

# eCommerce Day Georgia

2024



# Agenda

29 NOV

Sheraton Grand  
Tbilisi Metechi Palace

9:00-10:00 REGISTRATION & WELCOME COFFEE

10:00-10:30

- eCommerce Association - Georgia
- US Embassy
- EBRD

**Lado Kandelaki** - Chairman  
**Alan S. Puroell** - Deputy Chief of Mission  
**Severian Gvinepadze** - Regional  
Principal Manager Georgia and Armenia

- Welcome Speech
- Welcome Speech
- Overview of the EBRD
- supported activities

## INNOVATION

10:30-12:10

- Visa
- Amazon Web Services
- Inspark
- Bank of Georgia Business
- ex-eBay ; ex-Wolt

**Andrew Troung** - Head of Digital, Strategy  
and PxD Practice for CEMEA  
**Matias Undurraga** - Enterprise Technologist  
**Serdar Susuz** - CEO  
**Elene Jokhadze** - Payments Product Lead  
**Justin HWA** - General Manager & CxO

- AI in eCommerce
- The Culture of Innovation at Amazon
- Personalization at Scale: Leveraging AI to Enhance Customer Experience
- Payments to Possibilities
- The Future of eCommerce: Innovating for Customer-Focused Growth

12:10-12:30

COFFEE BREAK

12:30-12:50

**PANEL DISCUSSION POWERED BY THE EBRD AND THE EUROPEAN UNION:**  
NOVA, DIOGENE PUBLISHERS, OFFICEMART, F2F  
**MODERATED BY SEVERIAN GVINEPADZE EBRD**

## ECOMMERCE IN GEORGIA

12:50-13:40

- eCommerce 360
- VELI.Store
- Glovo

**Mariam Ebanoidze & Ilia Gijashvili** -  
PO & QuickShipper co-founder  
**Archil Pirashvili** - CEO  
**Kato Petriashvili** - Head of Brands ads Caucasus

- Direct Commerce, Unique Experiences
- VELI.Store: Changing the Game in Georgian E-commerce
- What Businesses Should Do to Transform into eCommerce Businesses

13:40-14:40

LUNCH BREAK

## MAIN STAGE

14:40-15:00

**PANEL DISCUSSION POWERED BY USAID ECONOMIC GOVERNANCE PROGRAM:**  
VELI.STORE, GORGIA, GEPHA, ECAG  
**MODERATED BY NINO CHOKHELI USAID**

## WORKSHOP ROOM

**ADS MANAGER WORKSHOP BY BANK OF GEORGIA BUSINESS**

## REGIONAL TRENDS

15:00-18:00

- Amazon Web Services
- yeev.am
- SOLVIT
- Flitt
- Quissly

**Matias Undurraga** - Enterprise Technologist  
**Artur Kartshikyan** - CEO  
**Rezo Lomtadze & Nikoloz Katsitadze** - CEO & CIO  
**Giorgi Kutateladze** - CEO  
**Tazo Lezhava** - CEO

- AI in eCommerce
- Opportunities and Challenges in Armenia's E-commerce
- Experience in Operating in the Uzbek Market
- Payments in eCommerce: Trends That Matter
- Redefined Online Retail: AI's Role in Satisfying Today's Shopper

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