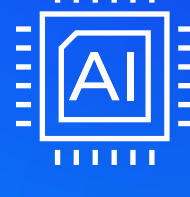


eCommerce Day Georgia 2025



AGENDA



BUSINESS



9:00 – 10:00

REGISTRATION AND WELCOME COFFEE

10:00 – 10:20

OPENING AND WELCOME REMARKS

E-Commerce Association – Georgia

[Vladimer Kandelaki](#) - Chairman

Bank of Georgia

[Ana Shakarishvili](#) - Senior Product Owner

VISA

[Diana Kiguradze](#) - Regional Manager for Caucasus and Moldova

10:20 - 11:20

AI COMMERCE - PART 1

VISA

[Yevgen Bilodid](#) - Director, Digital Solutions, CIS SEE Region

Shop Smarter: Visa and the Future of AI-Powered Consumer Journeys

Tegeta Holding

[Nika Kokhodze](#) - Digital Transformation Lead

AI Integration in the Auto Industry

Amazon Web Services

[Matias Undurraga](#) - Enterprise Technologist

Reimagining Search in Retail: From Keywords to Conversations

11:20 - 11:40

COFFEE BREAK

11:40 - 12:30

AI COMMERCE & INNOVATIONS - PART 2

Bank of Georgia

[Ana Shakarishvili](#) - Senior Product Owner

Seamless for Business, Borderless for Clients

Web Features

[Luka Khaladze](#) - Founder

AI that Sells

Google Cloud

[Pavel Krejsa](#) - Customer Engineer at Prague, Czech Republic

Why Google Cloud for Retail / eCommerce Industry

QuickShipper

[Mariam Akhvlediani](#) - Co-Founder & CEO

QuickShipper - Helping Brands Deliver Where People Really Are

12:30 - 13:00

PANEL DISCUSSION MODERATED BY STORERA

eCommerce in Action: How Local Brands Are Shaping the Digital Future

Coincasa

[Ana Benashvili](#) - Operations Manager

Horsetours

[Ana Nadiradze](#) - Co-Founder & Director

Hamo Concept

[Mariam Tavberidze](#) - Co-Founder & Creative Director

Storera

[Ketevan Vachiberidze](#) - Co-Founder & CEO / Moderator

13:00 - 14:00

LUNCH BREAK

14:00 - 14:30

LIVE & SOCIAL ECOMMERCE

IE Tech School - Avianca

[Robert Mulet](#) - Vice President Digital Business at Avianca

Transforming Real-Time and Social Shopping Experiences

MELO Delivery

[Misha Nanobashvili](#) - Product Architect & Founder

Melo - Next Generation Parcel Delivery

14:30 - 15:30

ONLINE SERVICE PLATFORMS

IE Tech School - Amadeus

[Irma Papaleo](#) - Head of Websites and Digital Operations at Amadeus

Designing the “DO” Button: Service Platforms for Booking & Everyday Services

CityPay.io Georgia

[Lasha Gogua](#) - CEO

Crypto Payments: Shaping the Future of E-Commerce in Georgia

Glovo

[Artem Kolosiuk](#) - General Manager Caucasus

[Kato Petriashvili](#) - Head of Brand Partnerships Caucasus

From Efficiency to Intelligence: How AI Is Redefining E-Commerce

AzInTelecom

[Aysel Afandizada](#) - Head of Brand Marketing Unit

Building Trust in the Digital World: SIMA Platform Story

15:30 - 16:00

PANEL DISCUSSION MODERATED BY ECAG

Real-World Success Stories:

What AI Actually Delivers for Retailers and eCommerce

TASS Vision

[Shakhzod Umirzakov](#) - CEO

Mazeg

[Nikoloz Sakandelidze](#) - Founder

Quissly

[Lasha Pantskhava](#) - Chief Researcher

Roas Pig

[Yaron Been](#) - Founder

ECAG

[Vladimer Kandelaki](#) - Chairman / Moderator

15:30 - 17:30

PARALLEL SESSIONS - DEMO LIVE SESSION

Amazon Web Services

[Matias Undurraga](#) - Enterprise Technologist

The Future of Search

CityPay.io Georgia

[Tamar Buadze](#) - Project Manager

[Mariam Khizanishvili](#) - Project Manager

Try It Live: Seamless Crypto Checkout for eCommerce

Google Cloud

[Pavel Krejsa](#) - Customer Engineer at Prague, Czech Republic

Use GenAI for retail and eCommerce to deliver next level customer experience

Storera

[Ketevan Vachiberidze](#) - Co-Founder & CEO

How to Start Selling Online with Storera

16:00 - 18:00

CLOSING :
HAPPY HOUR BY JOHNNIE WALKER & NETWORKING

JOHNNIE WALKER

