

The 12th e-Commerce Day by Kaufland – The event for the digital community

After its successful return last year, Kaufland is delighted to invite you to the 12th e-Commerce Day on 26th April 2024 at the RheinEnergieSTADION in Cologne – one of the best-known and largest event locations in Germany. In a venue with an area of 4,000 square metres, 2,000 participants will meet around 100 exhibitors from the length and breadth of the e-commerce ecosystem.

The event is the place to be for national and international players in the digital business and is dedicated to the leading industry trends: Personalised shopping experiences for customers based on advanced AI data management, resource-saving logistics solutions and sustainability are just some of the cutting-edge topics on this year's e-Commerce Day agenda. In informative sessions, participants will gain in-depth insights into current developments and solutions for current challenges in digital commerce.

This year, Kaufland has once again invited high-calibre speakers to the e-Commerce Day: On the main stage, German musician and entrepreneur Smudo and well-known football official and current advisor at Borussia Dortmund Matthias Sammer will share valuable insights from their lives. Both speakers will also be available for one-to-one conversations away from their on-stage sessions.

As in previous years, Dr. Gerald Schönbacher, CEO of Kaufland e-commerce GmbH, will kick off the event with key updates on the development of the Kaufland marketplaces and provide an outlook on further milestones for the company.

In the individual masterclasses, participants learn from best practices how they can successfully generate sales with Kaufland Global Marketplace, expand internationally and outsource their logistics processes to Kaufland via Fulfilment by Kaufland in order to scale their business quickly and efficiently.

At the subsequent after-show party, the one-and-only David Puentez will rock the dance floor with his beats. The popular German dance DJ and producer is known for his remixes of artists like Post Malone, Rita Ora and Tiesto. His edit of “God's Plan” by Drake was one of the most played tracks at international festivals in 2019, while his singles “No Matter What” and “LaLaLife” hit number 1 in the iTunes Top 100 chart.

Visitors to the e-Commerce Day can then reflect on the highlights of the day in a relaxed atmosphere and make even more valuable contacts.

The e-Commerce Day has been an important meeting place for online commerce since 2010. Anyone looking for e-commerce insights and exchanges with industry experts and successful players from the e-commerce scene should not miss out on this day!

The 12th e-Commerce Day at a glance

When: 26th April 2024

Where: The RheinEnergieSTADION in Cologne

What is it? An all-day in-person event with over 30 presentations on three stages, around 100 exhibitors on 4,000 m² of exhibition space and over 2,000 participants for face-to-face conversations. The pre-event the evening before and our legendary after-show party after the trade fair are the icing on the cake for this popular e-commerce event.

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.