

Get involved! e-Commerce Day by Kaufland Kick-off in May 2023

After a three-year break, the wait is finally over: On Friday, 5th May 2023, the e-Commerce Day kicks off again at the RheinEnergieSTADION in Cologne. The trade fair is one of the largest e-commerce events in Germany – newcomers, industry experts and anyone with an interest in the subject meet up at the 4,000 square metre venue to exchange views on current trends, challenges and future prospects in online retail.

Up to 100 renowned exhibitors cover the entire portfolio of key topics in e-commerce. Established companies such as JTL, plentysystems, ECOMMERCE ONE, easy credit, Metro Markets and the Händlerbund offer exciting insights and space for networking.

Top-class speakers will share their knowledge in more than 30 lectures on three stages. **Dr. Gerald Schönbacher** (CEO of Kaufland e-commerce GmbH) will start proceedings on the main stage with an update on the development and future of Kaufland e-commerce. **Ralf Rangnick**, coach of the Austrian national football team and former sports director and coach of RB Leipzig, will give a keynote speech on the topics of leadership, teamwork and motivation. The “comedy hacker” **Tobias Schrödel** will then provide a humorous introduction to the topic of IT security and awareness.

Other speakers from Meta/Facebook, Google, the Bundesverband Onlinehandel (BVOH) and the Bundesverband E-Commerce und Versandhandel Deutschland (BEVH), among others, will round off the supporting programme and speak on topics such as artificial intelligence, SEO, brand building in e-commerce, sustainability and automation.

In the masterclasses, participants will find out about the Kaufland Global Marketplace all-in-one solution – what lies behind this innovative multi-marketplace technology and how Kaufland Global Marketplace facilitates an international online business in a resource-efficient way.

Let's Connect

The e-Commerce Day has been an important meeting place for online commerce since 2010. If you are looking for e-commerce insights, solutions and service providers for your business, don't miss this trade fair!

The programme will be rounded off by the legendary after-show party, where attendees can get to know their new contacts even better!

When? Friday, 5th May 2023, from 9:00 a.m. – 6:00 p.m.

Where? RheinEnergieSTADION, Aachener Str. 999, 50933 Cologne, Germany

Tickets: <https://www.ecommerceday.de/en/ticketverkauf/>

Early starters have the opportunity to make contacts the evening before. The annual Beach BBQ with the popular beach volleyball tournament starts at 6 p.m. at the Playa Beachclub in Cologne.

Note: Use of images and text material

The event logo as well as additional image material is available for download at <https://www.ecommerceday.de/en/press/>. The images and text material provided may only be used for editorial purposes. When using the photographic material, ©Kaufland must be mentioned in the photo credits.