

Management Fields

a) Becoming its managing director in 1985 Hallier united the Institute for Self service (ISB) and the Rationalization Institute (RGH) to become the DHI (German Retail Institute) in 1988/89 and transformed the DHI to become the European Retail Institute (EHI) in 1993. The consolidated annual turnover of the EHI-group is about 14 million Euro today. Source: Diller, H., Vahlens Großes Marketinglexikon, München, 2001, p. 356 and 564b) Hallier is president of EuroShop, which he positioned as the Nr.1 fair of investment-goods for retail/wholesale worldwide. Source: Diller, H., a.a.O., p. 438c) In a segmentation-strategy he created in 1997 for the technology segment the EuroCIS fair, today Nr.1 in Europe. In a penetration-strategy he established in Moscow the Shop Design Russia and in Shanghai the Chinese Retail Conference CRC d) In reaction to food-scandals Hallier established in 1997 Orgainvent for tracing and tracking cows and beef and in 1998 FoodPlus which created a benchmark for good agricultural practice by EUREPGAP (since 2007 - GLOBALG.A.P.) which today is applied in about 80 countries around the world. Source: Diller, H., a.a.O., p. 1231 and 432To promote further on the dialogue between agricultural and retail he placed at the East-West-Forum of the International Green Week in Berlin the AgriBusinessForum in 2005.e) In 2005 Hallier created also the European Retail Academy as an international network of retail-academia. Uptill February 2011 this is a common platform of over 200 research-institutes from 50 territories. Starting the Annual Meetings in 2006 at the VSE/Prague/Czech Republic it is always of the triannual EuroShop (2008/2011) and in the other years in ERA partner countries. Additional activities are summer schools like in Kiev/Ukraine or student trips with the Tallship Kruzenshtern or the EURASIA Friendship Train.f) In 2008 he started to promote Environmental Retail Management by a research project and an own homesite.g) In 2009 Hallier started to build up the European Competence Center for Vocational Training (for retail) to offer modules for life-long-learning from vocational training to academic careers