

x4in summit 2025

xalution

Winning the future

Rethinking European Commerce

Strategies to lead Europe's commerce to the top – ready for tomorrow's global competition.



Prague

MAY

22

2025

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The world is undergoing profound change. Political tensions, shifting global powers, and economic uncertainties are redefining the rules of commerce. At the same time, groundbreaking technologies like artificial intelligence and digital transformation are accelerating change, pushing businesses to adapt faster than ever. European companies must navigate these challenges while remaining competitive and building resilience for the future.

We warmly invite you, as key decision-makers and shapers of the industry, to join us at the x4in summit 2025 on May 22, 2025, in Prague.

Together, we will explore how businesses can address these challenges, foster trust in uncertain times, and leverage innovations like AI and digital tools to achieve sustainable growth and long-term success. The evening will conclude with a dinner and a speech by the German Ambassador or his representative.

For those arriving early, there will be a pre-event program on May 21, including a visit to the historic German Embassy in Prague, followed by a guided walking tour through Prague's Old Town.

We look forward to welcoming you for a day of inspiring discussions, fresh perspectives, and meaningful connections.

Registration closes on March 31, 2025.

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10:30-11:15 Get Together & Networking



Address:

Port 7 – House E1 – 6th floor, Pod Dráhou 1637/2, 170 00
Praha 7-Holešovice
[Google Maps](#)

11:15-11:30 Welcome and Introduction (xalution)



Tobias Endl – CEO xalution group

Christian Calabro – Managing Director – Switzerland

Tereza Macháčková – Managing Director – Eastern Europe

Wojciech Kaczmarek – Managing Director – Poland

Moderated by

Wolfgang Lux, Chairman of the xalution Advisory Board

11:30-12:00



Tomáš Havryluk | CEO Medevio and former Managing Director Alza

As CEO of Medevio, Tomáš Havryluk drives innovation in healthcare, developing digital solutions that optimize patient communication and practice management. Previously, he spent over 15 years at the Czech Republic's leading online retailer, Alza, most recently as Managing Director, where he played a key role in pioneering e-commerce solutions. His passion: continuously advancing technology and the digital world while rethinking business models.

12:00-12:30



Dr. Nicole Grünewald | President of the Cologne Chamber of Commerce and Managing Partner at The Vision Company

Dr. Nicole Grünewald is Managing Partner at The Vision Company and the first female President of the Cologne Chamber of Commerce (IHK Köln). She also serves as Vice President of IHK NRW, Business Ambassador for Cologne, and on advisory boards like WDR and Koelnmesse. Her focus is on digitalization, SME support, and future-proofing the Chamber of Commerce.

12:30-13:15 Networking Break & Lunch
Snacks

13:15-13:45 Takko Fashion - How to succeed in challenging markets



Sebastian Weber | CPO / CMO – Takko Fashion – Leading European Quality Discounter

Sebastian Weber is Chief Product Officer and a member of the Executive Management Board at Takko Fashion. With 30 years of leadership experience in the international textile and retail industry, he has extensive expertise across the entire supply chain – from product management and sourcing to quality assurance, CSR, sales, and marketing.

13:45-14:30 Keynote - European Perspectives on Global Trade



Bernd Lange | Chair of the Committee on International Trade in the European Parliament

Bernd Lange has been a Member of the European Parliament since 1994 and is a proven expert in international trade policy. As Chair of the Committee on International Trade, he plays a key role in shaping European trade policy and is deeply engaged in global trade discussions. He is a sought-after speaker and regularly participates in international conferences, including events hosted by the World Trade Organization (WTO).

14:30-15:15 Coffee Break & Networking

15:15-15:45



Pablo de Ayala | Global CIO – Pepco Group – One of Europe's Largest Discount Retailers

Pablo De Ayala is a highly experienced CIO with an entrepreneurial spirit who has successfully led international companies through digital transformations. He is known for his expertise in enhancing operational efficiency through cutting-edge technologies and has successfully implemented AI initiatives multiple times. With over 20 years of experience in banking, consulting, and retail, he combines strategic vision with operational excellence. His focus: innovation, AI, and high-performing teams.

15:45-16:15 Redefining the Ratios: The Transformation of Retail Through Artificial Intelligence



Jon Stine | Co-Founder, Honeycomb Retail AI | Former Intel, Cisco & Linux Foundation Global Director

Jon Stine is an independent technology and business consultant with extensive experience in the global trade and tech industry. From 2019 to 2023, he led the Open Voice Network at the Linux Foundation. He is a co-founder of the Honeycomb Retail AI Think Tank and advises companies worldwide on AI strategies. Before starting his consulting career, he held leadership positions at Intel and Cisco.

16:15-17:00 Panel Discussion: Synergies and Strategies for the Future

17:00-17:15 Conclusion and Summary of Key Points

17:15-17:30 Closing Remarks

17:30-18:30 Networking & Drinks on the Rooftop Terrace

19:30 - Dinner



Dinner with a speech from the **German Ambassador or his representative** in Prague

Address:
BRICK'S Restaurant, Cihelná 2b, Prague, 118 00, CZ

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Pre-Event Program on May 21, 2025

Pre-Event (21.05.): 17:00 Tour of the German Embassy



Tour of the historic German Embassy in Prague

Exclusive tour and networking at the German Embassy, including the historic „**Genscher Balcony**,” with a welcome by the German Ambassador or his representative. Both German and non-German participants are welcome.

Address: Botschaft der Bundesrepublik Deutschland, Vlašská 19, 118 00 Praha 1. CZ

[Google Maps](#)

Pre-Event (21.05.): 18:30-19:30 Guided Walking Tour through Prague's old town



After the embassy tour, we will meet in front of the building and embark on a smaller guided tour through Prague's Old Town on our way to the evening venue (approx. 45-60 Min.).

[Google Maps](#)

Pre-Event (21.05.): approx. 19:30 Drinks,
Snacks and networking opportunities



Directions:

Lot of Wine , Týn 640/2, 110 00 Praha 1, CZ

[Google Maps](#)