

*The red brick gothic style transformer station in Kreuzberg was built in 1925 and earned the nickname "Cathedral of electricity". After its quiescence in 1989, it was extensively refurbished and reopened as an event location with an extraordinary atmosphere in 2001. [www.umspannwerk-kreuzberg.de](http://www.umspannwerk-kreuzberg.de)*

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# LOCAFOX

Digitization has changed today's customers shopping behavior. While the total turnover in the retail sector is stagnating, online trade is growing. Locafox wants to preserve the diversity in inner cities by helping stationary retailers to connect their business to the Internet successfully. Through a link to the respective merchandise management system, Locafox displays the assortment, product descriptions, prices, and the current availability of products in the local retail sector. Customers can get online information, reserve items and buy from a shop around the corner. The subsequent store visit provides an opportunity to test and receive professional consulting. Locafox was founded in June 2013 by Karl Josef Seilern (CEO), Michael Wendt, Lukas Zels, Rob Morgan, and Fabian Friede and is supported by Holtzbrinck Ventures, Payback founder Alexander Rittweger, entrepreneur Dr. Max Iann, and the German Printing and Publishers Society ddvg. The Locafox office in Berlin-Kreuzberg now has about 50 employees from more than 15 nations. These Berliners' vision: to develop a service that allows every consumer to find nearby everything he wants to buy. The Locafox app has been available for iPhones since the end of 2014.

[WWW.LOCAFOX.DE](http://WWW.LOCAFOX.DE)