



Cash with a finger on the pulse: ALVARA | Digital Solutions at CashCon 2021



Leipzig, 15.10.2020. ALVARA | Digital Solutions announces CashCon 2021 in Leipzig together with GS1 Germany and the EHI Retail Institute. On the 27th and 28th of January 2021, retailers, cash-in-transit companies, banks and building societies as well as other players in the cash sector will join forces at Felix im Lebendigen Haus to spend two days attending this exciting conference.

'The coronavirus crisis and associated developments and limitations mean that the cash sector is facing completely new challenges,' says Thomas Vietze, CEO of ALVARA | Digital Solutions. 'At CashCon, we want to bring all players from the cash sector together in person and online, and explore together what impact this development is having on the future of our industry, and what opportunities can be derived.'

With just a few exceptions, the majority of retail businesses are still dealing with the consequences of the lockdown in the first half of this year as well as continuing competition on the online market. At the same time, retailers are urging their customers to pay electronically due to the increased risk of infection.

'Of course, cash-in-transit companies are feeling this reduction in cash and are being confronted with lower revenue,' says Bernd Hohlfeld, CEO of ALVARA | Digital Solutions. 'At the same time, the already high cost pressure within the industry has increased further.'

The banks, on the other hand, are complaining of high process costs for cash and are fearing credit losses.

'Overall, the cash landscape is currently plagued by behavioural as well as supply changes,' explains Vietze. 'With this in mind, we are holding CashCon 2021 in cooperation with the EHI Retail Institute and GS1 Germany. We want to openly discuss existing issues and find solutions together with all participants.'

The two-day conference with exhibition will focus on the following topics:

- Learnings and prospects from the coronavirus crisis
- Emergency cash supply in times of crisis
- Stakeholder interplay: cash supply through retail and banks
- Cash is here to stay - why it's worth dealing with cash!
- Best practice examples from the industry, for the industry.



'We're really looking forward to the event,' says Bernd Hohlfeld. 'After our ALVARA INNOVATION DAYS, there is finally another cash conference in the wonderful expo city of Leipzig.'

In light of the current situation, CashCon is planned as a hybrid event: participation is possible online via live stream or in person in Leipzig with a limited number of participants. The full programme and guest invitations will be going out soon. Interested parties from the cash sector can register for early bird rates by 20.11.2020: <https://www.cash-con.de/jetzt-anmelden>

More information:

www.digital.alvara.eu

<https://www.cash-con.de/home>

About ALVARA | Digital Solutions (a trademark of ALVARA Holding GmbH):

ALVARA | Digital Solutions is a brand of ALVARA Holding GmbH. The group of companies is positioned as a leading European provider of track & trace software solutions for the cash cycle and logistics - from cash handling, monitoring, process automation to clearing. With its customized solutions for recording and tracking cash flows, the Group enables retailers, cash-in-transit companies and financial institutions to optimize their cash management processes and reduce their process costs. ALVARA | Digital Solutions' customers include companies from the retail, CIT and banking sectors worldwide.

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