

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
TBD - TBD

VISA
Diana Kiguradze - Regional Manager for Caucasus and Moldova

10:20 - 11:20

AI COMMERCE - PART 1

VISA
Viktoriia Safronova - 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 - 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

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 Platform
Irma Papaleo - Head of Websites and Digital Operations at Amadeus Platform
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

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

Storera
Ketevan Vachiberidze - Co-Founder & CEO
How to Start Selling Online with Storera

16:15 - 17:30

CLOSING : HAPPY HOUR BY JOHNNIE WALKER & NETWORKING

