



PLATFORM MEET UP

Agenda

14:30	Opening Keynote: Latest Trends in E-Commerce & Agentic Commerce
14:50	The Power of Curation: Kruidvat's Marketplace as a Catalyst for Online Growth (with Etienne Nauta, Head of Marketplace at Kruidvat)
15:20	Optimizing Product Data Management: Challenges and Strategies (with David Rotheray, Senior Solution Engineer at Mirakl)
15:50	Networking & Coffee Break (Heinekenkamer)
16:30	Building winning Marketplaces: From Checkout to Payout (with Ken Serdons, Chief Commercial Officer at Mollie & Bart Jansen, Head of Marketplace at Leen Bakker)
17:00	Platform Powerhouses: Decathlon & Maxeda on the Future of Retail (with Peter Fassaert, Marketplace Lead at Decathlon NL & Sonja Kester, Director Marketplace at Maxeda)
17:45	Wrap Up
18:00	Dinner & Cocktail Reception (Chapter 1896)

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