



PLATFORM MEET UP

Agenda

14:30	Opening Keynote: Latest Trends in E-Commerce & Agentic Commerce
14:50	Orchestrating Growth: Super-Pharm's CEO on the Strategic Importance of the Marketplace Model (with Monika Kolaszyńska, CEO at Super-Pharm & Laure Le Gall, CRO at Mirakl) 
15:20	Optimizing Product Data Management: Challenges and Strategies (with Laura Ghinescu, Senior Solution Engineer at Mirakl) 
15:50	Networking & Coffee Break
16:30	Winning in a Mature Market: MediaMarkt's Blueprint for a Polish Omnichannel Marketplace (with Pawel Ptasznik, Marketplace Director at MediaMarkt Poland) 
17:00	The Future of Retail: Cross-Border, Cross-Channel, Customer-First in the Age of AI (with Renata Dabrowska, Director Marketplace at Leroy Merlin, Spyrosoft & PayU) 
17:30	Wrap Up 
17:45	Dinner & Cocktail Reception

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