



AGENDA

TIME	ABOUT	SPEAKER	LOCATION
10:00	WELCOME & OPENING KEYNOTE	Matthias Schulte, Tradebyte Alexander Otto, Tradebyte Marcel Brindöpke, Heyconnect Part of Fiege	Expert Stage
10:45 - 11:30	“WHAT’S NEXT FOR DTC? MAJOR GAME CHANGERS FOR THE MULTICHANNEL BUSINESS” Profit vs. GMV, steering vs. “one size fits all”, TikTok vs. Amazon, Performance Marketing vs. Listing: What the game-changing trends are and how brands can drive a successful multichannel business.	Vanessa Smickt, Marc O’Polo Torsten Thor, Hugo Boss Amit Bendtsen Sharma, Bestseller	Expert Stage
	“AMAZON: ACCELERATE YOUR BUSINESS WITH THE HELP OF AMAZON MARKETPLACE PROFESSIONAL SERVICES AND CLICK & COLLECT”	Frederik Keller, Amazon Bernhard Metzger, Amazon	Platform Stage I
	“IHRE WACHSTUMSMÖGLICHKEIT IN HERAUSFORDERNDEN ZEITEN - DIE PLATTFORM LIMANGO.DE (INKL. BEST PRACTICE INSIGHTS VON LASCANA)”	Lennard Kressin, Limango Valerie Heimann, Limango	Platform Stage II
	“HOW TO INCREASE PROFITABILITY IN E-COMMERCE”	Femke Bohling, Scayle	Masterclass Stage
11:40 - 12:00	1-TO-1 “NEW CONSUMER SPACES - FROM VIRTUAL TO REALITY”	Justin Banon, Boson Protocol	Expert Stage
11:45 - 12:30	“TRENDYOL, UNLEASHING THE ONLINE POTENTIAL OF FASHION, BEAUTY AND LIFESTYLE BRANDS”	Yonca Kumsar Oduncu, Trendyol Aimé Matondo Fundani, Trendyol	Platform Stage I
	“EINMAL SPORT. INTERSPORT”	Dawid Polotzek, Intersport	Platform Stage II
	“MEHR PROFITABILITÄT IN DEINEM MARKTPLATZ-BUSINESS” Datentransparenz bis auf SKU-Ebene - mit welchen Produkten erziele ich einen positiven Deckungsbeitrag?	Matthias Kovarik, Minubo	Masterclass Stage
	“FROM ONBOARDING TO SUCCESS: MASTERING ARTICLE OPTIMISATION AND AMPLIFYING VISIBILITY IN E-COMMERCE”	Veronika Hoffmann, Tradebyte	Tradebyte Stage
12:10 - 12:30	1-TO-1 “TB INTERNATIONAL - GROWING FASTER THAN THE MARKET IN TOUGH ECONOMIC TIMES”	Johannes Bandick, TB International / Merchcode (part of Gorilla, e.g. urban Classics)	Expert Stage
13:45 - 14:30	“REALITY VS. WISHING WELL: HOW SUSTAINABLE IS FASHION RETAIL TRULY?” Sustainability in fashion is the talk of the town, with no question whether it is necessary. But how far into it are we already? Are circular fashion models or other sustainable processes really changing the business?	Jan Lorch, Vaude Armin Neises, Waves Prof. Dr. Matthias Fifka, FAU Erlangen-Nürnberg	Expert Stage
	“NEW MARKETPLACES IN CEE, NEW OPPORTUNITY TO SCALE YOUR BUSINESS: FASHION DAYS AND EMAG”	Radu Neacu, Fashion Days Cristina Musat, Fashion Days	Platform Stage I
	“WIE GUTE PRODUKTDATEN-QUALITÄT UND DIE ZUFRIEDENHEIT VON KUND*INNEN UND PARTNERN HAND IN HAND GEHEN”	Birte Pehka, Otto Philip Legien, Otto	Platform Stage II
	“CROSS-BORDER MADE EASY - WIE SIE IHRE INTERNATIONALEN KUNDEN IN NUR 2 TAGEN UND OHNE UNTERSCHIED ZUM NATIONALEN VERSAND ERREICHEN”	Julius Komp, Exporto	Masterclass Stage
	“LET’S TALK ABOUT...MARKETPLACE FULFILMENT!”	Miriam Flossdorff, Tradebyte	Tradebyte Stage
14:45 - 15:30	“HOW TO OPTIMISE YOUR PERFORMANCE AND START SELLING INTERNATIONAL WITH KAUF LAND GLOBAL MARKETPLACE”	Jakob Scheidel, Kaufland	Platform Stage I
	“FLEXIBLE LOGISTICS OF TOMORROW: UNLOCK EUROPE WITH ONE INTEGRATION AND ONE STOCK POOL”	Colin Howard, Zalando Sascha Coldewey, P4 Markets Vanessa Brunner, Tradebyte	Platform Stage II
	“EINE INDUSTRIE IM WANDEL - WIE LIEFERINNOVATIONEN SKALIERUNG IN SCHWIERIGEN ZEITEN ERMÖGLICHEN”	Felix Hasenzahl, Seven Senders	Masterclass Stage
	“MARKETPLACE SPECIAL: PROFESSIONALIZING MARKETPLACE SETUP AND OPERATIONS FOLLOWING A PRAGMATIC FRAMEWORK - A PRACTICE ORIENTED WORKSHOP ALONG THE RCP PLAYBOOK”	Dr. Thomas Kaiser, Retail Capital Partners	Board Room
	“HOW MARKETPLACES ARE PROTECTING THEIR END-CUSTOMERS AND WHAT IT MEANS FOR YOUR MARKETPLACE BUSINESS? - AN OVERVIEW OF THE EXISTING CXM MODELS AND THEIR IMPLICATIONS”	Tristan Mann, Tradebyte	Tradebyte Stage
15:00 - 15:45	PANEL “IS THERE A MARKETPLACE STYLE OF CHOICE?” Longtail vs. curation, open vs. closed, depth vs. width - there are many ways to design a marketplace. How to best balance out retailers’ brand awareness, own assortment and consumer centricity	Carla Heitz, Breuninger Robert Schlichter, Otto Chris Peduto, Asos	Expert Stage
15:45 - 16:30	“FROM SOAP OPERA TO BLOCKBUSTER - THE SUCCESS STORY OF THE DOUGLAS PARTNER PROGRAM”	Berit Pflieger, Douglas Nona Burlager, Douglas	Platform Stage I
	“MIRAVIA: THE NEW UNIQUE BRANDS DESTINATION IN EUROPE”	Aitor Merino, Miravia	Platform Stage II
	“CHANNELS SMART ORCHESTRIEREN”	Florian van Almsick, Laudert	Masterclass Stage
16:00 - 16:20	1-TO-1 “FROM HYPE TO REALITY: RELEVANT SUCCESS FACTORS FOR MARKETPLACES AND SELLERS IN 2023”	Nicolas Kröger, Retail Capital Partners	Expert Stage
16:45 - 17:30	“CALL IT A MATCH: SPORTS BRANDS ARE THERE TO PLAY DTC” With the highest share of GMV across European DTC platforms, sports brands are DTC sellers and transformers, evolving retail to the next level. What are the next steps when innovating DTC? What is a sports brand’s wishlist for future platforms?	Xavier Hainaux, Adidas Felix Jahn, GSG Global Sports Group / Gorilla Sports	Expert Stage
	“ZUSAMMEN AUS LEIDENSCHAFT FÜR MODE UND MENSCHEN - DAS PARTNER PROGRAMM VON VANGRAAF.COM”	Bettina Gerlinger, Van Graaf Dörthe Schubert, Van Graaf	Platform Stage II
	“HOW TO INCREASE YOUR INTERNATIONAL GROWTH WITH HASSLE-FREE CROSS-BORDER E-COMMERCE”	Luca Graf, MS Direct	Masterclass Stage