

SECURIKETT®

4th FORUM
UNIQUE
CODES
2025

OCTOBER 23RD, 2025
CONGRESS CENTER
BADEN

KAISER FRANZ-RING 1
A-2500 BADEN | AUSTRIA
9 AM TO 5 PM (CEST)

ORGANIZED BY **SECURIKETT®**

SECURE TRACEABILITY AND DIGITAL INNOVATION

**A TWO DAY INDUSTRY EVENT
FULL OF INSPIRATION AND IDEAS**



AGENDA

MORNING SESSION

Security & Performance

- Digital Product Platforms - How to address data security, access rights, and performance across large organizations.
- Learn how to tackle potential fraud on platforms for traceability and the Digital Product Passport (DPP).

Data Analytics, AI & Blockchain

- Technologies such as native cloud computing or blockchain are investigated for their benefits on DPP data storage.
- The growing role of artificial intelligence in the interpretation of large-scale traceability data.

AFTERNOON SESSION

Making Traceability Happen

- This session outlines key success factors for the implementation of traceability, such as supplier selection, preparatory workshops & setting up project teams.
- Customers share their experience on real applications, the implementation of scanner technology and UID to product assignment.
- Learn how irregularities in consumer scans reveal parallel trading & counterfeits.

Customer Communication / Engagement

- In theory and practice: how consumers are engaged in successful programs and the marketing know-how behind.

Codikett 2.0 Sandbox

- During breaks and lunchtime explore the interactive Codikett 2.0 Sandbox!

SPEAKERS



Jürgen BOGNER
Biteme Digital GmbH

Jürgen is the founder and creative mind behind biteme.digital, a company evolving from a creative agency into an AI Solutions, Strategy & Transformation Partner.

By merging innovation, technology, and creativity, he has delivered digital experiences unique in Europe. Today, he guides clients through tailored AI implementations and strategic integration.

For Jürgen, AI is an enabler that amplifies creativity and removes boundaries. Since 2020, he has shared his expertise via keynotes, workshops, and leadership training.



Marietta ULRICH-HORN
Securikett

Marietta is co-founder and CEO of Securikett, a company known for its patented tamper-evident security labels and authentication technologies.

She holds a PhD in Social and Cultural Anthropology (University of Vienna) and an MBA from the Carlson School of Management (Minnesota) and WU Vienna.

The concept of Codikett, a pioneering web-based system for product authentication, was shaped under her driving influence; later, with the initiation of Codikett 2.0, she guided its development into a key innovation in digital product protection.



Stefan FÜHRER
Securikett

He is a dedicated Senior Project Manager with experience in traceability solutions and digital transformation and leads global projects that streamline workflows, and deploy IT solutions.

Stefan coordinates cross-functional teams, manages project lifecycles from conception to execution, and continuously improves traceability processes.

His ongoing studies in Digital Business at the University of Vienna provide the strategic and technical knowledge to navigate today's digital landscape.



Guneri TUGCU
r-pac CNCT

With 25 years of experience in creative and technology sectors, Güneri is recognized as a leading voice in connected merchandise, digital transformation, and brand protection.

He has worked with some of the world's top brands, delivering digital solutions that drive consumer engagement, enhance supply chain traceability, protect brand integrity, and support sustainability.

His career includes senior leadership roles at SGK and Amazon, shaping best practices. He is founder and host of CoCo: click. consume. connect. – a podcast on the future of consumer engagement, connected packaging, and digital transformation.



Zbigniew SAGAN
ATT

Zbigniew, Business Development Director and co-founder of ATT is a recognized expert in traceability and anti-counterfeiting technologies. He develops theoretical and technological approaches to address a key vulnerability in security marking.

ATT became the first company to industrialize digital physical authentication using Physical Unclonable Functions (PUF). Initially applied to printing, it was later extended to direct and indirect marking.

Zbigniew is active in international standardization within ISO/TC 292 on anti-counterfeiting and contributes to the DPP through AFNOR and CEN-CENELEC, focusing on phygital authentication, data security, interoperability, and digital sovereignty.



Adam BIEN
Independent Consultant

Adam is a Developer, Consultant, Trainer, Podcaster, Cloud Hero, and Java Champion enthusiast.

He hosts regular online workshops on Java, Web, Cloud, and Architectures at airhacks.live, runs a monthly Q&A livestream, and shares insights on his blog.



Gerald MILLER
Gilead Science Inc.

Gerald is a results-driven Senior Manager with over 25 years of experience in manufacturing, packaging, and labeling, focusing on brand protection and supply chain security.

At Gilead Sciences Inc., he leads global initiatives in commercial labeling and serialization, integrating security features to protect products in high-risk markets and ensure compliance.

He has held leadership roles at Eli Lilly, Biogen, and Merck, driving operational improvements, cost savings, and quality enhancements. Gerald has implemented Lean Six Sigma methodologies and managed complex cross-functional projects. He holds an MBA in Supply Chain Management from DeSales University and is a NASPO Certified Security Professional.



Stefan PFLEGER
Securikett

Stefan is a Senior Software Developer with years of experience in designing and implementing complex software systems. He specializes in secure, scalable cloud architecture.

He holds a master's degree in Software Design and Engineering, where his thesis explored data security in microservice systems.

Drawing on this background, his current work emphasizes GDPR-compliant approaches to serialization and data handling, bridging the gap between technical implementation and regulatory requirements to deliver secure and compliant solutions.



Mark MANNING
iTRACE Technologies

Mark is the Founder and CEO of iTRACE Technologies, a Silicon Valley company specializing in non-cloneable supply chain security and brand protection solutions.

He is an entrepreneur with more than 20 years of experience in product security and brand protection. Drawing on his background in the telecommunications and cybersecurity industries, Mark founded several technology companies and was also actively involved at the Silicon Valley Founder Institute.

PROGRAM

9:00 AM - 9:30 AM | **Check in & Welcome**

9:30 AM - 11:00 AM | **Security & Performance I**

Detecting illegal reprints of UIDs. How to prevent fraud by reprint of UIDs | Zbigniew SAGAN
Counterfeiters often rely on simple reprints - detecting and preventing cloned UIDs is crucial to protect product integrity, secure traceability systems, and maintain customer trust.

Cloud vs. on-premise: Building tomorrow’s IT strategy today | Adam BIEN
Choosing the right IT model defines scalability, compliance readiness, and long-term competitiveness.

How GDPR shapes data handling in track & trace environments | Stefan PFLEGER
Compliance with GDPR is not optional - serialization platforms must embed privacy by design.

Protecting serialization platforms against cyber threats and insider risks | Stefan FÜHRER
A secure system is the backbone of product protection - without it, traceability cannot be trusted.

11:00 AM - 11:15 AM | **Coffee Break**

11:15 AM - 12:45 PM | **Security & Performance II**

Smart participant hierarchy - boosting security, clarity, and efficiency | Stefan FÜHRER
Effective participant management ensures compliance and smooth collaboration in controlled environments.

The evolution of digital, non-cloneable authentication in the age of DPP and Sunrise 2027 | Mark MANNING
Non-cloneable identifiers are becoming essential to meet DPP requirements and protect brands.

Unlocking the potential of the Digital Product Passport (DPP) | Stefan FÜHRER
The Digital Product Passport (DPP), its key features, technical framework, and the opportunities it offers.

12:45 PM - 1:45 PM | **Networking Lunch**

1:45 PM - 2:45 PM | **Data Analytics, AI & Blockchain**

Predictive analytics as an AI-based tool to interpret traceability data | Jürgen BOGNER
AI-driven insights transform data overload into predictive power for supply chain resilience.

How serialization helps uncover and prevent deposit fraud | Marietta ULRICH-HORN
Serialization makes fraud patterns visible, helping companies and regulators protect revenue streams.

2:45 PM - 3:00 PM | **Coffee Break**

3:00 PM - 4:00 PM | **Making Traceability Happen**

Ensuring data isolation, security, and control in regulated industries | Gerald MILLER
Dedicated environments enhance security and control, reducing risks in highly regulated sectors.

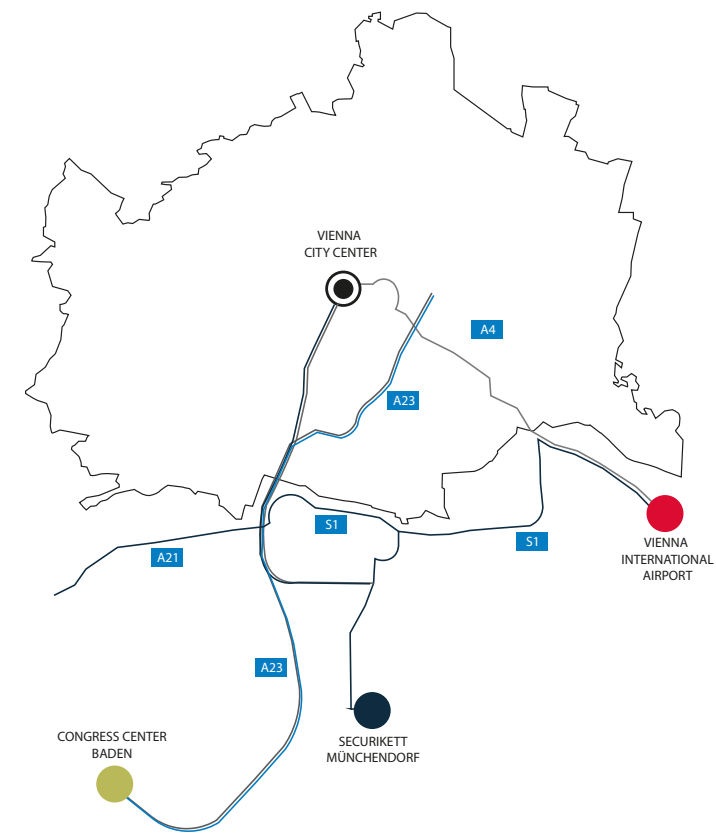
Managing complexity - importance of workshops and project teams | Stefan FÜHRER
Strong teamwork and workshops are vital to handle cross-functional challenges in serialization.

4:00 PM - 4:40 PM | **Customer Communication / Engagement**

Engaging with users to accomplish authentication, traceability and the implementation of the DPP - how to attract them? | Guner TUGCU
User engagement is the key to turning technical systems into real-world success stories.

4:40 PM - 5:00 PM | **Closure**

6:00 PM - 10:00 PM | **Networking Dinner**



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VENUES

October 23
9 AM to 5 PM
Congress Center Baden
Kaiser Franz-Ring 1
A - 2500 Baden

6 PM to 10 PM
Networking Dinner
Weingut Breyer
Rohrgasse 18
A - 2500 Baden
Shuttle will be provided from the congress center to the dinner location.

October 24
9 AM to 11 AM
Securikett Headquarters
Santorastraße 4
A - 2482 Münchendorf



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