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**Future Retail in the city center? The next generation for retail specialists**

What remains in a world in which customers expect 20 percent less in retail by 2030?

A world in which social pressure, excessive demands, and fear are confronted with what we have rarely encountered again today: hope, positive resistance, desire for solutions, for better products. The fear of the unknown, the fear of the future of generations keeps dissolving. But still our view on today distorts the picture of tomorrow. And that is not meant to be utopian or even dystopian.

A look at the future with probably the longest look back in our human history, at the inner cities of the future that are emerging with each of us and the demanding requirements of future customers that will bring joy to the hearing aid acousticians' trade.