

E - COMMERCE BERLIN — — EXPO

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Date: 18. January 2023

If You Miss It, You Miss Out: EBE 2023 Agenda Released

With the E-commerce Berlin Expo being just a month away, the agenda for the event has recently been released. The one-day event will be packed with informative talks, presentations, workshops and panel discussions from notable industry players. **It already appears to be the best agenda for this event that has ever been released and implemented.**

Insightful knowledge hub and great networking platform is here for you! And while it might sound like an event that happens every single year, it's 2023 that brings a lot of new, fresh air to this well-established Expo and Conference.

Five stages full of knowledge

The five stages at this year's event promise to deliver insight and entertainment in spades. With a huge multitude of presentations, discussions and demonstrations on

offer, there's guaranteed something for everyone. The organizers strive to be the beacon of e-comm knowledge!

The agenda was put together in a very international spirit, but with a strong local factor, too. What also pleases the eye is gender diversification: out of 70 speakers, 30 of them are female.

Let's take a look at a few spots on the agenda – just to whet your appetite:

- Mercedes-Benz Online Vehicle Sales: Luxury Omni-Channel Experience [Olga Sapet - Mercedes-Benz]
- How good buying advice works – COMPUTER BILD's take on value-added journalism and content commerce [Christian Wolf - Computer Bild]
- We do it our way! Clinton Commerce with CAMP DAVID [Yaw Afram - Clinton] – First time on stage in 10 years!
- How the sex toy brand AMORELIE empowers employees with OKRs to create sexually fulfilled humans everywhere [Marcel Bogumil - Amorelie & Noreen Reiter - EQOM]
- How we are creating the most inspiring online shopping experience for musicians [Jöran Eitel & Ralph Cibis - Thomann.io]
- From Clothes to Goals: How to sell Intention in Fashion [Anamika Datta - Zalando]

We could be listing presentations for days – the selection is simply too broad and diverse. Make sure to check out the full agenda on Expo website, as you don't want to miss out on any session.

The full agenda is available here: <https://ecommerceberlin.com/schedule>.

Panel discussions are a valuable way to share information and gain insights – that's why you'll get quite a few of them served straight to your table this year.

Examples? Here you go!

- *Sports merchandising & licensing panel discussion* with BVB, Eventim Sports and Fanatics
- *Creating the Metaverse - United or Divided?* with Meta, Web3, ART+COM, Arvato Systems, and Digital Ventures

You can learn what it's like to combine fan-based e-commerce with working with an admired brand and selling tickets in a chaotic market from the above. You'll find out what the Metaverse is, who created it, and how to become a part of it - and it's all worth the effort, as you'll see.

Creators of the Metaverse Fest sub-event

There's no time to get complacent, and the organizers work hard every year to surprise our audiences. As usual, this year is no different.

During E-commerce Berlin Expo 2023, there will be a special program block dedicated to the Metaverse and how it can benefit your business.

Starting at 1:10 p.m., the Creators of the Metaverse crew will facilitate a series of talks and panels. Any time is a good time to visit their section in Hall 8!

Nothing like a panel discussion to round out this experience, right? There will be a very interesting discussion between representatives of the web3 community and Meta's representatives on stage!

Seeking more interactivity? Sign up for FREE

Masterclasses

With the E-commerce Berlin Expo right around the corner, Hall 2 is going to be abuzz with Masterclasses.

The organizers believe it is important to share knowledge for free, so the Masterclasses, along with the entire Conference, are free of charge. Simply choose the topic you're interested in and sign up on a special page to save your seat.

There will be two tracks of five sessions each. If you come in crowds, the EBE crew will prepare more Masterclasses next year!

Space is limited, so make sure you reserve your spot today here:

<https://ecommerceberlin.com/masterclasses>

See you in February

Leverage the opportunity to participate and deepen your knowledge of e-commerce: E-commerce Berlin Expo 2023 will be an amazing event that you won't want to miss!

With five stages full of knowledge, Masterclasses to whet your appetite, and panel discussions, this agenda is packed with exciting topics and speakers that are sure to leave attendees with a much better understanding of e-commerce. It's a must-attend event for anyone interested in the e-commerce industry.

The EBE2023 is free to attend. Mark your calendars and book your

tickets here: <https://ecommerceberlin.com/visit>

Find out more about the E-commerce Berlin Expo 2023

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The E-Commerce Berlin Expo will be taking place for the seventh time on the 23rd of February, 2023, at Station Berlin. Doors will open at 10 AM, and EBE2023 is expected to welcome more than 9,000 visitors. The annual fair has become a leading e-commerce event in Berlin with representatives from Google, Meta, YouTube, Zalando, Otto Group, Amazon and Alibaba Group as past participants.

Learn more at <https://ecommerceberlin.com>

For further questions, reach out on pr@ecommerceberlin.com