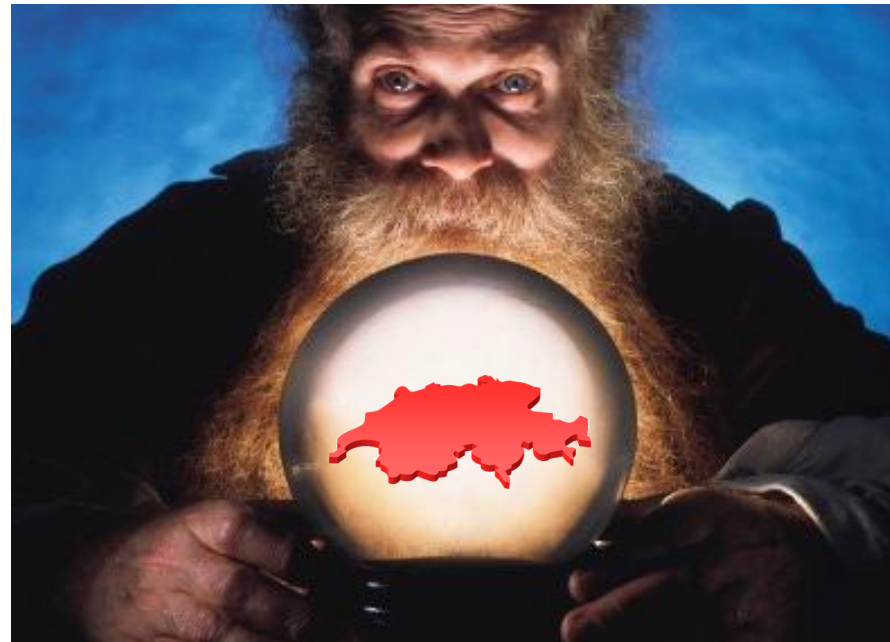


Handel ohne Mobilität ist undenkbar. Und in Zukunft?

Kaspar Engeli, Handel Schweiz



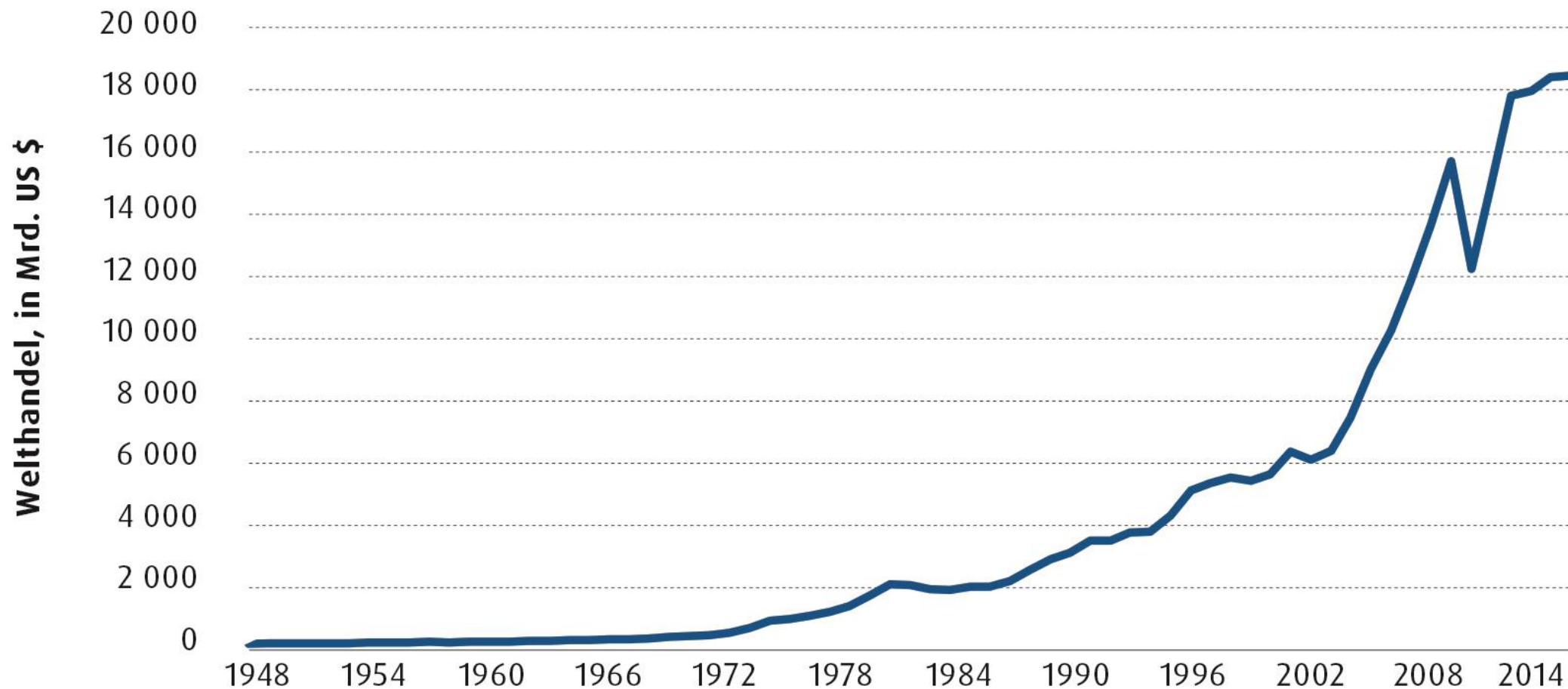
Umweltarena, 8.11.2017

1. Zukunft
2. Globale Optik
3. Handel in der Schweiz
4. 5 Mega Trends
5. Logistik, Verkehr
6. Back to the roots



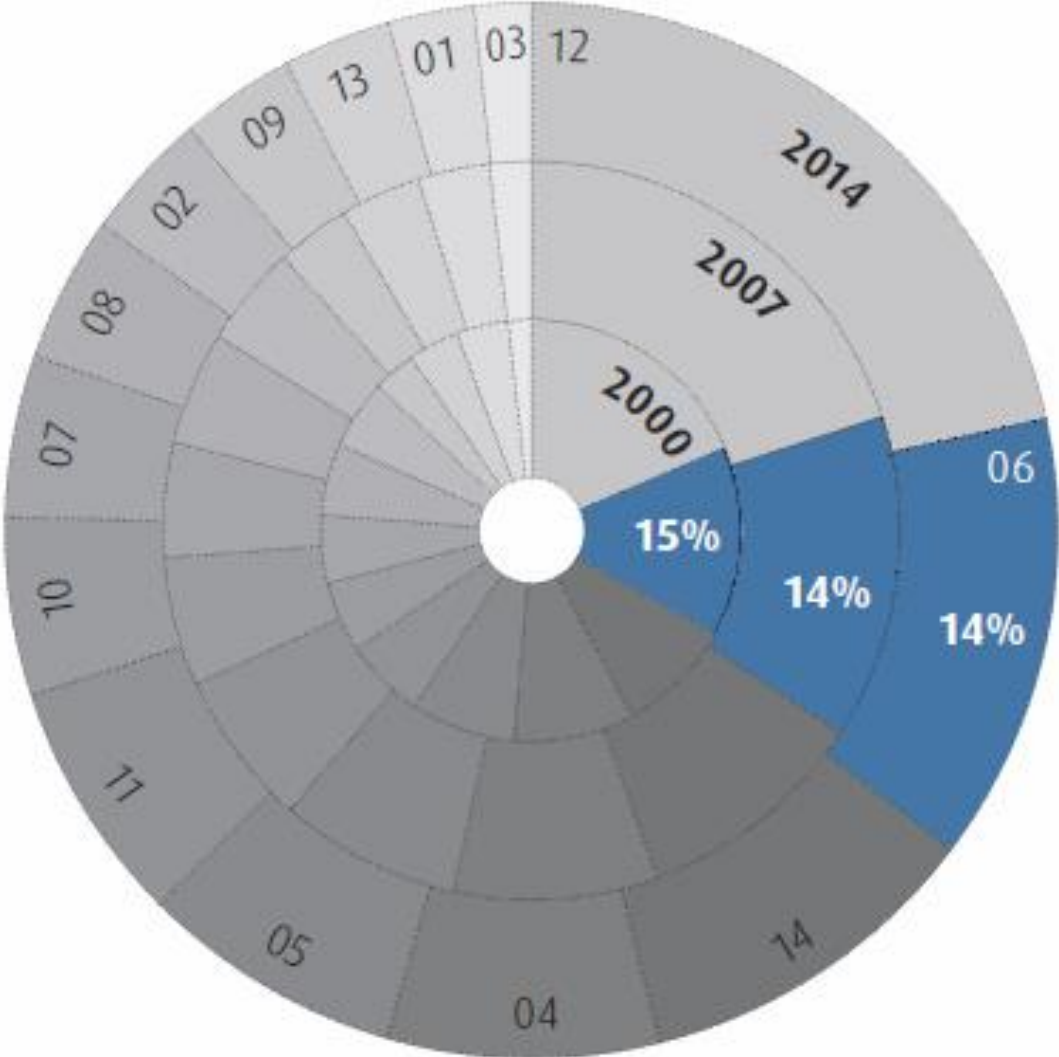


Handel bewegt die Welt

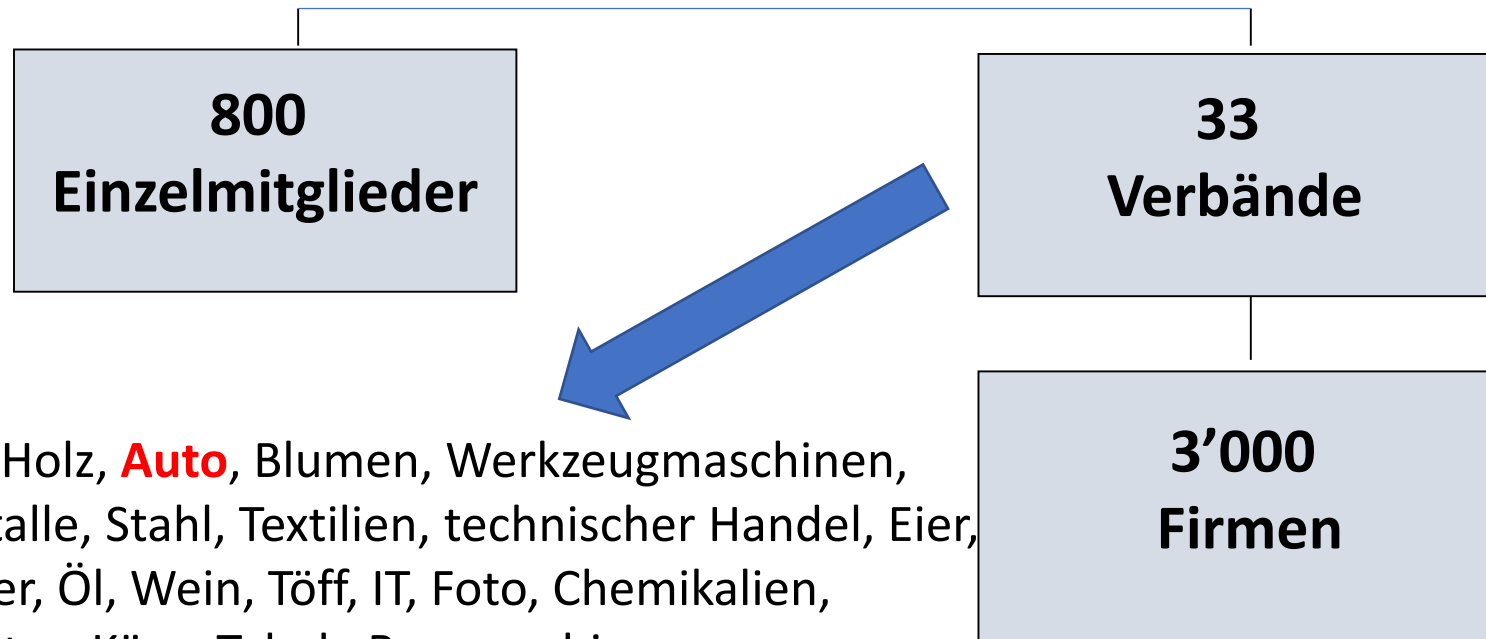


Weltweite Exporte in Mrd. US \$
(Quelle: WTO, BAKBASEL)

Handel als zweitwichtigster Arbeitgeber der Schweizer Wirtschaft

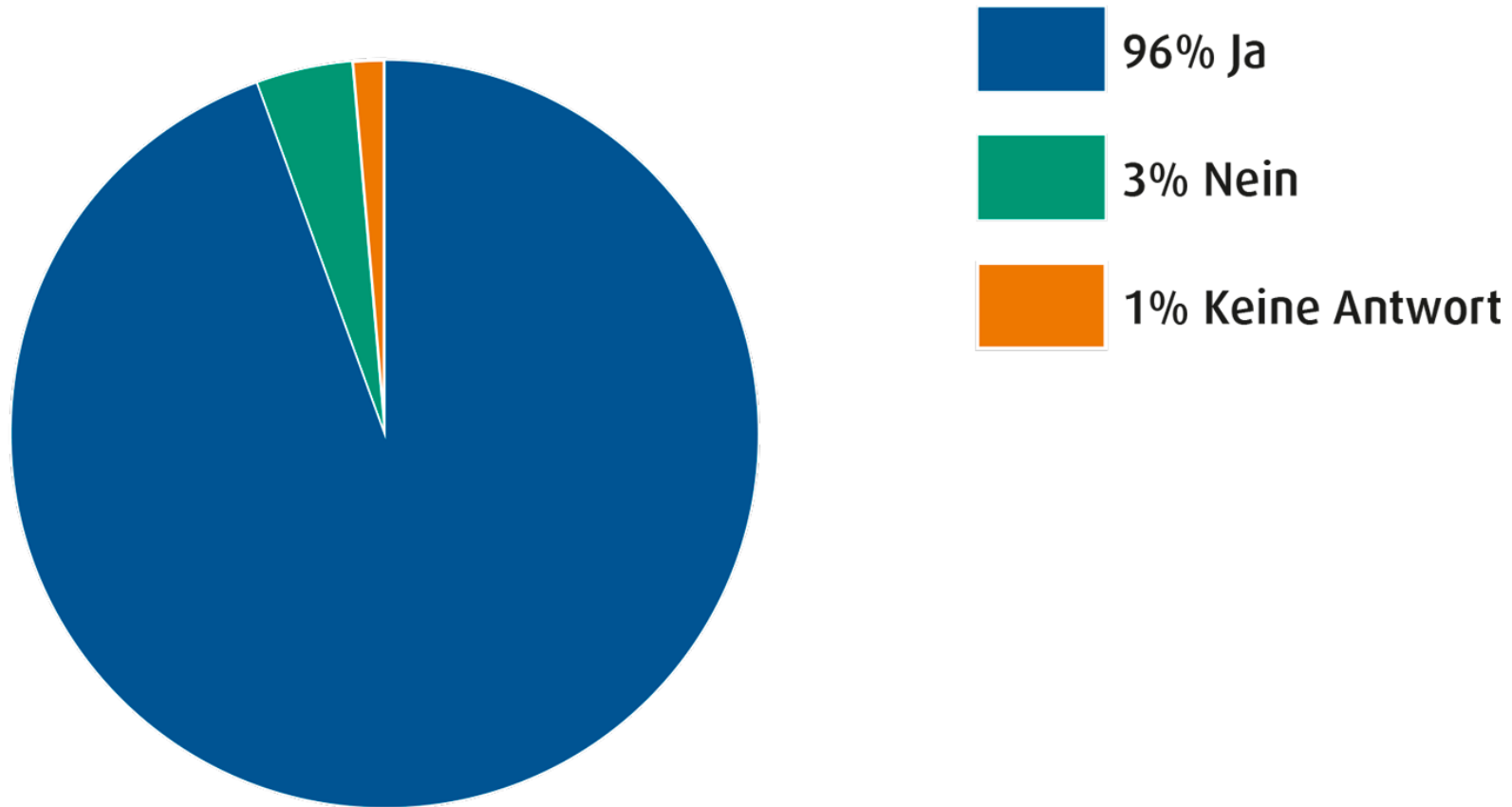


HANDELSchweiz

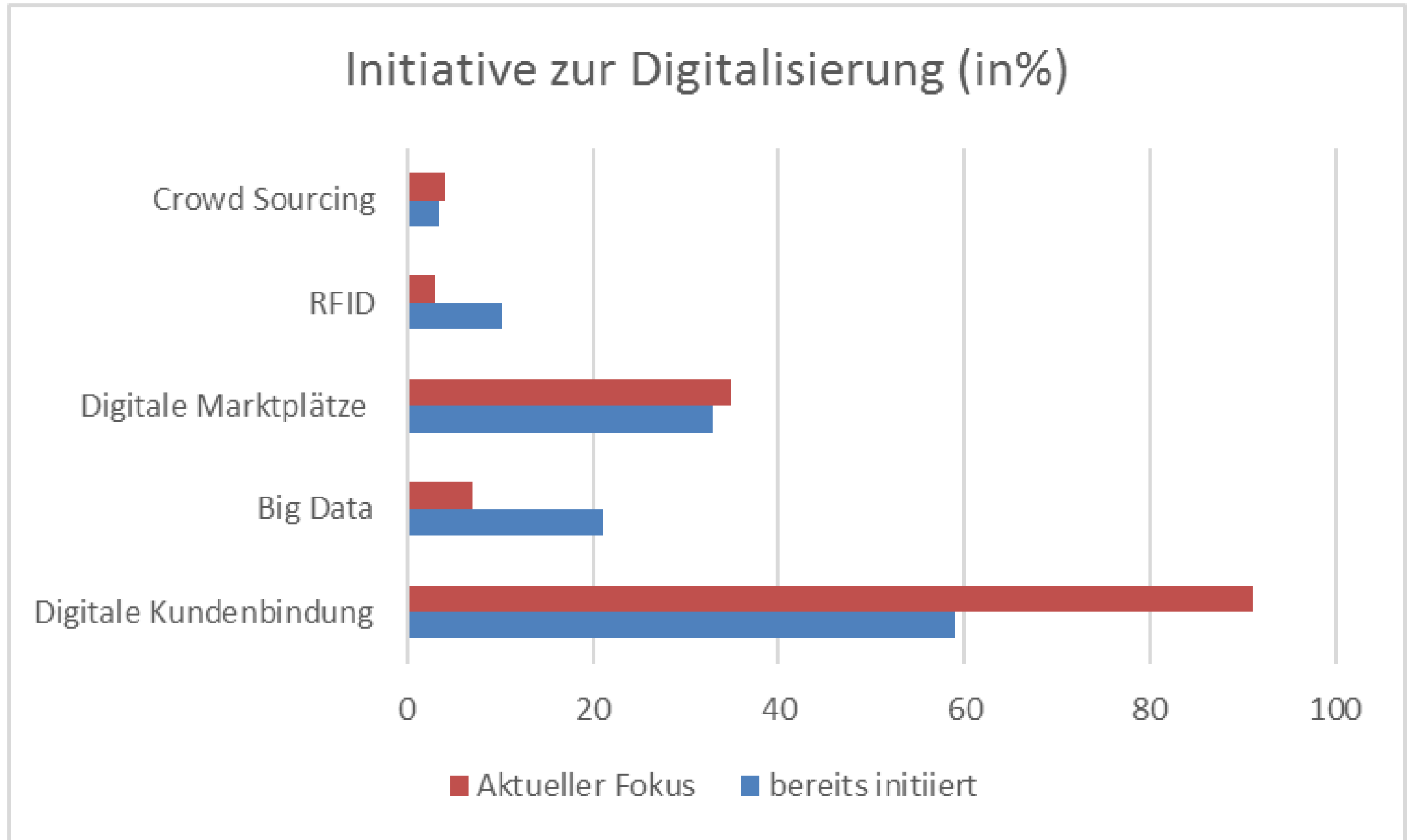


z.B. Holz, **Auto**, Blumen, Werkzeugmaschinen,
Metalle, Stahl, Textilien, technischer Handel, Eier,
Leder, Öl, Wein, Töff, IT, Foto, Chemikalien,
Elektro, Käse, Tabak, Baumaschinen,
Hebebühnen, ...

Die digitale Transformation des Handels



Die digitale Transformation des Handels



Die digitale Transformation des Handels

Digitale Plattformen sind Konkurrenz bei?



75,4%

Pricing



51%

Zugang zu Nutzern



39%

Sortiment



29,4%

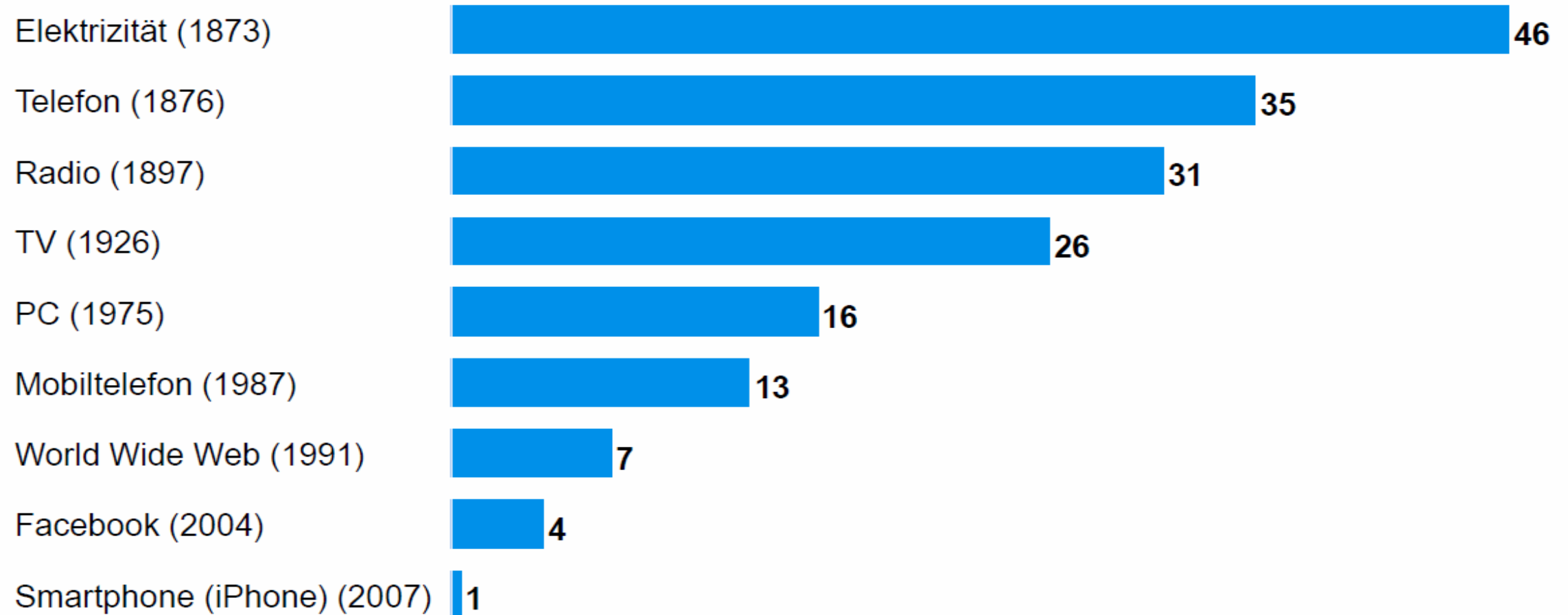
Logistik

The image displays a comprehensive grid of logos for various digital marketing and social media platforms, categorized into several groups:

- Social Marketing Management:** shoutlet, SYNAPSE, vitrue, hootsuite, Social Publishing Platforms, Flowtown, Spreadfast, awareness, tweetie, tapif, hearSay, MUTUALMIND, SPROUT SOCIAL, offerpop, Social Promotion Platforms, Seismic, Strutta, votigo, Fanzilla, SocialAppsHQ, extole, Zuberance, BuzzAgent, CaumSea.
- URL Shorteners:** bitly, tiny arrows, TinyURL.com
- Stream Platforms:** UberMedia, TweetDeck, whirl, Aol Lifestream...
- Twitter Apps:** twitpic, tweetmeme, StockTwits, wefollow, Listorious, flixup!, twitvid.
- Analytics:** awe.sm, bluefin, kontagent, Campalyst, mixpanel, OMNITURE, webtrends.
- Content Curation:** hunch, memolane, BuzzFeed, summarify, Ripboard, SkyGrid, Storify.
- Social Commerce Platforms:** Payment, Moontoast, SHOP TAB, live gamer, dotbox, munro, Molko, Storenvy, FLUID, shop igniter, VendorShop, e via milyoni.
- Facebook Apps:** LIKESTER, BranchOut, snapchat, causes, booshaka.
- Facebook Gaming:** playfish, yznga, MetroGames, Playdom, ZUMAN, CrowdStar, socialpoint, DIGITA, WILDONEDLEGAMES!
- Social Advertising Platforms:** TBG, Lexity, spruceMEDIA, Adaptly, BLINQ, epicsocial, SOCIALYZE, GRAPH EFFECT, 127, nanigans, Ybrant, twelvelfold, SAM, Taykey, KENSHOO, Marin, EfficientFrontier.
- Social Brand Engagement:** socialvibe, mylikes, adly, appsavvy, DYNAMIC SIGNAL, sharethrough.
- Social Ad Networks:** OneRiot, rockyou, acFOSS, LIFESTREET, radium, XGRAPH, media6degrees, GNIP, OOO, DATASIFT, RapLeaf.
- Social Data:** Topsy, wink, Aardvark, StumbleUpon, greplin, spokey, WIND TAKEN.
- Social Intelligence:** PostRank, Trendrr, ATTENTIVY, VISIBLE, BuzzBots, activity, bottlenose, virheat, trackur, synthesio, sysomos, colligent, brandprotect, SCOUT24, backtype, radian, ALTERIAN, conversion.
- Social Scoring:** KLOUT, empireavenue, PeerIndex.
- Social TV:** PHILLO, plus, miso, GetGlue, clipsync, SnappTV, INTO-NOW, tunerfish.
- Social Networks - Other:** LinkedIn, TAGGED, my, freemove, goia, plaxo, Path, HUBBO, myYearbook, orkut, Google+, #hashable, renren, friend.ly.
- Social/Mobile Apps & Games:** foursquare, waze, LIVX, places, ingmoco, Swipely, LOCKERZ, SVPPLY, iglike, kqboode!, zappii, topix, fotopedia, slideshare, DocShare, yelp, Angies list, Quora, Scribd.
- Social Shopping:** Social Referral, 500friends, Turnlo, eurebit.
- Photo Sharing (Reviews/Q&A/Docs):** SmugMug, Fixable, klip, flickr, Photobucket, ZangZang, Digg, imginn.
- Social Business Software:** dagenger, lithium, jive, telligent, External (Customer) Facing: Ingage, satisfaction, LeverageSoftware, Pluckr, TickApps, mzinga, Assistify, Internal (Employee) Facing: huddle, cubetree, acquia, IGLOO, yammer, chatier, moxie, Socialtext, xmbie, SOCIALCAST.
- Blogging Platforms:** tumblr, posterous, Blogger, WORDPRESS, SQUARESPACE, Joomla!, JUX.
- Community Platforms:** GROU.PS, ReadyProxy, TIK Apps, NING, mixxt, Groupize.
- Plug-ins/Widgets:** tynt, Bazaarvoice, giga, Badgeville, ShareThis, spinback, janrain, clearspring, echo, PowerReviews, Mass Relevance, meebo, Epurse It Live, widgetbox, 55553factory.
- Traditional Publishers:** ABC, GANDY, CNN, The New York Times, Glam Media, THE WALL STREET JOURNAL, Hearst corporation, AOL, CONDÉ NAST.

Die Verbreitung von Innovationen beschleunigt sich – Viel schnellere Reaktionen notwendig

Zeit zwischen Einführung und Nutzung von 25% der US-Amerikaner [Jahre]



Herausforderungen für den Handel

1. **Demografische Entwicklung**
2. **Unternehmerische Gesellschaftsverantwortung**
3. **Social – Local – Mobil**
4. **Lifestyle und Convenience**
5. **Retail Branding**









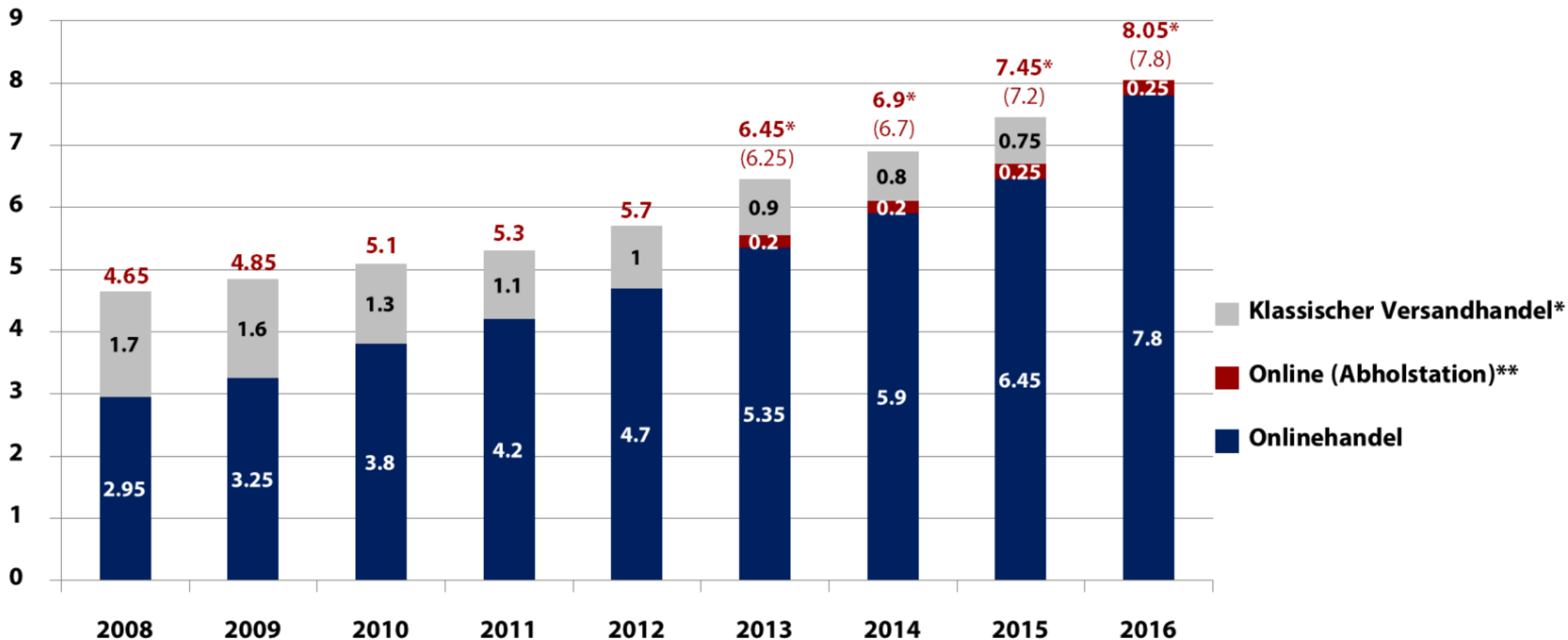






Entwicklung Umsätze Online-Versandhandel 2008-2016

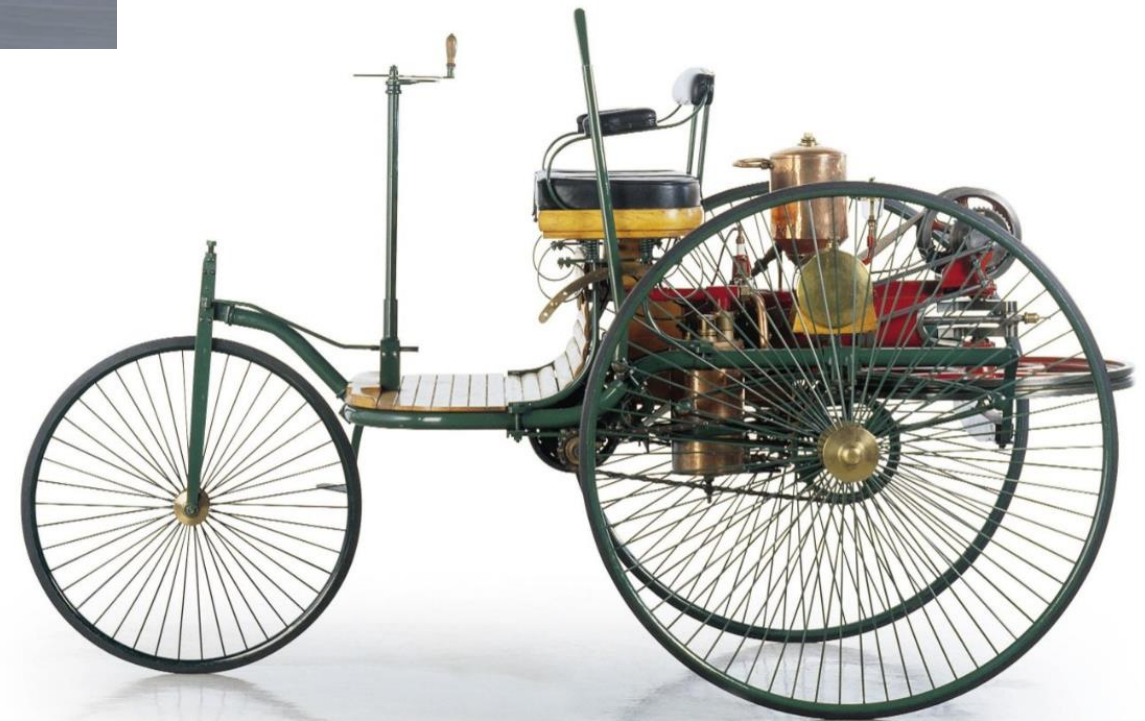
(in Mrd. CHF)



Quelle: VSV/GfK 2017 - Grafik: Carpathia AG

*) ab 2016 keine Unterscheidung mehr zwischen Online und klassischem Versandhandel

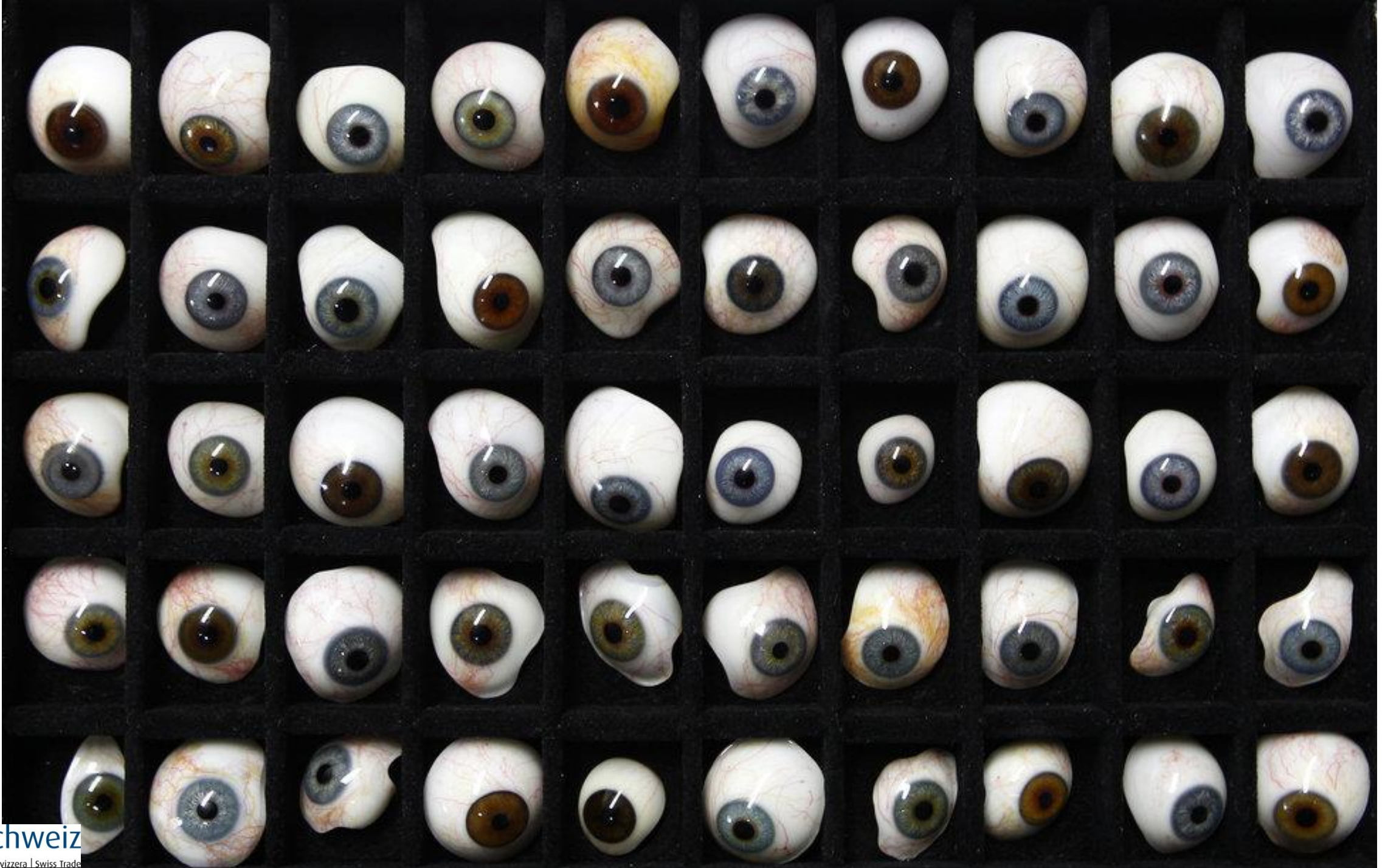
***) Zahlen erst ab 2013



Erfolgsgaranten - ganz banal

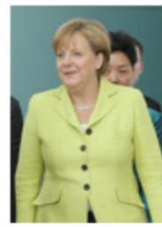
- **Sie** sind die zentrale Figur und Herzstück
- Qualität führt zu Zufriedenheit
- frühzeitig unterwegs sein
- Augen offen halten
- Nische suchen, finden und besetzen
- breit und tief diversifizieren
- Swissness zählt immer noch
- Kunde ist König
- nicht fertig machen lassen







June 5, 2009
Dresden
Germany



June 28, 2011
Berlin
Germany



May 21, 2010
Berlin
Germany



August 26, 2009
Berlin
Germany



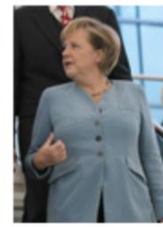
August 25, 2010
Berlin
Germany



July 24, 2008
Berlin
Germany



June 11, 2008
Meseberg
Germany



Oct 4, 2010
Berlin
Germany



June 5, 2010
Meseberg
Germany



June 10, 2008
Meseberg
Germany



Feb 2, 2012
Beijing
China



May 5, 2009
Berlin
Germany



Oct 14, 2010
Berlin
Germany



July 15, 2008
Berlin
Germany



Jan 9, 2012
Berlin
Germany



July 8, 2009
L'aquila
Italy



Nov 5, 2010
Leipzig
Germany



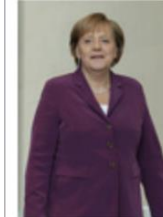
April 1, 2010
London
England



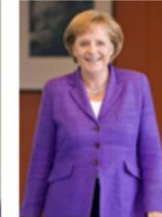
April 23, 2012
Wolfsburg
Germany



May 22, 2012
Berlin
Germany



Nov 19, 2010
Berlin
Germany



Sept 28, 2009
Berlin
Germany



May 19, 2012
Washington
United States



June 25, 2009
Washington
United States



Feb 9, 2009
Berlin
Germany



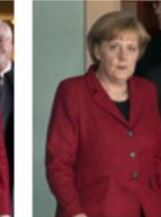
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Bayreuth
Germany



June 9, 2011
Berlin
Germany



March 15, 2011
Berlin
Germany



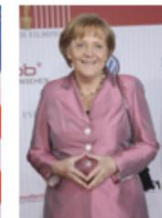
April 28, 2010
Berlin
Germany



Feb 12, 2008
Berlin
Germany



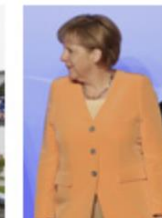
April 3, 2009
Baden Baden
Germany



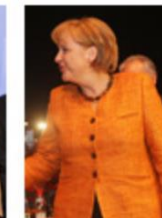
Feb 22, 2009
Berlin
Germany



April 23, 2010
Berlin
Germany



August 21, 2011
Berlin
Germany



May 20, 2012
Chigago
Illinois



June 17, 2011
Berlin
Germany



July 18, 2008
Nuremberg
Germany



August 31, 2011
Berlin
Germany



Sept 9, 2008
Berlin
Germany

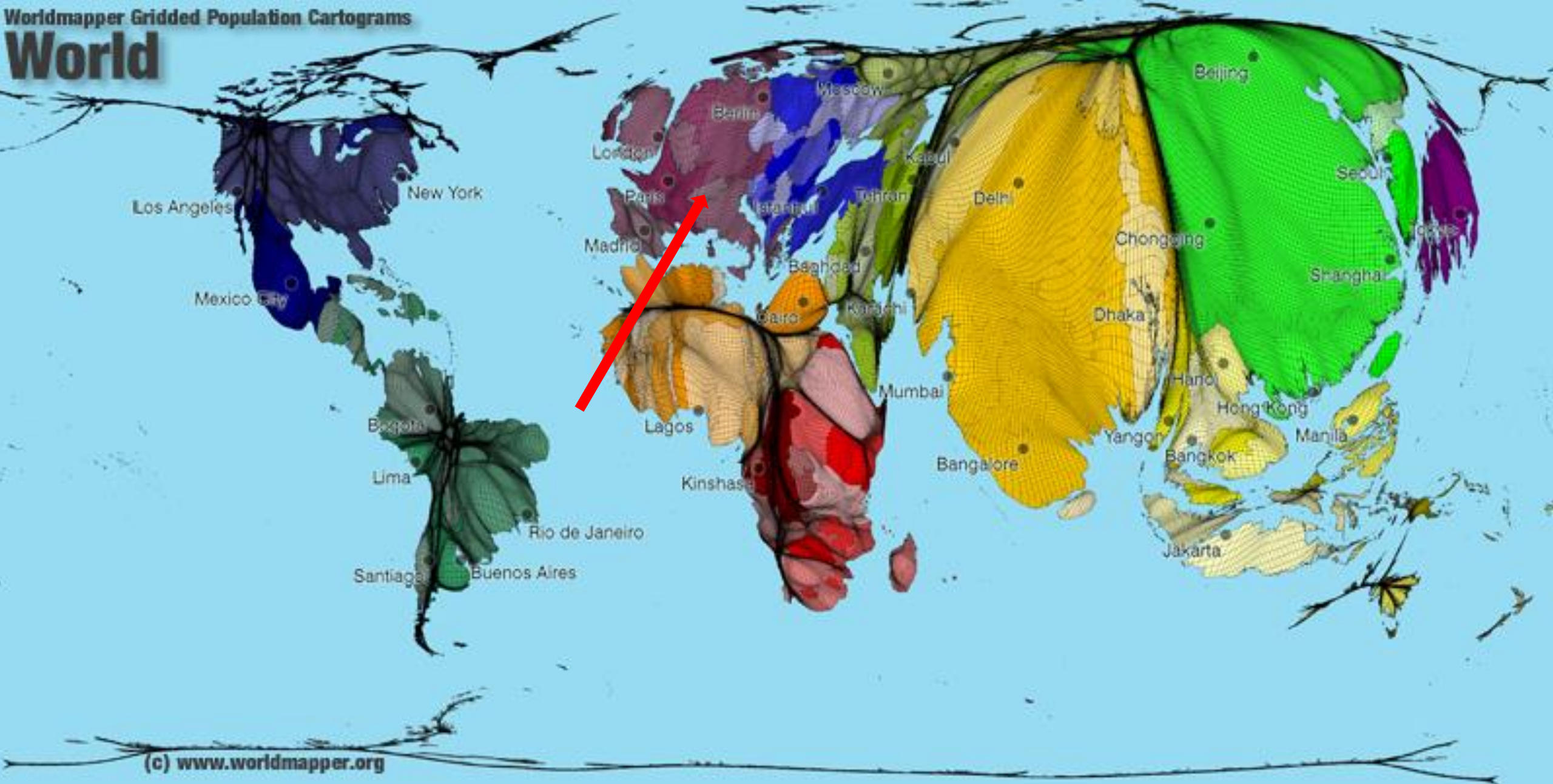


Oct 27, 2009
Berlin
Germany





World



Sun



Earth

Jupiter



Pluto