4th FORUM
UNIQUE
CODES
2025

SECURE TRACEABILITY AND DIGITAL INNOVATION

A TWO DAY INDUSTRY EVENT FULL OF INSPIRATION AND IDEAS

OCTOBER 23RD, 2025
CONGRESS CENTER BADEN

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

organized by **SECURIKETT**®

AGENDA

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.

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 irregularaties 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.

Güneri 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.

Ian LANCASTER
Lancaster Consulting

Ian is a leading authority on holography, authentication, and anti-counterfeiting.

As co-founder of Reconnaissance International, he shaped the industry for over 25 years through publications, conferences, and consulting for global companies.

He has contributed to key ISO standards and continues to chair major international security conferences. His lifetime achievements have been recognised with prestigious awards worldwide.

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.

Felix BADURA
Digi-Cycle GmbH
Felix studied at WU Vienna and began his career as a research assistant at the Institute of Transport Economics before co-founding a Berlin-based online start-up.

After selling the company ten years later, he shifted his focus to the Circular Economy. He first managed digitalization projects at Altstoff Recycling Austria, introducing innovations such as machine vision in sorting plants. Since 2022, he has been Managing Director of Digi-Cycle GmbH, a digital recycling guide and incentive system that supports consumers in correctly sorting and disposing of packaging waste.

Jean HAZIM
Securikett
Jean is an international sales expert with extensive experience in smart security labels and product digitalization.

As Business Development Manager at Securikett, he supports global brand owners in addressing challenges such as counterfeiting, supply chain transparency, and consumer engagement. His expertise bridges both the physical and digital dimensions of product security. With a background in Political Science from the University of Vienna, focusing on international relations and sustainability, Jean joined Securikett in 2022. He has a strong specialization and passion for the luxury goods sector.

Dave SANDELLO
Conference Moderator
Dave is a seasoned leader in the Brand Protection space with extensive experience leading teams and navigating authentication challenges.

As Vice President of Securikett Inc., Dave spearheads efforts to expand Securikett's global presence from the U.S. With a proven 15-year track record spanning multiple verticals, he serves as a trusted leader ensuring the ability for brands to safeguard their products and supply chains.

PROGRAM

8:40 AM - 9:00 AM | Check in & Welcome

9:00 AM - 9:30 AM | Keynote Speech

The role of UIDs for the Digital Product Passport (DPP) | Marietta ULRICH-HORN
Evolving European standards reflect EU intentions and their practical implementation.

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

Resilience against system spoofing: How secure entry points for users and the link between digital and physical features provide security | Zbigniew SAGAN
Detecting, tracing, and preventing fraudulent QR code reproductions is essential to protect serialization systems from duplication and safeguard supply chains against costly damage.

The evolution of digital, non-cloneable authentication in the age of DPP and Sunrise 2027 | Mark MANNING
How the access to information on authenticity and the digital twin shall be supported by secure representation of the UID.

Cloud vs. On-Premise - Protecting serialization platforms against cyber threats and insider risks | Adam BIEN
Choosing the right IT model defines scalability, compliance readiness, and long-term competitiveness. It is the backbone of product digitalization in an interoperable environment.

Smart participant hierarchy enables secure operation across large organizations | Stefan FÜHRER
How a cellular architecture within a single instance provides secure access and audit trails.

11:00 AM - 11:30 AM | Coffee Break

11:30 AM - 12:45 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.

Demo with Codikett analytical data | Raffael KAINERSDORFER
Talking to data to evoke alarms and insights on supply chains.

Leveraging blockchain to secure DPPs for luxury brands | Jean HAZIM
This Use case demonstrates the interoperability between a brand, Codikett and Aura Consortium

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

1:45 PM - 2:45 PM | Making Traceability Happen

The ISO standard on tax stamp systems | Ian LANCASTER
What is relevant for security labels and the DPP?

Use case: Single tenant benefits and the role of user access management | Gerald MILLER
Ensuring data isolation, security, and control of release management and validation in regulated industries.

2:45 PM - 3:15 PM | Coffee Break

3:15 PM - 4:15 PM | Customer Communication / Engagement

How smart packaging and UIDs can contribute to higher recycling rates | Felix BADURA
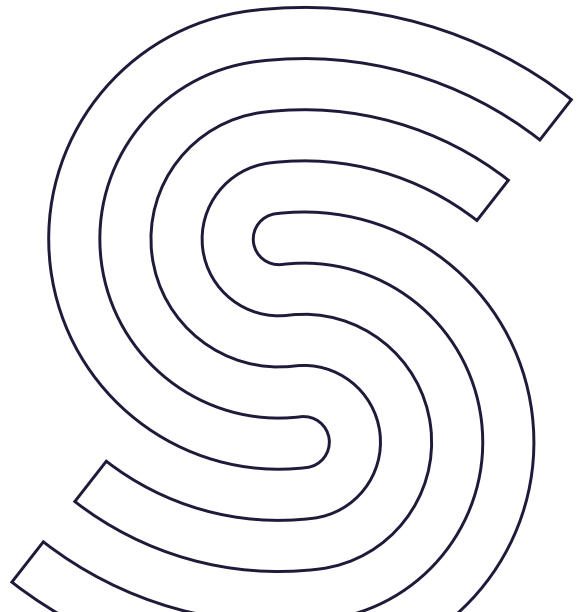Communication plays a key role in striving to comply with the EU return quota.

Engaging with users to accomplish authentication, traceability and the implementation of the DPP | Güneri TUGCU
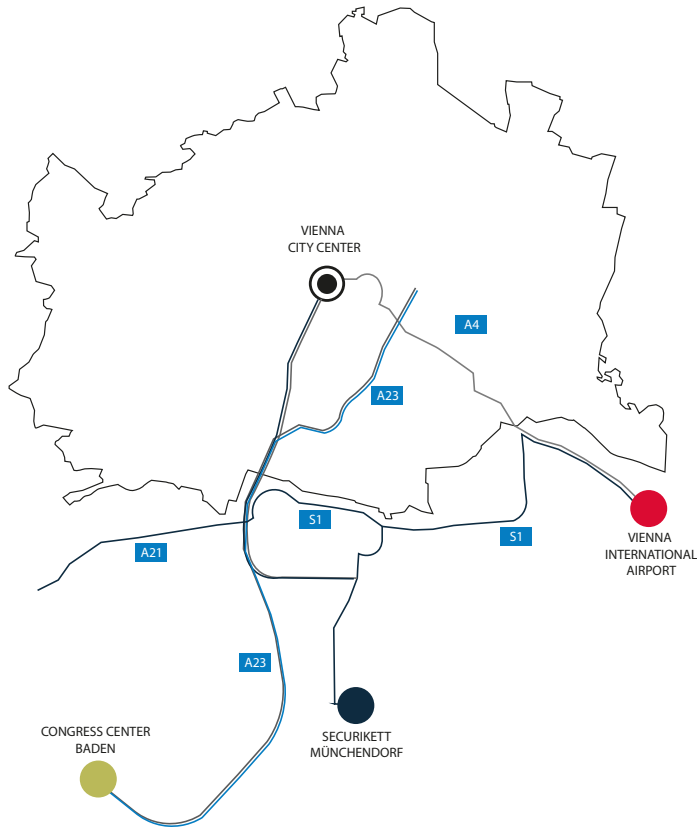Attracting users is key to turning technical systems into real-world success storiess.

4:15 PM - 4:45 PM | Closure Round & Wrap-Up

4:45 PM - 5:00 PM | Networking & Farewell

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

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

CONFERENCE REGISTRATION

https://4th-forum-unique-codes.eventbrite.at

COMPANY TOUR

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eventbrite.at

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