

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

CHAIRMAN



Florent Duperrin
Associate Director - Interior
Design Practice Area Leader
AtkinsRealis





Sonya Simmonds Global Workplace Design and Solutions Lead ByteDance

ByteDance

SPEAKER LINE-UP



Frédéric Ciuntu Real Estate Director L'Oréal

ĽORÉAL



Niall Starling
Global Office Design and
Construction Manager
Wolt





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





Peter Baumann COO Global Real Estate & Facilities SAP





Alexander Danisch Workplace and Property Director Ubisoft



Silvia Fraser
Director of Workplace
Strategy and
Transformation
Metrolinx

★ METROLINX



Gavin Shorten
Vice President,
Workplace Experience
Mastercard



(a)

Nathan Dorney
Technology, Digital Core,
Head of Site Technology Platforms
and Workplace Transformation
bp





Carlos Valera Director, Global Real Estate & Workplace Indeed.com



Jason Oak
Director Workplace Design
Global Engineering
and Real Estate
AstraZeneca





Nicolaas Waaning Global Head of Corporate Real Estate Management ING





Angelika Donhauser Head of Interior Henning Larsen

Henning Larsen —

10th Smart Workplaces Summit

Hotel Eurostars | Berlin, Germany



9-10 October 2025

We are pleased to announce the launch of the 10th Smart Workplaces Summit, which will take place on the $\textbf{9th-10th of October 2025} \ in \textbf{Berlin, Germany}. Following the success of its nine previous editions, this event will also the success of its nine previous editions. The success of its nine previous editions are successed in the success of its nine previous editions. The success of its nine previous editions are successed in the success of its nine previous editions. The success of its nine previous editions are successed in the success of its nine previous editions. The success of its nine previous editions are successed in the success of its nine previous editions. The success of its nine previous editions are successed in the success of its nine previous editions. The success of its nine previous editions are successed in the success of its nine previous editions. The success of its nine previous editions are successed in the success of its nine previous editions are successed in the success of its nine previous editions are successed in the success of its nine previous editions are successed in the success of its nine previous editions are successed in the success of the success of its nine previous editions. The success of the succe$ $delve\ into\ the\ future\ of\ work place\ innovation, highlighting\ the\ latest\ in\ intelligent\ work\ technologies, immersive$ 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
- \bullet 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**



Gold Sponsor



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 Al-Driven Workplace Innovation
- & Others

Previous Attendees Include





Ontinental →



Nordea

FERRERO

SIEMENS



Revolut







































































08:30 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**



Case Study Presented by LumApps

Speaker TBC 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 bri 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



Morning Coffee and Networking Break 11:00



11:30 Case Study:

> Adaptive by Design: How Smart Technologies Are Powering the Hybrid Office

> At Indeed.com, the hybrid work model is more than a policy—it's a design principle. The story behind the company's ambitious office redesign, where movable walls, motion-activated sensors, and QR-enabled workstations come together to create a space that's flexible, intuitive, and human-centered. From rethinking space utilization to integrating real-time data for smarter workplace decisions, this talk highlights how technology is enabling agility, sustainability, and personalization in the post-pandemic office. Attendees will gain insights into how Indeed is aligning physical environments with the evolving needs of a dynamic workforce—and what it takes to build an office that adapts as quickly as the people who use it.

Carlos Valera

Director, Global Real Estate & Workplace Indeed.com

indeed

12:00 Case Study:

> Tech-Enabled Experience: Designing Workplaces That Think, Adapt, and Respond
> Drawing on real-world insights from Mastercard's flagship Tech Hub in Dublin, we'll examine how

> technology can transform the workplace into a dynamic engine for collaboration, focus, and inclusion. Beyond convenience, these tools hold the potential to strengthen culture, improve decision-making, and foster environments where people and innovation thrive together. Attendees will leave with a practical understanding of what it takes to build workplaces that don't just house work-hut actively enhance it

Gavin Shorten

Vice President, Workplace Experience Mastercard



12:30 Case Study:

> From Static Offices to Smart Workspaces: Engineering the Future of Work *

Workspaces are evolving from fixed locations into dynamic ecosystems shaped by technology and data. Forward-thinking companies are redesigning physical environments to be intelligent, connected, and responsive. With advancements in Al, IoT, and workplace platforms, offices can now adapt in real time to support how, when, and where people work. The focus is shifting toward flexibility, user-centric design, and systems that enhance collaboration and performance. By aligning workplace transformation with digital core strategies, organizations can unlock both operational efficiency and a superior employee experience.

Nathan Dorney

Technology, Digital Core, Head of Site Technology Platforms and Workplace Transformation



13:00

Business Lunch



DESIGNING FOR RESILIENCE: ADAPTABLE WORKPLACE SOLUTIONS

FIRESIDE CHAT 14:00

> Designing Together: How Co-Creation Is Shaping the Future of Smart Workplaces

This fireside chat will explore how companies are involving employees, designers, and technology leaders in the co-creation of workspaces that foster productivity, well-being, and innovation. We'll discuss real-world examples of collaborative design processes, the role of data and feedback in shaping decisions, and how co-creation leads to greater engagement and smarter use of space. Join us for an insightful conversation on building workplaces with people, not just for them.

Sonya Simmonds

Global Workplace Design and Solutions Lead | | Byte Dance **ByteDance**

14:30 Case Study:

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

- ensuring flexibility and comfort
- Tech-Infused Furniture: Integrate smart furniture with last 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

Andreea Frum

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



15:00 Case Study:

> Agility in Meeting Workplace Needs **Connecting the Home and Office**

As a leading local commerce platform, Wolt has a mission to create technology that brings joy, simplicity and earnings to neighbourhoods worldwide. To support our ambitions, we believe our workplaces are talent magnets, where engagement in the workplace is preferred to mandates. With employees empowered to work from the office, from home or occasionally elsewhere, the workplace becomes one of several places to communicate, collaborate, or focus. In challenging what is the office, workplace design is pushed beyond gimmicks aimed at drawing people back, toward more thoughtful, purposeful spaces. By rethinking capacity models, Wolt embraces flexible, performance-driven solutions that bridge home and office, and offer solutions for an adaptive environment to suit individual and team needs.

Niall Starling

15:50

Global Office Design and Construction Manager Wolt

Afternoon Tea and Networking Break 15:30

O 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



16:20 PANEL DISCUSSION

> **Beyond AI Hype: Balancing Automation** & Human Empowerment

This panel brings together cross-industry leaders to explore the real-world impact of Al adoption—beyond the huzzwords. We'll discuss where automation delivers the most value, how to avoid over-automation nitfalls 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

Networking Dinner / 18:00

*TBC





08:30

Check-In and Welcome Coffee



09:00

Day Two Opening Remarks from the Chair

CUTTING-EDGE PRACTICES FOR ECO-FRIENDLY WORKPLACES

09:10

AVAILABLE SPONSORSHIP SLOT



Eco-Intelligence: How AI Is Revolutionizing Sustainable Office Strategy

From smart energy management and real-time occupancy analytics to predictive maintenance and carbon footprint tracking, AI is enabling facility and real estate teams to make faster, greener decisions at scale. Discover how Al-powered solutions are helping businesses reduce environmental impact, cut operational costs, and create workplaces that are not only efficient-but regenerative by design. Join us to learn how leading innovators are applying eco-intelligence to build the sustainable office of tomorrow.

09:50

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

ĽORÉAL

10:30

Morning Coffee and Networking Break



11:00

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



11:40

Case Study:



Designing Carbon-Positive Workspaces: Practical Strategies and Lessons Learned

Carbon-positive workspace design is emerging as a bold response to the climate crisis-shifting the goal from minimizing harm to actively reversing environmental impact. Learn how to create environments that absorb more carbon than they emit by integrating biogenic materials, enhancing energy efficiency, and balancing sustainability with functionality. Key topics include material selection, lifecycle analysis, and energy management strategies tailored to workplace settings. The content offers a grounded look at both the opportunities and constraints of carbon-positive design, with practical insights for applying these principles in real-world projects.

Angelika Donhauser Head of Interior **Henning Larsen**

Henning Larsen

THE FUTURE OF OFFICE DESIGN & OPERATIONS

12:20

WORKSHOP ©



Operational Efficiency Meets UX: Building Workspaces that Work

This hands-on workshop explores how to align operational performance with employee experience to create smarter, more responsive workplaces. Through practical exercises and real-world examples, participants will:

- Identify key pain points in workspace usability
- Map employee journeys to operational needs
- Discover simple, scalable solutions that improve both efficiency and

Leave with actionable tools to optimize your workspace-where function and experience go hand in hand.

13:00

Business Lunch



14:00 Case Study:



Workplace Strategies

As organizations navigate the rapid evolution of digital-first, hybrid, and sustainable workplace models, one critical element remains consistently overlooked: governance. 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

By grounding workplace transformation in governance, organizations not only de-risk their initiatives—they also enhance resilience, optimize resources, and position themselves for continuous evolution.

Silvia Fraser

Director of Workplace Strategy and Transformation Metrolinx

∠ METROLINX

14:40

Case Study:



High-Tech, High-Impact: What Modern Workplaces Mean *

We'll examine how smart tools influence productivity, engagement, trust, and well-being, and what leaders must do to ensure that technological advancement leads to meaningful human impact. Whether you're navigating hybrid models, scaling digital systems, or preparing for Al-integrated roles, this session will help you understand the evolving relationship between people and technology – and how to shape a future-ready workplace without losing the human core.

Jason Oak

Director Workplace Design Global Engineering and Real Estate AstraZeneca



15:20

Chair's Closing Remarks and End of Summit

Spotlight On Our Speakers

10th Smart Workplaces Summit | 9-10 October 2025 | Berlin, Germany



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.



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!



Sonya Simmonds Global Workplace Design and Solutions Lead ByteDance

Sonya Simmonds is a Workplace Strategist and Interior Architect with over 20 years of international experience reimagining and optimizing global workplace portfolios for multinational organizations. Her expertise lies in aligning workplace strategy with company culture and brand—translating vision into physical space to drive innovation, well-being, and sustainable transformation.

Sonya specializes in co-creating and implementing flexible, future-forward environments that support diverse ways of working. A recognized thought leader in the field, she regularly speaks at industry events and has been featured in numerous articles and publications focused on strategic workplace design, distributed work, and the evolving nature of the workplace.

Earlier in her career, Sonya worked with architectural firms in London and Stockholm, delivering complex office design projects for international clients including Schroders, Bloomberg, Discovery Channel, and DICE EA Games. Her work has consistently bridged creative vision with technical execution, collaborating closely with multidisciplinary teams across global contexts.



Carlos Valera
Director, Global Real Estate & Workplace
Indeed.com

Carlos is a Global Real Estate & Workplace Executive with over 20 years of experience delivering strategic, data-driven solutions that aligns the workplace with evolving business needs. He leads global portfolios & experiences across EMEA, APAC, and the Americas, specializing in workplace transformation, sustainable development, and capital planning. Carlos is a recognized thought leader on the #FutureofWork, regularly contributing insights through publications, panels, and speaking engagements—including guest lectures at the Kellogg School of Management and features in The Wall Street Journal. He is an active member and speaker in industry organizations such as ULI, CoreNet Global, and IFMA, where he shares trends shaping the built environment, from ESG integration to hybrid work enablement.

Known for driving measurable impact in CapEx/OpEx efficiency, portfolio optimization, and stakeholder alignment, Carlos builds inclusive, high-performing teams that deliver business value through agile, resilient workplace ecosystems.



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.



Nicolaas Waaning Global Head of Corporate Real Estate Management ING

20+ years of management consulting and real estate experience. Head of Global Corporate Real Estate Management with ING. Previously at JP Morgan Chase, MetLife, Buck Consultants International and Dynamis. Experience across a wide range of industries and functions on all continents. Masters degree in International Economics from Utrecht University and MBA-degree from Nyenrode Business University. Entrepreneurial leader and team builder, excellent communicator, with strong research & consultancy skills.



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.



Alexander Danisch
Workplace and Property Director
Uhisoft

Alexander is the Director for Infrastructure and Workplace Design, 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.



Niall Starling Global Office Design and Construction Manager Wolt

Niall is a British/New Zealand architect based in Berlin. His 25 years of international experience includes designing offices and public spaces, spanning large-scale public developments involving transportation, commercial, and urban regeneration initiatives. His passion is for user-centric designed commercial developments, helping global companies achieve the best spaces for workplace productivity. Previously at Zalando SE (online fashion retailer), he played a key role in shaping their Berlin campus, deepening his passion for designing workplaces that reflect culture and support people. At Wolt (e-commerce tech company), he drives the design and construction of new office spaces across 30+ markets, with focus on translating their unique culture into the workspace. By achieving the best office spaces for employees, Wolt's aspirations and culture is showcased through design.

Registration Form

10th Smart Workplaces Summit | 9-10 October 2025 | Berlin, Germany

Delegate Pass - 2-Days Summit + Workshop - Interactive Focus Sessions - Discussions with Industry Experts and Peers Complimentary Networking Dinner - Post-Conference Documentation Package - Delegate List Register until June 19th with the promo code SMART2N & get 2 complimentary nights at the venue hotel **1595 euro**

DELECATES

E-mail:

Online Pass - 2-Days Summit + Workshop - Interactive Focus Sessions - Discussions with Industry Experts and Peers - Virtual Networking Opportunities - Access to the Entire Event from the

Comfort of your Home - Possibility to Share Branded Materials with

the Audience - Post-Conference Documentation Package

- Delegate List

Branding Package

- 1 Delegate Pass
- 2-Day Access to all Summit Sessions
- Branded Roll Up Display
- Discussions with Industry Experts and Peers
- Complimentary Networking Dinner
- Post-Conference Documentation Package
- Delegate List

Limited availability

3499 euro

			ro

DELEGATE	3
Name:	
Position:	
E-mail:	
Name:	
Position:	
E-mail:	
Name:	
Position:	

CONTACT INFORMATION

Company:		
Address:		
City:	Postcode:	
Phone:	VAT No:	
Date:		
Signature:		

Save Time & Register Online

HERE

To find out more about sponsorship opportunities, please click HERE

TERMS & CONDITIONS

By sending this form, I confirm that I have read and accepted the terms and conditions detailed below.

Confirmation

We will confirm your participation after receiving signed registration form. All discounts can only be applied at the time of registration and discounts cannot be combined.

Discounts for group registrations are only valid for the number of delegates specified on your booking form.

Prices for each event are correct at the time of publication. Luxatia International reserves

the right to change the prices at any time but changes will not affect registrations which have already been confirmed by Luxatia International.

Cancellation policy

You may substitute delegates at any time by providing reasonable advance notice to Luxatia International.

All cancelations received 60 business days or more before the event is held, this cancellation is subject to a registration fee up to 50% the value of the ticket per delegate. In case of canceling the registration later than 60 business days before the event is held, the paid amount cannot be refunded and the amount remains payable in full. In the event that Luxatia International cancels or postpones an event for any reason whatsoever, including but not limited to any force majeure occurrence, you will receive a credit for 100% of the contract fee paid. No refunds, partial refunds or alternative offers will be made and all pending amounts remain payable in case such situation.

Luxatia International is not responsible for any loss or damage as a result of a substitution, alteration or cancellation/postponement of an event. Luxatia International shall assume no liability whatsoever in the event this conference is cancelled, rescheduled or postponed due to a fortuitous event. Act of God, unforeseen occurrence or any other event that renders performance of this conference impracticable, illegal or impossible. For purposes of this clause, a fortuitous event shall include, but not be limited to: war, fire, pandemics, labor strike, extreme weather or other emergency. Please note that while speakers and topics were confirmed at the time of publishing, circumstances beyond the control of the organizers may necessitate substitutions, alterations or cancellations of the speakers and/or topics

Copyright

All Intellectual Property rights in all materials produced or distributed by Luxatia International in connection with this event are expressly reserved and any unauthorized duplication, publication or distribution is prohibited.

More on Terms and Conditions at

https://www.luxatiainternational.com/page/terms

Learn about our Privacy Policy at

https://www.luxatiainternational.com/page/privacy

CONTACT DETAILS

Victoria Weber Marketing Director victoria.weber@luxatiainternational.com 00 (420) 775 717 730 www.luxatiainternational.com