

LENGOW
ECOMMERCE
DAY 2016



GENERAL PRESENTATION

Cross Border Connected

—
27th September 2016
Paris, Eurosite Georges V
—

www.lengowecommerceday.com



AN INTERNATIONAL STANCE FOR LENGOW ECOMMERCE DAY

Lengow, the European leader in e-commerce product catalogue management, has helped over 3600 customers develop their business, by improving their visibility and profit margins.

Since 2013, Lengow Ecommerce Day has played host every year to the best of the e-commerce ecosystem, allowing retailers to increase their expertise and grow their businesses.

For this 4th edition, Lengow Ecommerce Day will be taking an international stance. Speakers, partners et participants will be coming from all around the world to exchange on the future of the retail sector and how to boost their ecommerce performance on an international scale.

Mickael Froger, CEO at Lengow





LENGOW ECOMMERCE DAY IN A NUTSHELL



*350 of the top e-tailers
from around the world*




*Innovative session
formats*



*Exclusive
speakers*



*The cross border event of
the year*



3 ISSUES FOR THE 2016 EDITION

LED
2016



Broaden Horizons

Learn how to succeed internationally. Top European E-commerce experts will discuss and decipher the strategic e-commerce challenges of tomorrow.



Business Focus

Network with 350 Top European Managers (CEOs, Heads of Ecommerce, Heads of Digital, Heads of Marketing).



Ecosystem

Meet the people who will help you conquer new markets. Discover the best partner solutions to improve your e-commerce performance.

4 LEARNING OPPORTUNITIES TO SUCCEED INTERNATIONALLY



International Insights

Plenary sessions: Cross Border E-commerce with international speakers

Keynotes



Beyond Borders

Discover the challenges, trends and features of several international markets

Round Tables



Expertise Exchange

Experts give their opinions on the e-commerce sector's current challenges

Workshops



Success Stories

Case studies: Discover best practice and the latest trends through success stories

Presentations

A EUROPEAN EDITORIAL COMMITTEE



Jérôme Bouteiller

Editorial Director
Netmediaeurope



Daniela Zimmer

E-commerce Director
Internet World Business



Benoît Gaillat

Associate Director
Skeelbox



Chris Dawson

Editor-in-chief
Tamebay



Elodie Vigneron

Head of communication
Lengow

SPEAKERS: ECOMMERCE EXPERTS (SELECTION FROM 2015)



Vincent Zou

Senior BD Manager France
Tmall Global Europe



Grégoire Gimaret

Retail Lead
Facebook France



Pavel Aleshin

Head of Yandex Market
Yandex



Meryl Job

Founder
Videdressing.com



Guillaume Dainche

Vice Director of Sales
Price Minister



Anne-Laure Constanza

Founder & CEO
Envie de Fraise



Thierry Crampes

Director of Sales
Rue du Commerce



Marc Menase

CEO
Menlook.com

OUR 2016 SPEAKERS



Olivier Pailhes

Co-Founder & CEO
Aircall



Eric Chemouny

VP Sales & Marketing EMEA
Mirakl



James R J Roper

Chairman & Founder
IMRG



Jose-Luis Zimmermann

General Director
Adigital



***Martin Gross-
Albenhausen***

Deputy General Manager
BEVH



Jean-Philippe Bruneau

Partnership Manager
World First



Alexandra Chiaramonti

Director of Product Rollout
and Global Advertiser
Strategy
Critéo



Steve Borges

Co-founder
Bighlight

...

PARTNERS (SELECTION FROM 2015)



*If you would like to know more about
the Lengow Ecommerce Day,
contact us:*



Charlotte Osborne

Communications Manager UK

+33 (0)1 84 79 03 79

charlotte.osborne@lengow.com

lengowecommerceday.com

[#LengowEcommerceDay](https://twitter.com/LengowEcommerceDay)

CONTACT

