

## Bundeskanzler Nehammer beim Handelsempfang des Handelsverbandes

500 führende Branchenvertreter:innen des Handels diskutierten am 20. April beim traditionsreichen Handelskolloquium über den Status Quo und die Zukunft des Handels in Zeiten multipler Krisen. Im Mittelpunkt der 33. Ausgabe des jährlichen Retail-Kongresses standen die Einsatzmöglichkeiten von Künstlicher Intelligenz (KI), New Work und Personalmangel sowie nachhaltige Standortstrategien und eine effektive Leerstandsbekämpfung.



HV- Handelskolloquium 2023. (©Katharina Schiffli)

<Ö\Ydi b\_h'XYg'<UbXY`g\_c``cei ]i a g'&\$&' `k Uf'XYf'[ fc»Y  
9a dZUb[ 'XYg'ÖghYffY]W\]gW\Yb'<UbXY`g'a ]h'6i bXYg\_Ubn`Yf'? Uf`  
BY\Ua a Yf''BUW`Y]bYa `79C!5i ghUi gW`a ]h'XYa`<J`DfÀg]X]U`fUh  
ghf]W\`XYf'6i bXYg\_Ubn`Yf']b`gY]bYf'FYXY`X]Y`YI nY`YbhY  
?ccdYfUh]cb'a ]h'XYa`<UbXY`gj YfVUbX`]b`XYb'?f]gYbž`X]Y  
FY`Yj Ubn`XYg'6YgW`ÀZh[ i b[ ga`chc`fg'<UbXY`a ]h`\* &) "\$\$\$  
6YgW`ÀZh[ Yb`gck ]Y`X]Y`6YXYi hi b[ 'XYf`\_f]h]gW\Yb`ßZfUghfi \_hi f

fI@VYbga ]hY`Ł< UbXY``\Yfj c f"

<J!DfÄg]XYbh`GHyd\Ub`A UmYf!<Y]b]gW`i bX`<J!; YgW`ÄZhZ0\fYf  
F U]bYf`K ]``XUb\_hYb`XYa `?Ubn`Yf`Z0f`X]Y`Yb[ Y`Ni gUa a YbUfVY]hž  
XYb``Ui ZYbXYb`9]bVYni [ `i bX`X]Y`dcg]hj Yb`GW`f]hY`XYf  
6i bXYgfY[ ]Yfi b[ žYhk U`X]Y`5VgW`UZZ b[ `XYf`\_U`hYb`Dfc[ fYgg]cb"  
9]b][ \_Y]h`YffgW`hY`Ui W`XUf0VYfž`XYb`U`hc`f`5fVY]h`ni `Yb`h`UghYb  
i bX`Z]bUbn]Y``Y`5bfY]nY`Z0f`X]Y`9f\0\i b[ `XYf`K cW`YbUfVY]hgnY]h  
ni `gY`hYb`"8]Y`Ui gghY\YbXY`5VgW`UZZ b[ `XYf`A ]Yhj YfhfU[ g[ YV0\ f  
k i fXY`YVYbZU`g`Ui Zg`HUdYh[ YVfUW`h"

8 Ug`K \c!]g!K \c`XYf`F YhU]`!GnYbY``]j Y`c b  
ghU[ Y

6YfY]hg`i bhYfhU[ g[ `ÄbnhY`XUg`Dfc[ fUa a `XYg  
<UbXY`g\_c``cei ]i a g`&\$&` `a ]h`nU`\`fY]W`Yb`<][ \`][ \hg`"BUW`XYf  
9f0ZZbi b[ `Xi fW`GHyd\Ub`A UmYf!<Y]b]gW`ž`F U]bYf`K ]``i bX  
5`YI UbXfU`; fi VYf`j cb`XYf`K ]YbYf`HUZY`fYZYf]YfhY`XYf  
J Yf\U`hYbgZcf`gW`Yf`i bX`9j c`i h]cbgV]c`c[ Y`; fY[ cf`Ui a U`]b  
gY]bYf`?YmbchY`0VYf`XUg`J Yf\Ä`hb]g`j cb`a YbgW`]W`Yf`i bX  
\_0bgh]W`Yf`hY``[ Ybn`i bX`X]Y[ YgY``gW`UZhgd`h]gW`Yb  
=a d`]\_Uh]cbYb`XYf`? ="

K ]Y`? =i bX`A UgW`]bYb`XYb`5fVY]hg`\_ÄZhYa Ub[ Y`Yb`hgW`ÄfZYb  
\_0bbhYbž`XUg`nY][ hYb`j ]Yf`]b`bcj Uh]j Y`I gY`7UgYg`j cb`hYg`7cbnYb  
fFY`YI Łž`D\`]dd`A 0`Yf`fG][ bUhf]I Łž`GUV]bY`K U`W`fXUbi VY`"U]Ł`i bX  
9f]WK Y]gn`f7]fW`mŁ`": fUbn`9gg`fi b]j Yfg]hÄ`h`K ]YbŁž`5bbU`@Y]hbYf  
fi `cVU``&\$ \$Łž`8Ub]Y`U`; UbXcfZYf`fŁc[ ]gW`Y`D\Ub`hUg]Y`@UVgŁž  
DYhYf`<]XYVfUbX`f`bY`hYb`F Y]hYfŁž`x\Ub`bYg`<c`n`Y]hbYf  
f`hYf`gdUfŁ`i bX`A Ufh]b`Dfc\Ug\_U!A UfW`f]YX`f`HUm`c`fK Ygg]b[ Ł  
X]g\_i h]YfhYb`]b`XYf`: c`[ Y`XUf0VYfž`k Ufi a `?Ud]hU`]ga i g`i bX  
?`ja UgW`i hn`\_Y]b`K ]XYfgdfi W`g]bX"

5bU`mg]Yfh`k i fXY`ja `5bgW`i gg`Ui W`X]Y`Ni \_i bZh`i bgYfYf`GhUXh  
i bX`Cfhg\_YfbY`gck ]Y`XYf`: ÄW`YbgW`k i bX`]b`XYb`\Y]a ]gW`Yb  
9]b\_Ui ZgghfU»Yb`"8]Y`GW`i ggZc`[ Yfi b[ Yb`XUfUi g`nc[ Yb`5`dUm  
; 0bYf`fA YX]UA Uf\_hŁž`DUi ``8ci Um`fi b]VU]!F`cXUa W`!K YghZ]Y`XŁž  
GhYZUb`A 0`Yf!GW`Y]dYb`fB ]Y`GhUXhfY`hYfŁž`G]Vm`U`NYW`f`HI `K ]YbŁ

i bX`Fca Ub`GWk UfnYbYW\_Yf`fGhUbXcfhŽ A Uf\_hk`gck ]Y`7\`f]ghcd\  
6UXY`h`fl ]g\_U`fUh`5i ghf]Uk`i bX`>Øf[ Yb`6]YfVUi a Yf`fK ÷ Ck`Ui Z`XYf  
6Ø\`bY""8Yb`9bhYfhU]ba YbhDUfhØVYfbU\`a `XYf`G\`cch]b[ `GhUf  
i bhYf`XYb`A U[ ]YfbŽ`K c`Z[ Ub[ `A cgYf""A cXYf]Yfh`k i fXY`XUg`9j Ybh  
j ca ` [ fc» Ufh][ Yb`8Ub]Y``7fcb]b"

⇒bgd]f]YfYbXYf`5VgWk`i gg. `HÆhY!¼HÆhY`j cb  
A UfWk``< UfUgnh]`fF 9K 9k`i bX`< UfU`X`; i hgWk ]  
fl b]hc#C hhc k

BUhØf`]Wk`Xi fZhYb`Ui Wk`X]Y`VYghYb`F`YhU]`!GhUfhi dg`² ghYffY]Wk g  
b]Wk h`ZY\`Yb""A Uf\_i g`?i bh\_YŽ< YUX`cZHfYbX`UbX`⇒bcbj Uh]cb`XYf  
F 9K 9`; fci d`i bX`@Y]hYf`XYg`<J`GhUfhi d!F YggcfhgŽ`VY[ fØ» hY  
A ]Wk UY``6Y]h`fK i bXYf\_YfbkŽ`B]Wk`@]bX`fDcgg]V`mkŽ`J YfYbU`? UddYg  
fGdYWkcfmkŽ: fUbn]g\_cg`?mf]U\_cdci `cg`f+@mh]l k`i bX`H\`ca Ug  
D]`k UhgWk`fDYhYf`DUf\_k`Ui Z`XYf`6Ø\`bY"

⇒bgd]f]YfYbXYf`5VgWk`i gg`XYg`< UbXY`g\_c``cei ]i a g`&\$&` `k Uf`XYf  
j cb`XYf`ghY``j Yfhf""DfYggY!7\`YZfYXU\_hYi f]b`< UbU`?cfX]\_  
a cXYf]YfhY: ]fYg]XY`7\`Uh`nk ]gWkYb`F 9K 9!J cfghUbX`A UfWk`  
< UfUgnh]`i bX`< UfU`X`; i hgWk ]Ž`GdfYWkYf`XYf`; YgWk`ÀZhgZØ\`fi b[ `j cb  
l b]hc#C hhc""8]Y`VY]XYb`6fUbWkYb[ fØ» Yb`X]g\_i h]YfhYb`ØVYf`X]Y  
U\_hi Y``Yb`< YfUi gZcfXYfi b[ Yb`]a `ØghYffY]Wk ]gWkYb`< UbXY`ž`X]Y  
A Y[ UhYfYbXg`BUWk\`U`h][ \_Y]h`i bX`8][ ]hU`]g]Yfi b[ ž`YZZY\_h]j Y  
GhfUhY[ ]Yb`[ Y[ Yb`XYb`DYfgcbU`a Ub[ Y`gck ]Y`X]Y`k ]Wk h][ ghYb  
: cfXYfi b[ Yb`Ub`X]Y`Dc`]h]\_"

8 Ub\_`Ub`GdcbgcfYb`i bX  
? ccdYfUh]cbgdUfhbYf`K ]YbYf`HUZY`

8 Ug`< UbXY`g\_c``cei ]i a `&\$&` `Xi fZhY`g]Wk`YfbYi h`ØVYf  
\`cWk\_Uf`Àh][ Y`l bhYfghØhni b[ `ZfYi Yb""8 Ub\_`[ ]`h`]bgVYgcbXYfY`XYf  
² ghYffY]Wk ]gWkYb`Dcgh`U`g`< Ui dhgdcbgcf`gck ]Y`XYb`DfYa ]i a !  
GdcbgcfYb`A cf]g`8Yg][ b`i bX`57GD""⇒a `FU\`a Yb`XYg  
< UbXY`g\_c``cei ]i a g`i bX`k`À\`fYbX`XYg`9a dZUb[ g`XYg  
ØghYffY]Wk ]gWkYb`< UbXY`g`\`UhYb`X]Y`; ÀghY`Ui Wk`\`Yi Yf`k ]YXYf  
X]Y`A Ò[ `]Wk\_Y]hŽ`Hca Vc`U!@cgY`ZØf`XYb`[ i hYb`Nk YW\_`ni

Yfk YfVYb"

5`Y`9]bbU\ a Yb`Ui g`XYa`@cg!JYf\_Ui Z`\_ca`a Yb`XYf`K`JYbYf`HUZY`  
ni [ i hYž`i a`Ui ZXUg`H\Ya U`@YVYbga`]hhY`j YfgWk YbXi b[  
Ui Za Yf\_gUa`ni`a UWXYb`i bX`X]Y`HUZY`VY]`XYf`JYfgcf[ i b[  
Ufa`i hgVYhfcZZYbYf`A YbgWXYb`ni`i bhYfghØhnYb"

6Ygi WXYb`G]Y`i bg`Ui Z.`Z`Y]gW`i bXWc"Uh