

# WORKTECH™ Berlin

WORK / WORKPLACE / TECHNOLOGY / INNOVATION

# EXPLORE THE FUTURE OF WORK AND THE WORKPLACE

TUESDAY 13<sup>TH</sup> MAY

EDGE FRIEDRICHSPARK, BERLIN

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Caroline Bell

Managing Director,  
WORKTECH Events

## A warm welcome to WORKTECH25 Berlin

WORKTECH25 Berlin is the conference for all those involved in the future of work and the workplace as well as real estate, technology and innovation.

WORKTECH brings innovative ideas and inspiration to the workplace community through inter-disciplinary speakers and learning experience to enhance creativity and move thinking forward.

Join over 100 senior professionals from real estate, facilities, HR, technology, executive management, architecture, design and professional advisors to listen to global thought leaders, further their knowledge and share best practise and expertise.

Alongside the conference, we will have a curated innovations exhibition taking place in the breakout areas for attendees to meet with our education partners, complementing learning during the day.

On the day, there will be networking breaks, allowing attendees time to meet the other participants. After the conference closes, all delegates will be invited to continue networking at the WORKTECH drinks reception.

We hope you will be able to join us and we are looking forward to welcoming you to the event on Tuesday 13<sup>th</sup> May.

Warmest regards,  
Caroline



# CONTENTS



SPEAKERS



SESSSIONS



CONFERENCE AGENDA



VENUE



WHO ATTENDS



KEY INFORMATION

# MEET THE SPEAKERS



WORKTECH25 Berlin will attract some of the biggest and brightest names to debate, discuss, and divulge the latest thinking on the future of work and the workplace.

The conference will feature speakers, including leading international thinkers from industry and academia.

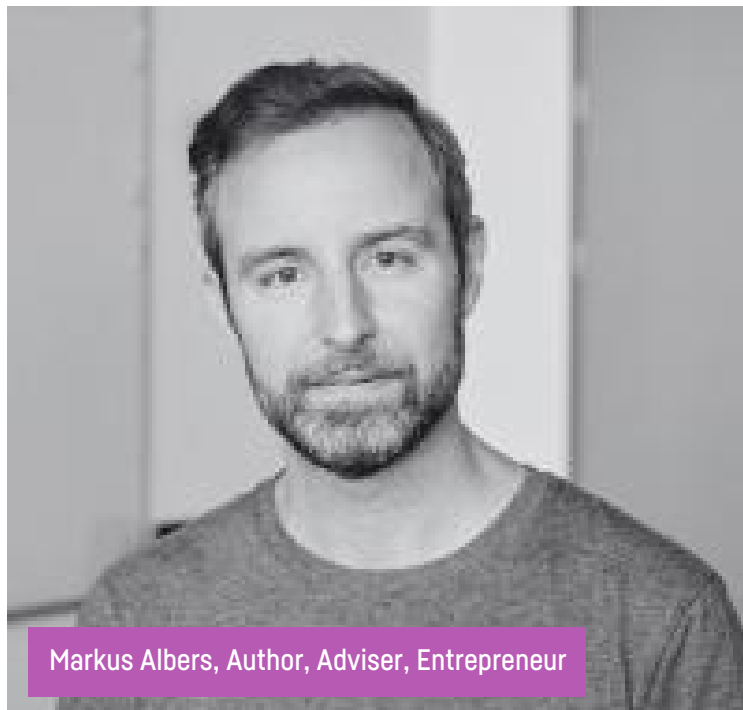
Through interdisciplinary speakers and learning experience, we focus on bringing cutting edge ideas and inspiration to the workplace community to enhance creativity and move thinking forward. Instead of focusing on peer to peer innovation through imitation, we aim to curate a unique programme, bringing together experts in the fields of people, place and technology and relevant adjacencies to reflect on the future of work and workplace.

Alongside the conference series, the WORKTECH Academy knowledge hub explores the future of work through six key themes: people, place, technology, design, culture and innovation. Creating leading commentary, research and publications that places scientific research at the heart of key business problems. [www.worktechacademy.com](http://www.worktechacademy.com)

## Full list of speakers

Markus Albers **Author Adviser Entrepreneur**  
Uli Blum **Zaha Hadid Architects**  
Oscar Berg **Exobe**  
Dr Sandra Breuer **Loop**  
Tanyel Cetin **Deutsche Bahn**  
Ralf Dassau **Vattenfall Gmbh**  
Dirk Dittrich **Edge**  
Prof. Dr. Iñaki Lozano Ehlers **BICG**  
Sam K Allen **M Moser Associates**  
Malte Koeditz **Spaciv**  
Michael Lohmann **Carpus+Partner AG**  
Kasia Maynard **WORKTECH Academy**  
Linda Pamela Córdoba **IKEA**  
Daniel Smith **Tango International**  
Kaj Tekari **King**  
Philip Tidd **Gensler**  
Sonja Jungnitsch **Gensler**  
Sebastian Friedrich **Puma**  
Hojjat Attar **Offilancer**

Additional speakers to be announced



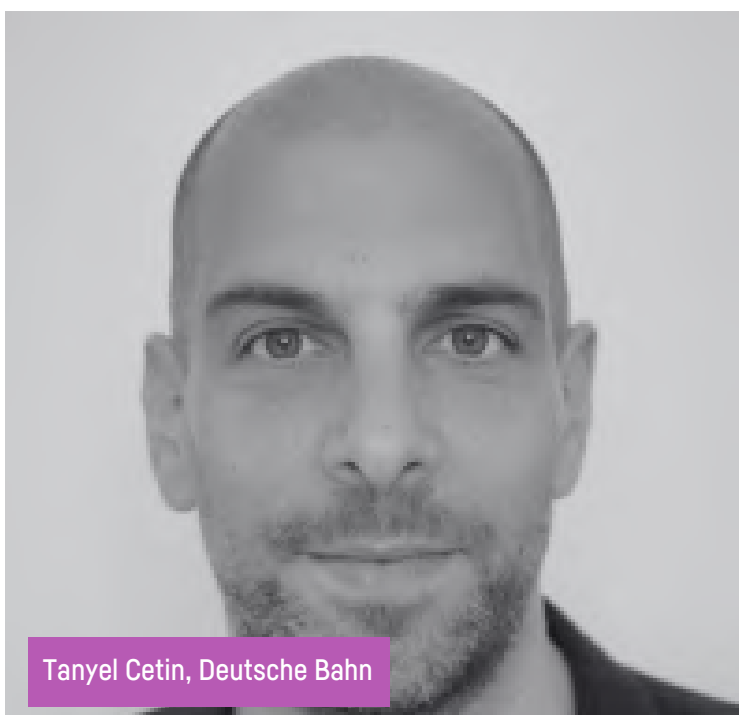
Markus Albers, Author, Adviser, Entrepreneur



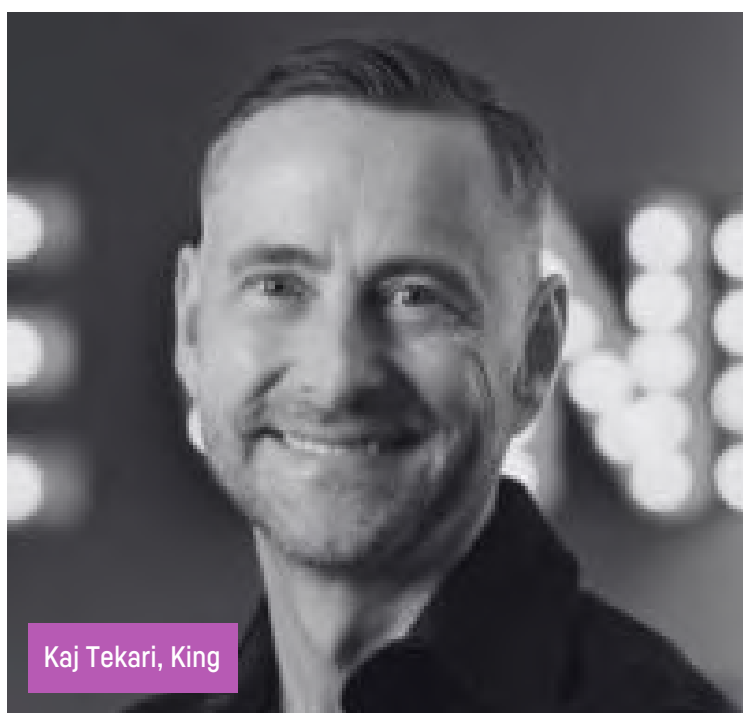
Dr Sandra Breuer, Loop



Sam K Allen, M Moser Associates



Tanyel Cetin, Deutsche Bahn



Kaj Tekari, King



Ralf Dassau, Vattenfall GmbH

# SESSION HIGHLIGHTS



Key themes we will be discussing at this event include:

## The New World of Work: Challenges & Emerging Trends

The pandemic has been a catalyst of re-shaping and re-thinking a new world of work. We examine what's on the horizon for the future of work, looking at how business leaders should respond and what should they prioritise in the months ahead?

## Workplace Experience

As organisations rapidly adopt new technologies and flexible work models, the traditional office is being reimagined as a dynamic hub for collaboration and innovation. This theme explores the latest advancements in workplace technologies and strategies that enhance employee experience and adapt to evolving work patterns.

## People Centred Workplaces: Cultivating Culture & Engagement

How can companies make the office an attractive proposition to employees who now have more choice in where and how they work? We examine the post pandemic impact on work, space, buildings and the effects on employee and company productivity and well-being, behaviour and culture.

## The New Workplace Revolution

What does the future of work and workplace look like? What strategies are organisations adopting and what is the impact on the built environment and commercial real estate?

### KEY THEMES

THE NEW WORLD OF WORK:  
CHALLENGES & EMERGING TRENDS

WORKPLACE EXPERIENCE

PEOPLE CENTRED WORKPLACES:  
CULTIVATING CULTURE &  
ENGAGEMENT

THE NEW WORKPLACE REVOLUTION



## 08:30 REGISTRATION AND PRE-EVENT NETWORKING OPENS



## 09:00 CHAIRPERSON'S WELCOME

Dr Sandra Breuer, Loop  
Kasia Maynard, Head of Content, WORKTECH Academy



## 09:05 WELCOME FROM HOST

Dirk Dittrich, Director Acquisitions, Edge



### THEME: THE NEW WORLD OF WORK: CHALLENGES & EMERGING TRENDS

The pandemic has been a catalyst of re-shaping and re-thinking a new world of work. We examine what's on the horizon for the future of work, looking at how business leaders should respond and what should they prioritise in the months ahead?

## 09:15 NAVIGATING THE FUTURE OF WORK TODAY

Oscar Berg, Senior Consultant and Digital Strategist, Exobe and acclaimed author of Digital Workplace Strategy & Design



The future of work is being shaped by transformative trends such as distributed work and AI. Drawing on his extensive experience with leading companies, Oscar will explore how these and other trends are reshaping the world of work. Join Oscar as he shares insights on the challenges and opportunities that business leaders must prioritise to become future-fit, and how to approach them effectively. Understand the key trends and how they are revolutionising work as we know it; learn about the challenges these trends bring and discover the opportunities they create for innovation and growth; learn effective strategies to address these challenges and leverage opportunities

## 09:45 DESIGNING FOR THE FUTURE: THE IMPACT OF AI ON WORKPLACE DESIGN

Uli Blum, Senior Associate, Zaha Hadid Architects

Zaha Hadid

There has been an explosion of interest and innovation in Artificial Intelligence, with AI used to support design ideation and space planning. In this talk, AI pioneer Uli Blum of Zaha Hadid Analytics + Insights, will discuss the trends in AI usage across workplace design utilising his own insights and experience of using AI tools at Zaha Hadid Architects to reflect upon how AI can transform the workplace design process for good.

## 10:10 NETWORKING AND COFFEE BREAK



### THEME: WORKPLACE EXPERIENCE

As organisations rapidly adopt new technologies and flexible work models, the traditional office is being reimagined as a dynamic hub for collaboration and innovation. This theme explores the latest advancements in workplace technologies and strategies that enhance employee experience and adapt to evolving work patterns.

## 10:35 GENSLER'S 2025 GLOBAL WPS RESEARCH: HOW THE BEST WORKPLACES ENABLE THE WORKFORCE TO DO THEIR BEST WORK

Philip Tidd, **Principal/ Managing Director, Gensler** and Sonja Jungnitsch, **Senior Associate, Gensler**



2025 will be the 20th anniversary of Gensler's series of Global Workplace Survey Research which has been measuring how people work, space effectiveness, and what employees value in workplace experience since 2005. Gensler's latest Workplace Survey takes a retrospective look at how both the workplace and the workforce has changed over these last 20 years and what potential new changes may be on the horizon

## 11:00 WORK, SPACE AND STRATEGY: DESIGNING THE AGE OF LIQUID REAL ESTATE

Prof. Dr. Iñaki Lozano Ehlers, Founder and Managing Partner, BICG



In a world shaped by accelerated change, artificial intelligence, and fragmented career paths, Liquid Real Estate emerges as a powerful response to the uncertainty of tomorrow's work. In this session, BICG will explore how organisations can move beyond static assets and rigid structures to design fluid, intelligent work environments aligned with emerging paradigms. Drawing on foresight methodologies, real-world cases, and the power of AI-driven adaptability, attendees will gain tools to navigate complexity and design spaces that evolve with their people and purpose. This is not just about space—it's about embracing a mindset where flexibility becomes a competitive advantage.

## 11:30 IKEA — BUILDING INCLUSIVE AND IMPACT-DRIVEN WORKPLACES

Linda Pamela Córdoba, Workplace Network Leader, IKEA



This session will be packed with actionable strategies to boost employee and family well-being, enhance social integration, and drive talent retention. Discover how tailored initiatives can create thriving, supportive workplaces, and learn how partnership with experts helps international hires adapt seamlessly to new cultures. Don't miss this chance to explore innovative ways to build a connected, engaged workforce!

## 11:55 THE NEXT-GEN WORKPLACE: INNOVATION, SUSTAINABILITY, AND EXPERIENCE

Sam K Allen (moderator), Associate Director, M Moser Associates  
Daniel Smith, EMEA Director - PropTech / Real Estate Tech expert, Tango International  
Kaj Tekari, Workplace Strategy Lead, King

This session explores how cutting-edge office design, smart technologies, and sustainability initiatives are shaping the next generation of workplaces. Our highlight how leading organisations are rethinking the workplace to foster collaboration, enhance employee experience, and future-proof their work environments



## 12:25 INNOVATION PLATFORM: HYBRID, HACKED & HEADING FORWARD: TECH'S ROLE IN THE NEW WORKPLACE ORDER

Hojjat Attar, Co-Founder and Chief Product Officer, Offilancer



As hybrid work becomes the default, Offilancer unpacks the hidden challenges leaders face — from fractured teams to fading culture. In this candid fireside chat, discover how technology can reconnect the dots, why the future demands more than flexibility, and how Offilancer's new product, MonoCircle, is gearing up to meet it.



## 12:35 NETWORKING AND LUNCH BREAK



### THEME: PEOPLE CENTRED WORKPLACES: CULTIVATING CULTURE & ENGAGEMENT

How can companies make the office an attractive proposition to employees who now have more choice in where and how they work? We examine the post pandemic impact on work, space, buildings and the effects on employee and company productivity and well-being, behaviour and culture

## 13:30 THE OPTIMISATION LIE

**Markus Albers**, Author, Adviser, Entrepreneur



The New Work promise of using technology and self-organisation to work more efficiently and thus less is not being fulfilled: Work is not only becoming more tightly scheduled, but simply: more. One call follows another, tickets are pushed forward, and tasks are documented. All tools operated, all to-dos ticked off, all meetings attended. Yet at the end of the day, there's often a feeling of: What have I actually accomplished? Or even: created? This galloping processionism makes us less productive, less creative, and unhappy. In his new book that he premieres at Worktech, Markus Albers offers a societal wake-up call and contribution to the debate from the midst of prevailing practice on how we can work better: from a 4-day week to workations, from asynchronous working to the use of AI for planning and process. This is the draft of a new contemporary narrative for successful work.

## 13:55 CASE STUDY: VATTENFALL — UNLEASHING POTENTIAL OF PEOPLE AND SPACE

**Ralf Dassau**, Head of Workplace Design & Change Management, Vattenfall GmbH



In this session, hear how Vattenfall, a European energy company with approximately 20,000 employees has not only delivered electricity to industry, supplied energy to people's homes and modernised ways of living through innovation and cooperation. Ralf takes us on a journey inside to share how Vattenfall motivate their employees and create positive workplace experience. Based on ongoing research, 7 years' experience, across 2 office locations and 40,000 m<sup>2</sup> of space for more than 3,000 employees, Ralf will tell excerpts of his journey - the good and the bad and some of the mistakes he made. He shares how effective space can be used to effectively unleash the potential of people and organisations.

## 14:20 PANEL DEBATE: RIGHT-SIZING OFFICE PORTFOLIOS: SMARTER STRATEGIES FOR A LEANER, MORE FLEXIBLE FUTURE

**Tanyel Cetin**, Digital Strategy and Transformation, Deutsche Bahn

**Malte Koeditz**, Founder & CEO, Spaciv

**Sebastian Friedrich**, Head of Corporate Real Estate, Puma

Corporate office portfolios are under more pressure than ever - from hybrid work patterns to cost optimisation targets and ESG commitments. But reducing square metres is not as simple as cutting space. This panel brings together leading Heads of Real Estate to explore how organisations are strategically right sizing their office footprint to meet evolving business needs without compromising on employee experience, flexibility, or long-term resilience.



BAHN



spaciv



## 14:50 NETWORKING AND COFFEE BREAK



### THEME: THE NEW WORKPLACE REVOLUTION

What does the future of work and workplace look like? What strategies are organisations adopting and what is the impact on the built environment and commercial real estate?

## 15:15 BUSINESS (R)EVOLUTION: HOW DIGITALIZATION REDEFINES WORKSPACE

**Michael Lohmann**, Lead Architect and Smart Building Consultant, Carpus+Partner AG



The way we work is undergoing a fundamental shift, driven by digital transformation, hybrid work models, and evolving employee expectations. This session explores how organizations can leverage smart technologies to create flexible, efficient, and human-centric workplaces. From AI-driven workplace management to digital collaboration tools and smart storage solutions, we'll examine how digitalization is not just changing office spaces but redefining the entire work experience. Discover how companies can navigate this transformation to foster productivity, innovation, and employee well-being in the era of New Work.

## 15:40 KNOWLEDGE EXCHANGE MIXER

As the day concludes, join us to reflect on key themes, insights, and takeaways from the conference. This interactive session will distil key learnings, spark discussion, and explore how the ideas presented can drive future action. Share your thoughts, gain fresh perspectives, and leave inspired to turn insights into impact.



## 16:15 CLOSING REMARKS

## 16:30 NETWORKING DRINKS, INCLUDING COMPLIMENTARY TOUR AND CASE STUDY OF NEW DEVELOPMENT AT EDGE FRIEDRICHSPARK.



# WORKPLACE TOURS

Delegates can register their interest to join us on the following workplace tours. Dates are to be announced soon. *Please note that spaces are limited.*



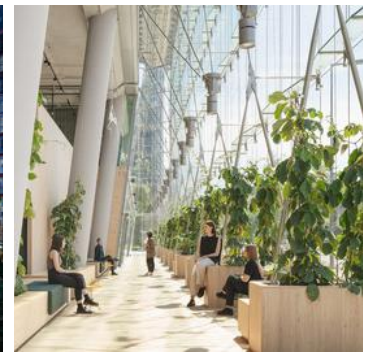
## ZALANDO HQ

Zalando's Berlin headquarters is a state-of-the-art workplace designed for flexibility, collaboration, and efficiency. Spanning 43,000 sqm, the campus features open-plan offices, co-working areas, and a central atrium fostering interaction. Designed with sustainability in mind, it includes smart lighting, energy-efficient systems, and DGNB Gold certification, setting a benchmark for modern corporate workplaces.



## THE CENTER POTSDAMER PLATZ

Discover the future of urban workspaces at Das Center am Potsdamer Platz. We're inviting senior workplace professionals to an exclusive behind-the-scenes tour of this iconic Berlin development. Explore the reimaged Forum, Berlin's most inspiring penthouse office, the soon-to-open foodhall, and redesigned lobby spaces.



### Drinks Reception

To close the tour, we'll host a relaxed drinks reception where guests can connect, exchange ideas, and reflect on the insights from the tour in great company.

## DEUTSCHE KREDITBANK AG HQ

DKB's new Berlin HQ is a state-of-the-art, hybrid-ready workplace designed to support agile working, collaboration, and wellbeing. Featuring flexible work zones, smart meeting rooms, and integrated tech, the building enables seamless digital workflows and cross-team interaction. With wellness spaces, breakout areas, and rooftop terraces, it reflects DKB's commitment to innovation, sustainability, and employee experience.



## EDGE EAST SIDE BERLIN

EDGE East Side Berlin is one of Germany's healthiest high-rise buildings. Centrally located, within metres of the Warschauer Straße metro station, and connecting two of Berlin's most vibrant and artistic suburbs: Friedrichshain and Kreuzberg. Built with the careful and conscientious application of leading sustainability practices, from the use of circular products and VOC-free materials to world-class energy management, EDGE East Side is a game changer.



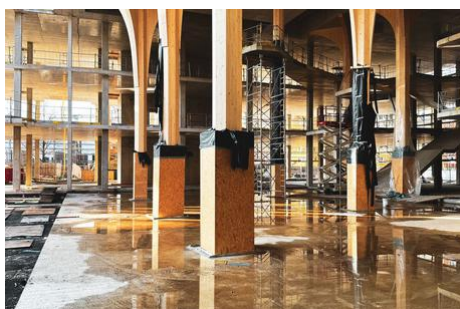
## KING BERLIN

King's Berlin office is designed to foster creativity and agile working within a dynamic digital-first environment. With flexible workspaces, collaborative zones, and state-of-the-art technology, it supports innovation in game development. The space balances open-plan areas with private focus rooms and relaxation zones, ensuring an adaptable and engaging workplace for a fast-paced, creative industry.





# CONFERENCE VENUE



## EDGE Friedrichspark

Located in Berlin-Friedrichshain, EDGE Friedrichspark is a sustainable, tech-driven office building that sets a new standard for modern workspaces. Spanning 39,000 m<sup>2</sup>, the building integrates energy-efficient systems like photovoltaic panels, ice storage, and heat pumps to achieve CO<sub>2</sub>-neutral operation, powered by 100% green energy.

The design prioritizes flexibility and well-being, offering adaptable layouts, collaborative areas, and quiet zones for focused work. Sustainability is central, with green courtyards and circular material use, making EDGE Friedrichspark a model for the future of office environments.

The building also fosters a community-oriented atmosphere with spacious outdoor areas for relaxation, exercise, and informal meetings. Tenants have the flexibility to scale their office space as needed, ensuring room for growth and adaptability in a dynamic work environment.

## GETTING HERE

### VENUE ADDRESS

Am Wriezener bhf 8,  
10243 Berlin

### GETTING THERE

#### Arriving by Public Transport

Nearest station: Berlin Ostbahnhof

- S-Bahn lines: S3, S5, S7, S75
- Regional trains: RE1, RE2, RE7
- Travel time from Hauptbahnhof (Central Station): Approx. 10 minutes by S-Bahn

From Berlin Ostbahnhof:

- Exit towards the "Wriezener Karree"/"Postbahnhof" side of the station
- Walk approx. 5 minutes to Am Wriezener Bahnhof 8
- (Use the pedestrian path leading past the East Side Mall and Mercedes-Benz Arena)

#### Arriving by U-Bahn

- Closest U-Bahn station: Warschauer Straße (U1, U3)
- Then walk approx. 12 minutes or take one stop on the S-Bahn to Ostbahnhof

#### By Taxi or Ride Share

- A taxi from Berlin Hauptbahnhof (main station) takes around 15–20 minutes, depending on traffic
- Give the driver the address "Am Wriezener Bahnhof 8, near Ostbahnhof" for clarity

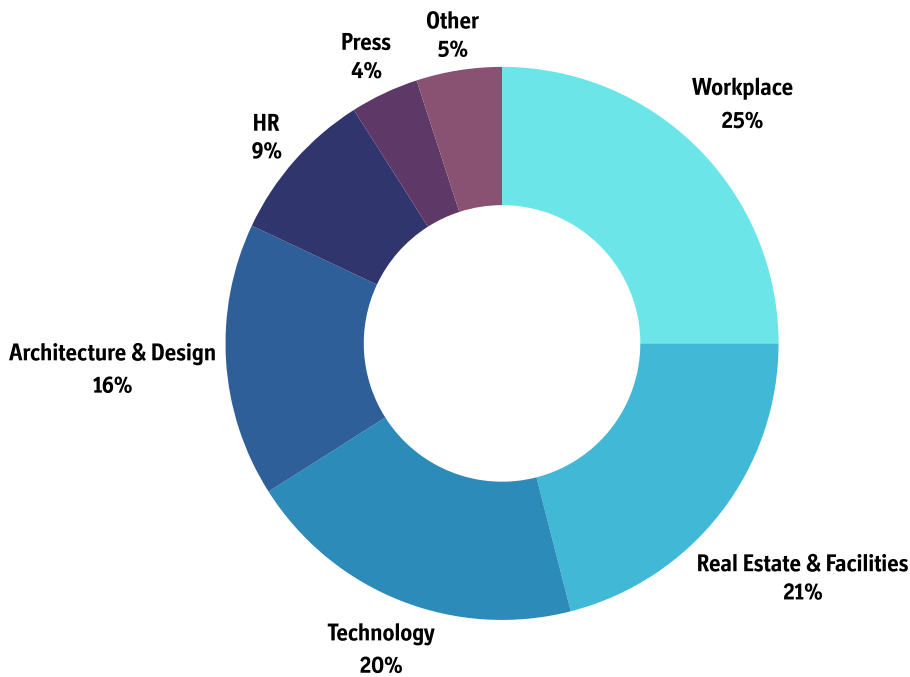
#### Walking from Nearby Hotels or Attractions

- From East Side Gallery – 5–7 minutes
- From nhow Berlin / Hotel Indigo – 10 minutes walk along the River Spree



# WHO ATTENDS

Attracting senior level professionals from Workplace, CRE, IT, HR and Architecture & Design



The choice of speakers was really inspiring offering great variety across a range of relevant topics.

DELEGATE, GSK



Informative, insightful, well planned, great speakers, something new every time!

DELEGATE, UNILEVER



# PAST ATTENDEES INCLUDE



Head of Workplace Consulting, Change and Communication  
Colliers International



Partner  
Deloitte



Head of Workplace Design  
Ebay



Community Manager  
Berlin  
Google



Managing Director  
GRAEF



International Business Development Director  
HB Reavis



Director Strategic Business  
Orange



Group Property Director  
Rolls Royce



Global Workplace Experience Manager, Vice President,  
Corporate Real Estate & Services



IoT Product Manager  
Telefónica



Head of Property  
Vodafone



Workplace Design and Construction Manager  
Zalando

## KEY INFORMATION

### Date & Venue

**When:** Tuesday 13<sup>th</sup> May 2025

**Where:** Edge Friedrichspark, Berlin

### How to book:

**Visit:**

<https://www.worktechevents.com/events/worktech25-berlin/>

### Offer a Special Rate to Your Network!

Become a marketing partner for this event and qualify for a special rate for your colleagues, complimentary passes for yourself, logo exposure for your organisation, and more!

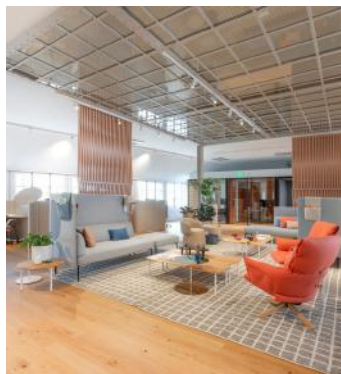
If you are part of a group that would like to attend and are looking for a joint group rate please get in touch to arrange a bespoke ticket price.

### Become a WORKTECH Ambassador

We're looking for people that love the future of work and the workplace and social media. People who are willing to become part of our team and help spread the word to the masses. There will be a free event ticket available to successful applicants. Apply here: <https://bit.ly/3jiHC4b>

For more information on the above initiatives, please contact:

[sally.rafferty@worktechevents.co.uk](mailto:sally.rafferty@worktechevents.co.uk)



# WORKTECH™

WORK / WORKPLACE / TECHNOLOGY / INNOVATION

**7 St. John's Mews**

**13 St. John's Road, Hampton Wick**

**Kingston upon Thames, KT1 4AN, UK**

**+44 (0)20 89 77 89 20**

**[info@unwired.eu.com](mailto:info@unwired.eu.com)**

**[www.worktechevents.com](http://www.worktechevents.com)**