

*In-person & Online
Passes Available*



10th Smart Workplaces Summit

9-10 October 2025

Hotel Eurostars | Berlin, Germany

www.luxatiainternational.com

10th Smart Workplaces Summit

Hotel Eurostars | Berlin, Germany



9-10 October 2025 | CEST

CHAIRMAN



Florent Duperrin
Associate Director – Interior
Design Practice Area Leader
AtkinsRealis



SPEAKER LINE-UP



Frédéric Ciuntu
Real Estate Director
L'Oréal



Andreea Frum
Developed Markets Cluster
& Hospitality Program Lead,
Global Workplace Experience
Pfizer



Alexander Danisch
Workplace and
Property Director
Ubisoft



Anja Rikken
Manager - Interior
Design Retail
Zalando



Silvia Fraser
Director of Workplace
Strategy and
Transformation
Metrolinx



Svenja Preß
Senior People
Operations Manager
SoundCloud



Bernard Noel
Workplace Strategy Manager
Haleon



Patrick Hiebert
Country Lead DACH
LumApps



Peter Baumann
COO Global Real
Estate & Facilities
SAP



Jason Oak
Director Workplace Design
Global Engineering
and Real Estate
AstraZeneca



Nicolaas Waaning
Global Head of Corporate
Real Estate Management
ING



Jelena Drazic
Corporate Real Estate and
Workplace Management
Berlin & Europe
ASML



Tobias Moss
Head of Corporate
Real Estate Projects
Henkel



Geoffrey Timmer
Creative Director
Colliers



Przemek Kotecki
Director
Transformation Office
Brenntag



Naomi Sakamoto
Principal, Studio Director
Gensler



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We are pleased to announce the launch of the **10th Smart Workplaces Summit**, which will take place on the **9th-10th of October 2025 in Berlin, Germany**. Following the success of its nine previous editions, this event will delve into the future of workplace innovation, highlighting the latest in intelligent work technologies, immersive virtual experiences, smart retrofitting solutions, and the evolving role of AI in enhancing workplace productivity and collaboration. This edition will also focus on emerging trends in corporate design, the transformation of offices into sustainability hubs, and strategies for enhancing resource efficiency and workplace resilience. Through expert-led discussions, the summit will offer actionable insights on how to modernize operations to stay ahead in a rapidly changing business environment. Join industry leaders and experts for two days packed with networking opportunities, practical case studies, and hands-on workshops, and shape the next generation of smart workplaces.

Key Practical Learning Points

- Accelerating the Evolution of Workspaces with Intelligent and Adaptive Technologies
- Restructuring Work Dynamics and Environments to Align with the Digital Age
- Exploring Practical Examples of Cost-Effective Smart Office Modernization
- Leveraging AI to Automate Workplace Operations and Improve Efficiency
- Building a Cyber-Resilient Workplace to Safeguard Operations
- Designing Next-Generation Offices with Metaverse 2.0 Technologies
- Upgrading Existing Offices for the Future Without Demolition
- Achieving Net-Zero Emissions by Integrating the Latest Design Practices
- Balancing Automation and Human Empowerment in the Modern Workspace
- Reducing Energy Consumption in the Office through Smart Solutions
- Finding Innovative Design Solutions for Intelligent and Fluid Workspaces

Take A Look At Our Previous Edition



Venue

Hotel Eurostars Berlin



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Who Should Attend

This summit is a must-attend event for senior-level professionals dealing with:

- Workplace Strategy & Planning
- Digital Workplace
- Workplace Technology Integration
- Workplace & Employee Experience
- Real Estate
- Smart Building Solutions
- Workplace Safety
- Workplace Resilience & Agility
- Inclusive Workplace Design
- Change Implementation
- Corporate Space Planning
- Workplace/Architectural Design
- Facility Management
- Business Transformation
- Digital Transformation
- Sustainability in the Workplace
- AI-Driven Workplace Innovation
- & Others

Previous Attendees Include



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08:30 | CEST Check-In and Welcome Coffee ☕

09:00 Opening Address from the Chair

09:10 “Breaking the Ice” Speed Networking Session

BEYOND DIGITAL: THE NEXT ERA OF INTELLIGENT WORKPLACES

09:50 SPONSORSHIP SLOT



From Static Portals to Intelligent Intranets: How AI Transforms the Employee Experience

Traditional intranets were built as static repositories: good at storing information, but poor at engaging people. Today's workforce expects more: personalized, intuitive, and connected digital experiences that mirror the consumer apps they use every day. Artificial intelligence is making this a reality.

In this session, LumApps will explore how AI delivers practical help, not hype, in the intranet you use every day, with specific examples like faster HR support, easier onboarding, and automatic content updates. We will showcase ways AI trims busywork and puts key information within everyone's reach, helping to save time and keep teams connected.

From Digital Workplace leaders, to IT and HR professionals, this session will bring you straightforward, actionable insights into AI's real impact at work. Reserve your seat and see how the intranet's next chapter is simple, smart, and built for you.

Patrick Hiebert
Country Lead DACH
LumApps



10:30 Case Study: 🔍

House of Games Berlin: Practical Application of Current Workplace and Real Estate Trends

We'll take you inside House of Games Berlin, a forward-thinking workplace concept that brings today's real estate and workplace trends to life.

From flexible space design and experiential environments to tech-enabled functionality and sustainability integration, this case study demonstrates how to translate global trends into tangible, business-aligned spaces. You'll gain practical insights into the planning, design, and execution processes, stakeholder collaboration, and how to create environments that boost engagement, innovation, and talent retention—all while keeping long-term scalability in mind.

Alexander Danisch
Workplace and Property Director
Ubisoft



11:00 Morning Coffee and Networking Break ☕

11:30 Case Study: 🔍

Beyond Square Meters: Reinventing the Workspace as a Destination

- Workspaces have outlived the post-COVID return-to-office narrative. What's next?
- Why “experience” and “destination” are more than buzzwords – and how to measure their impact.
- Lessons from global implementations: how to plan and operate flexible, meaningful spaces.
- A forward-looking view: blending physical, digital, and emotional layers of the workplace.

Peter Baumann
COO Global Real Estate & Facilities
SAP



12:00 FIRESIDE CHAT 🔥

Robots at Work: Redefining Workspaces Through Automation and Innovation

- Automating routine tasks to enhance productivity
- Creating spaces that foster creativity and collaboration
- Enhancing safety protocols with robotics
- Allowing humans to focus on strategic, high-value work

12:30 Case Study: 🔍

Human-Centric, AI-Assisted: Rethinking Workplace Thresholds and Journeys *

Workplaces are still too often built for an “average” user. This session shows how inclusive design, paired with light-touch AI, can make every step—from arrival to meetings to informal pauses—invite participation. Drawing on anonymized lessons from an AI receptionist pilot in Asia, we'll examine how “thresholds” and micro-moments shape belonging, what to redesign first, and how to balance utility with privacy, consent, and cultural nuance. Attendees will leave with a simple, repeatable playbook to map journeys, spot exclusionary defaults, prototype AI-assisted safely, set guardrails, and measure impact on wellbeing and performance.

Tobias Moss
Head of Corporate Real Estate Projects
Henkel



13:00 Business Lunch 🍽️

DESIGNING FOR RESILIENCE: ADAPTABLE WORKPLACE SOLUTIONS

14:00 WORKSHOP ⚙️

Collective Intelligence: How Great Workplaces Make Your Teams Smarter

- How do our workplaces help the workforce do its best work?
- How do we store and transfer knowledge and experiences across a community?
- How can design unlock our team's collective intelligence?

Naomi Sakamoto
Principal, Studio Director
Gensler



14:40 Case Study: 🔍

Daily Bread - Rethinking How We Consume the Workplace

Workplaces should nourish us: creatively, socially, and emotionally. But are we truly engaging with them, or just grazing on the surface?

As work environments become more dynamic, their ability to fuel creativity, collaboration, and well-being is more vital than ever. This session invites you to rethink your relationship with the spaces in which you work - not as passive backdrops, but as living ecosystems.

Through the lens of design strategy, behavioural insight, and inclusive thinking, we'll explore how the environments we shape, and the habits we form within them, impact our resilience, innovation, and growth. Leave with a fresh framework and practical provocations to help you move beyond routine and start consuming your “daily bread” with greater intention.

Jason Oak
Director Workplace Design
Global Engineering and Real Estate
AstraZeneca



15:10 Case Study: 🔍

Harnessing the Power of Flexible & Multi-Functional Designs Integrating a Human Centred Approach

- Dynamic Zones: Create adaptable areas that can easily transform from collaborative spaces to quiet zones, ensuring flexibility and comfort
- Tech-Infused Furniture: Integrate smart furniture with latest technology on the market
- Nature-Inspired Designs: Incorporate biophilic. A workspace that connects with nature can significantly improve employee satisfaction and health
- Interactive Workstations: This human-centered approach ensures that every team member has the tools they need to succeed

Andreea Frum
Developed Markets Cluster & Hospitality
Program Lead, Global Workplace Experience
Pfizer



15:40 Afternoon Tea and Networking Break ☕

16:00 Case Study: 🔍

The Forgotten Spaces of the Office

This session will explore the entire office experience, including the forgotten and hidden spaces employees encounter from the moment they arrive. We will focus on transforming the office's hidden corners - including traditionally functional and transitional spaces - into welcoming areas that foster appreciation and engagement.

We will explore concepts that promote collaboration and meaningful interactions beyond the desk. We will also dive into creating a sense of belonging for employees.

From an interior design perspective, the panel will examine revamping these hidden spaces using tools like furniture, lighting, and graphics to create dynamic, supportive workspaces that encompass the entire office experience.

Anja Rikken
Manager - Interior Design Retail
Zalando



16:30 PANEL DISCUSSION 🗣️

Beyond AI Hype: Balancing Automation & Human Empowerment

This panel brings together cross-industry leaders to explore the real-world impact of AI adoption—beyond the buzzwords. We'll discuss where automation delivers the most value, how to avoid over-automation pitfalls, and what it takes to design systems that augment rather than replace human potential. Topics include responsible AI deployment, workforce reskilling, digital ethics, and maintaining trust in AI-powered environments. Join us for a balanced, thought-provoking conversation on building workplaces where technology enhances, not overshadows, people.

17:00 Chair's Closing Remarks and End of Day One

18:00 Networking Dinner 🍷

*TBC

08:30 | CEST Check-In and Welcome Coffee ☕

09:00 Day Two Opening Remarks from the Chair

THE FUTURE OF EFFECTIVE AND SUSTAINABLE OFFICE DESIGN

09:10 Case Study: 🔍

Greener by Design: How L'Oréal's Paris Office Champions Workplace Sustainability

Discover how L'Oréal's Paris campus exemplifies low-impact design, energy efficiency, and employee wellbeing, while aligning with the company's global environmental goals. From green building certifications and smart systems to material selection and long-term resilience planning, this case study explores what it truly means to design a workplace that reflects both brand values and environmental responsibility. Attendees will gain practical insights into how to embed sustainability across the real estate lifecycle—delivering spaces that are not only efficient and responsible, but built to inspire.

Frédéric Ciuntu
Real Estate Director
L'Oréal

L'ORÉAL

09:50 Case Study: 🔍

Achieving Net-Zero Emissions: Reducing Carbon Footprints in Office Spaces

Reaching net-zero emissions in office operations requires a careful balance of environmental goals, energy performance, and cost efficiency. Real estate and workplace teams are rethinking how offices are designed, powered, and maintained to reduce carbon output without compromising functionality. Key strategies include integrating smart energy systems, leveraging renewable sources, and optimizing building operations to cut energy use and expenses. With the right data, technologies, and cross-functional alignment, office environments can become powerful drivers of both sustainability and long-term cost savings.

Nicolaas Waaning
Global Head of Corporate
Real Estate Management
ING

ING

10:20 Case Study: 🔍

Integrating Future-Proof Workplace Strategy with Facility Management Services

A high-performing workplace supports employees' needs and routines, fostering community, belonging, and autonomy. A sustainable and future-proof workplace strategy guides growth, scalability, and a people-focused approach while operational excellence drives results. The ideal workplace balances investment in advanced facility management, thoughtful space planning, and employee engagement to ensure continuity and strong performance.

Jelena Drazic
Corporate Real Estate and Workplace
Management Berlin & Europe
ASML

ASML

10:50 Morning Coffee and Networking Break ☕

11:20 WORKSHOP ⚙️

Inclusive Design: Changing from a Company Compliance to an Elevated Experience for All

Most workplaces are unconsciously designed for the "average user." They are based on the commonly known occupancy metrics, leaving many excluded or disengaged. In this workshop, we'll change the perspective of inclusion from a compliance exercise into a strategic design mindset. Through case examples and group exercises, you'll learn how to spot exclusionary defaults and apply practical design principles, to raise wellbeing, performance and the sense of belonging.

Geoffrey Timmer
Creative Director
Colliers

Colliers

12:00 Case Study: 🔍

Governance as the Cornerstone: Enabling Effective and Sustainable Workplace Strategies

This keynote presentation will explore why robust governance is essential for the successful development and implementation of modern workplace strategies—and how its absence can derail even the most visionary plans. Attendees will gain insights into:

- Designing governance models that bridge corporate real estate, IT, HR, and operations
- Embedding accountability, transparency, and adaptability into workplace transformation programs
- Using governance to support complex decision-making in a hybrid and decentralized environment
- Accelerating results through strategic alignment, policy integration, and stakeholder buy-in

Silvia Fraser
Director of Workplace Strategy
and Transformation
Metrolinx

METROLINX

12:30 Case Study: 🔍

Just-Enough-Governance to Run Smooth Digital Transformation. Is It Possible?

- Multiple departments, potential silos, ambiguous cross-org scope -> will people talk to each other?
- Effective decisions without constant reporting to multiple committees -> is it even possible?
- Technology or business -> who has a final say when it comes to setup?
- How does it look like in chosen companies -> case study

Przemek Kotecki
Director Transformation Office
Brenntag

BRENTAG

13:00 Business Lunch 🍽️

14:00 Case Study: 🔍

Striking the Balance - Lessons Learned from Implementing a Hybrid Work Model

Finding the right balance between office and remote work is one of the biggest challenges organizations face today. Drawing on hands-on experience, this talk will share practical insights on how to design a hybrid approach that works in real life. This talk covers:

- How to align organizational goals with employee preferences
- Practical steps to build flexibility without losing structure
- Lessons learned from challenges and successes in hybrid implementation
- Clear guidelines (HR) leaders can apply to create a sustainable model tailored to their organization

Svenja Preß
Senior People Operations Manager
SoundCloud

SOUNDCLOUD

14:40 Case Study: 🔍

Data-Based Employee Experience Transformation

How do you turn scattered employee signals into better workdays? This session shares a practical playbook for building a data-led EX engine: unify surveys, collaboration and service data into a "moments that matter" map; translate insights into design hypotheses; run rapid experiments; and close the loop with measurable outcomes. We'll cover governance (privacy-by-design, minimization, consent), an EX metrics stack (leading/lagging indicators), and how to partner with HR, IT and business owners to scale what works. Attendees leave with a simple blueprint to go from dashboards to decisions—improving productivity, wellbeing and retention while maintaining trust.

Bernard Noel
Workplace Strategy Manager
Haleon

HALEON

15:20 Chair's Closing Remarks and End of Summit

Spotlight On Our Speakers

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Florent Duperrin
Associate Director
– Interior Design Practice Area Leader
AtkinsRealis

Florent is AtkinsRéalis National Interior Design Lead for the UK. He believes good design is about improving people's lives and developing solutions for clients and users. Florent is committed to creating a better environment by design through connecting communities, reinforcing innovation, and promoting wellness. He believes the world is changing fast, and the future holds the potential to create inspiring and creative design that changes mindsets. We can create spaces and settings that inspire, motivate, and educate people. By understanding our client's past achievements and their future needs and aspirations, we can spread awareness through our work. By using inclusive design concepts, sustainable materials, and innovative ideas we can contribute to a movement of change. Florent thinks a good designer can view the world through other people's lenses and shape their environment to suit their needs.



Jelena Drazic
Corporate Real Estate and Workplace Management
Berlin & Europe
ASML

Jelena Drazic is a seasoned real estate professional with over 15 years of experience managing corporate real estate portfolios for leading multinational companies, including ASML, Siemens, and Telenor. She specializes in developing innovative, long-term workplace strategies that enhance both real estate performance and facility management. Jelena is committed to creating high-performing, flexible, and future-ready workspaces through a combination of strategic planning and operational efficiency. Her work is guided by a clear focus on delivering environments that are not only functional but also inspiring and aligned with the evolving needs of modern organizations.



Jason Oak
Director Workplace Design
Global Engineering and Real Estate
AstraZeneca

Shaping innovative, human-centric workplaces that align with business goals, foster inclusivity, and empower thriving communities.

With expertise in workplace strategy, design management, and real estate integration, Jason creates environments that drive collaboration, enhance employee experience, and deliver measurable business impact. He is passionate about combining strategic thinking, data-driven insights, and inclusive design principles to meet the evolving needs of global teams.



Geoffrey Timmer
Creative Director
Colliers

Geoffrey Timmer is a seasoned creative leader with over a decade of experience in design and management, known for crafting inspiring visual narratives, driving creative excellence, and delivering impactful solutions. As Creative Director at Colliers, he leads visionary initiatives that merge strategic insight with artistic flair, guiding cross-functional teams toward groundbreaking outcomes.

Geoffrey's expertise spans creative leadership, artistic direction, and design management, underpinned by a deep understanding of how to translate conceptual ideas into visually compelling executions that strengthen brand identity and messaging. He excels in strategic planning, ensuring every creative endeavor aligns seamlessly with overarching business goals and delivers measurable success.

Having collaborated with diverse, multicultural teams across the globe, Geoffrey thrives in international collaboration, fostering synergy, innovation, and shared vision in every project he leads.



Alexander Danisch
Workplace and Property Director
Ubisoft

Alexander is the Director for Infrastructure and Workplace Operation, responsible for overseeing these areas across Ubisoft's German locations. His mission is to create a memorable studio and work experience, address the infrastructure needs of development teams, and optimize spaces through automation, flexibility, and a strong service orientation. As organizational developer, solicitor and computer scientist he strives for operational excellence at the junction of psychology, legal frameworks and technology.



Patrick Hiebert
Country Lead DACH
LumApps

Patrick Hiebert, as the Country Lead DACH at LumApps, is responsible for brand development in Germany, Austria, and Switzerland. With extensive expertise in sales, strategic partnerships, and information technology, he supports companies in their digital transformation. His focus is on optimizing internal communication and enhancing employee engagement.

Thanks to his experience with collaborative solutions and intranets, he helps organizations improve their employee experience – thereby sustainably increasing collaboration and productivity.



Silvia Fraser
Director of Workplace
Strategy and Transformation
Metrolinx

Silvia Fraser is an award-winning public sector leader with over two decades of experience driving transformation across municipal and provincial government. Currently serving as the Director of Workplace Strategy & Transformation at Metrolinx, Silvia leads enterprise-wide modernization efforts that align people, place, and purpose and enhance organizational performance.

Silvia's unique journey began in front-line municipal security and evolved through key leadership roles in social development, corporate real estate management, and strategic transformation. She is widely recognized for her ability to lead complex, people-centered change while championing equity, diversity, and inclusion.

A passionate advocate for women in leadership, Silvia co-led the Toronto Public Service Women's Network and served on its Advisory Board. She also hosts the Leadership Trademarked podcast, amplifying voices that inspire positive change across sectors.

Silvia's leadership is defined by her resilience, authenticity, and unshakable belief in the power of purpose-driven work.



Peter Baumann
COO Global Real Estate & Facilities
SAP

Peter Baumann is the COO Global Real Estate & Facilities at a leading global software company. With over 24 years of international experience across real estate, workplace strategy, and sustainability, he leads complex transformation programs that shape the future of workspaces. Trained as a stonemason and holding a Master of Corporate Real Estate, Peter combines craftsmanship, pragmatism, and strategic foresight. His passion lies in creating environments that enable people and performance – locally grounded, globally scalable.



Andreea Frum
Developed Markets Cluster & Hospitality
Program Lead, Global Workplace Experience
Pfizer

Hi, I'm Andreea Frum, a detail-oriented and teamwork-driven business leader based in Switzerland. I currently serve as the Workplace Experience Cluster Lead for Developed Markets at Pfizer. With a strong educational background in Hospitality Management, I bring a unique blend of skills in Business Planning, CRM, Leadership, and Negotiation to my role. I'm passionate about enhancing customer and employee experiences, driving continual performance, and maintaining high-quality standards across a diverse portfolio. Outside of work, I love exploring the beautiful landscapes of Switzerland, skiing and connecting with people from diverse backgrounds. I'm dedicated to fostering teamwork and excellence, and I'm committed to achieving exceptional results and create a better workplace world!



Svenja Preß
Senior People Operations Manager
SoundCloud

With over five years of experience in Human Resources, Svenja is passionate about creating people-focused processes that enhance employee experience and retention. From onboarding to offboarding, she designs thoughtful approaches that support individuals throughout their journey at work. Thriving in dynamic, fast-paced environments, she cares deeply about the future of work and is dedicated to building healthy, supportive workplaces where people can grow. Currently, she serves as Senior People Operations Manager at SoundCloud, where she leads the EU People Operations team to drive engagement, empowerment, and connection.

Spotlight On Our Speakers

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Naomi Sakamoto
Principal, Studio Director
Gensler

Naomi is a Principal in Gensler's London office, leading both a studio serving innovative clients in sciences, tech, and creative industries and the Technology practice area for the firm's Europe region. With a background in urban design, civil engineering, and architecture, Naomi is a regular keynote speaker at leading events across Europe, delivering thought leadership on topics related to the future of work and the importance of physical space to nurture talent and enhance human connection.



Tobias Moss
Head of Corporate Real Estate Projects
Henkel

Tobias is steering HENKEL real estate office projects mainly in West and East Europe while being also a mentor for colleagues in other regions such as Central and South America as well as for Asia Pacific. In his role as Senior Corporate Real Estate Manager he is responsible for the successful implementation of HENKEL'S activity based working concept in his different real estate office projects. As an Dipl.-Ing. in Architecture and a Master degree in International Project Management he gained experiences as site and construction manager at general contractors and changed 10 years ago the roles from execution on the construction site to a client representative.

Beside his project responsibilities he is also constantly improving HENKEL'S workspace guideline which defines the framework of the design and processes of real estate office projects within Henkel. Since the pandemic and the cultural impact on offices Tobias is developing these guidelines towards a more sustainable, well-being and collaborative work environment with first projects in finalization.



Anja Rikken
Manager - Interior Design Retail
Zalando

Anja Rikken is an architect by training, specializing in Interior Design Management for modern, flexible workplaces for fast-growing international companies. At Zalando, Europe's leading online fashion retailer, Anja served as Manager for Interior Design- spearheading interior fit-outs and transformation projects for the company's Berlin headquarters and retail stores. Her prior roles at Wayfair and WeWork demonstrated her new work philosophy- where the workspace isn't just a place, but a powerful driver of collaboration, innovation, and well-being. Her leadership in workplace transformation, return-to-office initiatives, design guideline development, and user-centered future-ready solutions, helped foster visually engaging, highly functional environments tailored to evolving business needs. With a keen eye for brand strategy in design, she translated corporate values into tangible spaces, boosting employee experience and customer engagement. Anja's mission is clear: to build environments that nurture people, reflect culture, and propel organizations forward in an era of new work.



Przemek Kotecki
Director Transformation Office
Brenntag

Senior executive business and digital transformation leader & advisor experienced in e-commerce, financial, software, information & energy sectors. Currently Director of the Transformation Office for Digital Data and Technology at Brenntag - global market leader in chemicals and ingredients distribution with presence in 70 countries and EUR 16.2 billion in sales in 2024.

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- Interactive Focus Sessions
- Discussions with Industry Experts and Peers
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- Post-Conference Documentation Package
- Delegate List

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- Post-Conference Documentation Package
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DELEGATES

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Position:

E-mail:

Name:

Position:

E-mail:

Name:

Position:

E-mail:

CONTACT INFORMATION

Company:

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