

EUROPEAN DIGITAL & MOBILE COMMERCE FORUM



JUNE 28

June 28, 2017, 8:30 AM - 1:00 PM
Zurich Marriott Hotel
Neumuehlequai 42, 8006 Zurich, Switzerland

Networking Dinner Reception
Zurich Marriott Hotel, ECHO Restaurant
June 27, 2017 6:00PM - 9:00PM

The truth is, modern Europe is a loose affiliation of interconnected national markets. But certain new commerce technologies have begun to radically transform the face of the consumer shopping experience across all European markets. These technologies include mobile wallets and card-linking. This conference brings together the leading companies from the largest, most innovative commerce markets in Europe including Germany, Switzerland, the UK and Russia to reveal the future of commerce both in-store and on-line.

8:30 AM Breakfast & Networking

9:00 AM Welcome and "Key European Trends in Digital and Mobile Commerce" –
Silvio Tavares, President and CEO, CardLinX Association



9:45 AM Break

10:00 AM Keynote – "The Relevant Marketing Tool for SMB - It's All About Reviews!"
Christoph Press, Founder, Euroweb



10:45 AM Break

11:00 AM Keynote – "Opportunities and Challenges of Card-Linked Marketing"
Vasiliy Kuznetsov, CEO, SweetCard



11:45 AM Keynote – "Agile Lawyering – The Evolving In-House Counsel"
Giles Naylor, Senior Managing Counsel Global Businesses Europe, MasterCard



12:30 PM Closing Comments – **Silvio Tavares, President and CEO, CardLinX Association**

1:00 PM Meeting Adjourns

Attending Companies Include:

