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STAYING IN TOUCH – DEUKA AT THE 25TH ‘IHR LANDMARKT’ ERFA CONFERENCE

24.11.2026 – **From 23 to 25 October 2026, partners from the Ihr LandMarkt and Best PartnerS families gathered in Cologne for the 25th Experience Conference. As well as face-to-face discussions and the latest industry topics, Saturday’s programme also featured the major Ihr LandMarkt in-house exhibition, where suppliers showcased their products, ranges and promotions. deuka was represented at the anniversary event and provided insights into the company’s latest developments. Find out more…**

Under the slogan **“Theo’s off to Cologne!”**, the “Ihr LandMarkt” partners gathered for the 25th Erfa conference from 23 to 25 October. Theo, the mascot of the “Ihr LandMarkt” franchise, lent his name to the slogan. The anniversary provided an opportunity **to nurture existing contacts, share experiences and discuss current developments and future issues**. During the event, deuka presented itself not only as a feed supplier but also as **a concept provider which, together with Best PartnerS, supports the “Ihr LandMarkt” partners in the further development of their shops.**

Kick-off at Motorworld and an evening together

The event kicked off on Friday, 23 October, at 12 noon with a finger food lunch at Motorworld Cologne. Motorworld Cologne is situated in the Ossendorf district on the **site of the former Butzweilerhof Airport**. Inside the historic hangars, visitors can expect an **automotive experience featuring special vehicles and the Michael Schumacher Collection** – as well as restaurants, shops and event spaces. Over lunch, participants had the chance to settle in and make initial connections before the Erfa conference began at 1.00 pm.

The programme featured exciting topics and presentations, including **cyber security and artificial intelligence (AI)**. The first **topic** was cyber security – an increasingly relevant issue for businesses. Ms Sarah-Yasmin Hennessen, founder of Marketana – a consultancy and training platform for AI-driven marketing, content strategy and process automation – then spoke about how companies can be found via AI-powered search. Her presentation addressed the question of how companies can be found in an ever-changing digital information landscape.

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After the conference session, the “Ihr LandMarkt” partners and suppliers gathered at **the** Mexican **restaurant “El Carrito” on the Motorworld site at Butzweilerhof**. Over food, drinks and music, there was an opportunity **to continue the discussions from the conference and strengthen professional ties**. The evening’s theme, ‘Mexico’, was also reflected in the appropriate attire and accessories brought along by the guests.

An in-house exhibition and time spent together

On Saturday 24 October, the major Ihr **LandMarkt in-house exhibition** took place. At the event, the franchise’s suppliers showcased their latest products, ranges and promotions. It brought partners and suppliers together and **provided an opportunity for face-to-face discussions and networking**. **Deuka was** also represented **at the event** and took the opportunity to engage in conversation with partners and provide insights into **the company’s latest developments**.

In the evening, the group took the tram into Cologne city centre. At**‘Gaffel am Dom’**, the participants gathered for dinner together – with a view of the cathedral. Afterwards, a **group stroll through Cologne’s old town** provided **the** perfect **opportunity** to round off the day in good company.



Erfa Conference in Cologne ©deuka Tiernahrung Cremer



Finger food at Motoworld ©deuka Tiernahrung Cremer



Dinner together ©deuka Tiernahrung Cremer



An evening together at El Carrito ©deuka Tiernahrung Cremer

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Michael Schumacher Collection at Motorworld ©deuka Tiernahrung Cremer

Exchange as the basis for collaboration

An Erfa conference thrives not only on the presentations, but also on the conversations that take place in between. **Personal exchange makes it possible to share experiences, learn about different perspectives** and discuss topics from everyday working life together.

The 25th edition of the event provided a special setting for this. For deuka, taking part was an opportunity to maintain dialogue with its partners and to present the company's latest developments in person.

Key points at a glance:

- **Anniversary:** The Ihr LandMarkt family gathered in Cologne from 23 to 25 October 2026 for the 25th Erfa conference.
- **Specialist topics: On Friday, the programme included cyber security and the visibility of businesses in AI-powered searches.**
- **In-house exhibition: On Saturday, suppliers showcased their products, ranges and promotions.**
- **deuka:** The company updated the partners in attendance on the latest news.
- **Networking:** The event provided an opportunity for face-to-face discussions and new ideas for collaboration.