

## **PMA - Russia Conference 2008**

**St.Petersburg, 23 October 2008, Renaissance Baltic Hotel**

### **PROGRAM OF THE CONFERENCE PMA - RUSSIA 2008**

- 1:30 pm** Registration open
- 2:00 pm** Welcome and introduction to Seminar
- 2:15 pm** **Session subject:** The development of the digital photo market; the impact of photo books, kiosk and other new products and services.



**Speaker: Wolfgang Abendroth**, General Manager **CeWe Color AG & Co. OHG**, Germany.

Wolfgang Abendroth joined CeWe Color AG & Co. OHG as General Manager on January 2nd, 1992. He is the responsible head for overseeing all activities in Europe, including the coordination of business development, marketing, sales controlling and the optimization of CeWe on-site market. Prior to CeWe Color AG & Co. OHG. Abendroth worked for different German companies in several leading positions, such as sales and marketing manager, senior product manager, new market development, retail and sales department, center manager. He prepared for a marketing career at high school and the University of Hamburg.

- 4:00 pm** Gold Sponsor Display; Coffee brake
- 4:45 pm** Representation by **Gold Sponsors** and self-portrayal Other Panelists
- 5:30 pm** **Discussion** and Q&A
- 7:00 pm** End of Conference