



{SALUTATION[salutation:custom|Dear Mrs. |Dear Mr. |Dear customers]}
{NACHNAME} {LASTNAME},

experience the future of Product Content Lifecycle Management live – this year we will be part of the ECR Day as a sponsor and also as part of the Markant Group. Under the motto »Future through Cooperation«, we will present the leading network for Product Content Lifecycle Management for the European FMCG community.

[More info about the ECR Day](#)

Explore the entire landscape of **GS1 GDSN, PIM, PXM, other innovative solutions and services** and reach new heights with us.



»Markant and Bayard – Product Content Lifecycle Management for Europe«

The highlight on the second day of the event – experience the exciting presentation by Björn Bayard and Manfred Jürgens on the topic: »Markant and Bayard – Product Content Lifecycle Management for Europe«.

When: 14. September 2023 from 11.25 – 11.50 a.m.
Where: Track 4 – Data and New Technologies

SPEAKER:



Björn Bayard

Founder and CEO
of BAYARD GmbH

[MEET ME](#)



Manfred Jürgens

Head of Product Information /
Market and Price Analyses of the
Markant Group

[MEET ME](#)

Take the opportunity to meet our experts in person at the event.

Make an appointment today for in-depth discussions and let us shape and experience the future together:



Rainer Pietschmann

Director Sales of BAYARD GmbH

[MEET ME](#)



Erik Müller

Sales Manager & Head of Inside Sales
of BAYARD GmbH

[MEET ME](#)

Join the discussion, experience inspiring presentations and enjoy the party in the evening. We look forward to seeing you there.

Björn Bayard and the BAYARD Team



Manage any kind of product content. With **BYRD – theplatform** we offer a smart Product Content Life Cycle Management platform with industry-specific packages that can be used out-of-the-box with no customisation or implementation effort.

[MORE ABOUT BYRD – THEPLATFORM](#)

Bring your Product Content to Life.



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