



WORKSHOP »

Activity Area, Opp. Hall 9
India Expo Centre & Mart, Greater Noida

17th April 2025

11:00 am **The Art of Attraction** Visual Merchandising Strategies for Impactful Booths

- Understanding the Psychology of Attraction
- Design Principles for Booth Impact
- Storytelling Through Space
- Interactive Elements & Digital Integration

Speaker



Gunnar Hoffrichter

Independent Consultant, Hamburg/Germany

With over 20 years of expertise in strategy, product development, and visual merchandising, he brings deep insight into design-led processes. He has worked extensively across analysis, positioning, purchasing, and product management, contributing to renowned brands such as JOOP! Living and Lambert. His creative approach has led to the successful implementation of new product lines and categories.

18th April 2025

2:30 pm **Safeguarding Business Transactions** Through Cyber Security Services in Digital Era

Cyber Threats in Current Landscape - From Business to Communication and Devices Threats, Redressal and Securities.

- Email Threats, Digital Money Threats and Securities
- Mobile Devices Safety and Security
- Proactive Securities for Digital Infrastructure at Business
- Cyber Hygiene

Speaker



Rakshit Tandon

Cyber Security Evangelist & Risk Advisory Leader

A leading Cyber Security Evangelist, Cyber Crime Investigator, and Risk Advisory Expert with over two decades of impactful work. He serves as Cyber Consultant to CID Haryana Police (2021–2024) and IAMAI, and advises multiple state cybercrime units. As Visiting Faculty to elite institutions like the CBI Academy, NIA, and Central Detective Training Institutes, he trains law enforcement in cyber forensics and digital investigation. Dr. Tandon has played a key role in solving high-profile cybercrime cases and setting up cybercrime cells across states. Internationally, he contributes as a Non-EU Expert to the European Commission and as a Training Consultant to the UNODC, guiding officers across South Asia. Passionate about cyber awareness, he has educated over 7 million youth and collaborates with corporates, government bodies, and armed forces. #CyberSurakshit!

SEMINARS »

Board Room, Central Function Building
India Expo Centre & Mart, Greater Noida

17th April 2025

02:30 am **AI in Product Design** Redefining Trends for Tomorrow

- Role of AI in industry
- Generative AI in design ideation and realization
- Various AI-powered technologies for products
- Ethical considerations and creative control
- Case studies and future outlook
- Opportunities for designers in an AI-integrated future

Speaker



Dr. Kaustav SenGupta

Futurist, Color Behaviourist, AI Analyst & Academic Leader

Dr. Kaustav SenGupta is a distinguished futurist, color behaviourist, academician, and AI analyst, currently serving as a faculty member and Link Chairperson at National Institute of Fashion Technology. He currently serves as the Director of VisionXtTrend Research and AI Lab at NIFT, driving innovative perspectives in the field of fashion forecasting and AI. With over 25 years of experience, Dr. SenGupta has provided strategic foresights and trend consultancies to globally renowned brands such as Nike, Nokia, Vodafone, Coca Cola, Hyundai, Kia Motors, NTT Data, Sony, Samsung, Apple, Wild Republic USA, Plan UK, Knights & Walker Dubai, Ruby Pseudo UK, and Skullcandy. He is a member of the boards of studies for four universities and one leading college, contributing his expertise to shape the future design academia of this nation. He has been in the Jury panel of Images Retail Award. As a jury panellist for the prestigious India Design Mark initiative by the Government of India, Dr.SenGupta has been instrumental in recognizing excellence in design. A sought-after speaker, he has shared his insights at multiple TEDx conferences, ThinkEduConclaves, Titan Youth Insights Panels, Lenovo Youth Insights Panel UK and Edelman roundtables, among others. His thought leadership has also been featured in interviews with the BBC UK, The Hindu, Hindustan Times and other prominent media outlets, focusing on foresight and trend analysis. Dr. SenGupta, credited with multiple foresight tools and methodologies has published more than 30 articles, multiple research papers and chapters in the books.

3:30 pm **Leveraging AI-Powered Software** for Optimizing Export Operation

- Export Challenges in a Globalized World
- Importance of Technical Acceptability
- Why Traditional Software Isn't Enough
- The Role of AI in Modern ERP Systems
- Real-World Impact: Efficiency, Accuracy and Cost Savings
- The Future of Export Operations

Speaker



Lakshman Das

Director, DiracERP Solutions Pvt. Ltd.

With 15 years of experience in the ERP domain, Mr. Das leads DiracERP Solutions, delivering innovative ERP software solutions to over 250 clients worldwide. Specializing in sectors like home essentials, handicrafts, furniture, leather, perfume, and textiles, he is passionate about empowering industries, particularly handicrafts, with AI-driven, user-friendly ERP systems to drive digital transformation and long-term growth. He is committed to innovation, simplifying complex workflows, and bridging traditional processes with modern digital solutions. His visionary, client-focused leadership fosters collaboration, transparency, and long-term partnerships.

DiracERP specializes in tailored ERP solutions for manufacturing, supply chain, and service sectors, streamlining operations through intelligent automation and seamless integration. With a global presence and over 250 successful implementations, DiracERP helps businesses enhance efficiency, make data-driven decisions, and scale confidently in today's competitive market.