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OCTOBER 25 Preliminary Agenda eConnerce Day Georgia

ORGANIZED BY ECOMMERCE ASSOCIATION GEORGIA

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9:30 - 10:00	REGISTRATION WELCOME COFFEE	
10:00 – 10:30	 E-Commerce Association – Georgia US Embassy GITA Visa 	Lado Kandelaki - Chairman Allan C. Purcell - Deputy Chief of Mis Avto Kasradze - Chairman Diana Kiguradze - Regional Manage
	INNOVATION	
10:30 – 12:00	 Amazon Pharmacy VISA Evido x Meta Viber CALEN AI Homeview.ai 	Khatia Chitashvili - Principal Produc Anzhela Kashperuk - Director, Digit Emin Aliev - CBDO Konstantin Kostadinov - Senior Sale Irakli Beselidze - Founder Tazo Lezhava - CoFounder and CTC
12:00 - 12:20	COFFEE BREAK	
12:20 - 12:40	WOMEN IN ECOMMERCE POWERED BY UN WOMEN G	EORGIA: QISABAGS, WOWCHY, SOPLIDAN,GE, MOD
	ECOMMERCE IN GEORGIA	
12:40 – 13:55	 Ecommerce Association - Georgia Tegeta Holding Phubber UGT BOG 	Amiran Sherozia - Board Member Levan Mamulashvil - CTO Giorgi Chugoshvili - Co-founder Giorgi Maisuradze - Vice President Giorgi Kintsurashvili - Head of Digita
13:55 - 14:55	LUNCH BREAK BOG WORKSHOP	
14:55 - 15:15	PAYMENTS IN ECOMMERCE POWERED BY VISA: VELI.	STORE, PAYZE, TNET, GLOVO, MODERATED BY: LAS
	REGIONAL TRENDS AND PAYMENTS	
15:15 – 16:45	 Trendyol TNET PAYZE ISAC Ecommerce Association - Georgia HT Solutions 	Omer Kulaklıkaya - Head of corpora Nika Chilindrishvili - CPO Irakli Kikoria - Head of Business Dev Giorgi Gurgenidze - Founder Ketevan Egadze - Project Manager Lasha Melitauri - Head of Infrastruc Network & Data So

Commerce Day Georgia 2023 OCTOBER 25 Preliminary Agenda

ASHA DAVITULIANI, VISA

orate affairs evelopment ucture, Network & Data Solutions Department

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Aission	 Welcome speech Welcome speech
ger	 Welcome speech Welcome speech
uct Manager	 Pharmacy 2.0: Amazon's Digital Health Counter
gital Solutions CIS SEE	 Transforming Payment Experience
	 The Latest and Greatest on E-commerce from Meta
ales Director in CEE&CIS	 What is a superapp and what does it bring to a brand e-commerce strategy?
	 Conversational AI in eCommerce / Voice Commerce demo (ordering auto parts via phone call).
ТО	 Same users, different expectations: B2C vs. B2B eCommernce business
DERATED BY: KETEVAN SHU	JBASHVILI, UN WOMEN
n	 What is a Trustmark and how does it define clear, transparent, and responsible online shopping?
	 Online shopping in the automotive industry
	 Tech, Fashion & Sustainability.
nt	 Cloud services in support of ecommerce

Cioud services in support of ecommerce gital Banking Ecosystem Unit

- Trendyol as a regional eCommerce player
- Data Hub
- Driving user to make a payment
- Consulting services for e-commerce
- objects in mirror are closer than they appear

• Business Manager: a new digital tool for businesses to operate and make data-driven decisions

Cyber Risk as a Business issue for E-Commerce: Incidents and Business Impact