















# MIRAKL

## OUTPACE

TIME	SESSION	LOCATION
9:00 a.m. - 10:30 a.m.	AI Council Breakfast (Salon) & Customer Roundtables (Freiraum) [Invite only]	Freiraum
10:00 a.m. - 11:00 a.m.	Registration & Networking	
11:00 am - 11:50 a.m.	Opening Keynote: Mirakl's Vision and Roadmap with Adrien Nussenbaum (Co-Founder & CEO, Mirakl), Nagi Letaifa ( CTO) and Anne-Claire Baschet (Chief Data & AI Officer)	Elektra
11:50 a.m. - 12:30 p.m.	Executive Fireside Chat with Patrick Müller (CDO & CMO at Decathlon) and Thomas Vosin Dit Lacroix (VP Global Digital at Lacoste)	  Elektra
12:30 p.m. - 1:30 p.m.	Networking Lunch Break	
1:15 p.m. - 1:45 p.m.	LIVE Masterclass: Commerce 3.0: Future-Proof Product Data in the Agentic Era	Freiraum

+

### BREAKOUT SESSIONS

	Marketplace, Dropship, eConcessions: Understanding the Models	  	Freiraum: Session 1
2:00 p.m. - 2:30 p.m.	One Catalog. One Order. One Invoice. How Bunzl One Is Redefining B2B Distribution	 	Beletage: Session 2
	Retail Media in the Agentic Commerce Era: From Vector Search to AI Agents	 	Beletage: Session 3
	<b>Roundtable</b> How to get started as an Operator of a Marketplace Learnings from 16 go-lives around the world		Beletage
	From Strategy to Scale, Building the Next Generation of Retail Media with Baur and Hood	 	Freiraum: Session 1
2:45 p.m. - 3:15 p.m.	Selling on Top Marketplaces: Insider Tips from a Leading Platform Abstract		Beletage: Session 2
	Beyond Borders : Why Ambitious Growth Tests Your Platform's True Limits	 	Beletage: Session 3



# MIRAKL

## OUTPACE

TIME	SESSION		LOCATION
	How Retailers and Wholesalers Outpace Traditional Commerce in the Agentive Era	 	Freiraum: Session 1
3:30 p.m. - 4:00 p.m.	Who Wins When Agents Decide?		Beletage: Session 2
	Scaling Retail Media: Automation for Profitability and Flexibility		Beletage: Session 3
4:00 p.m. - 5:00 p.m.	Networking Coffee Break		
4:00 p.m. - 5:00 p.m.	LIVE Masterclass: The Platform of tomorrow: Mastering Quality & Delivery Promise in the Agentive Era		Freiraum
5:05 p.m. - 5:50 p.m.	The Race to Build Better Customer Experiences: C-Level Insights from Redcare, Conrad Electronic & Douglas moderated by K5	   	Elektra
5:50 p.m. - 6:05 p.m.	Awards Ceremony & Closing		Elektra
6:15 p.m. - 10 p.m.	Cocktail Reception with flying dinner and live music		