

Program November 25th 2015

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MAIN ROOM

8:30-9:00 Check-in & Breakfast

9:00-9:15 City welcome and introduction about the Association

Alessandro Marrarosa

Thomas Lütolf



9:15-10:30 Research presentations

Carlo Terreni *Introduction NetComm Suisse Observatory*



Stefano Lena

Swiss e-Commerce Consumer Behaviour (2nd edition)



Torbjörn Fredriksson

UNCTAD Information Economy Report 2015: Unlocking the potential of e-Commerce for developing countries



10:30-11:10 Coffee Break

11:10-12:20 The future of (e)Commerce

Carlo Terreni (*Moderator*)

Michele Raballo

Luca Graf

Dominik Rief

Benoît Gaillard



12.20-14:00 Networking Lunch

RED ROOM

14.00-15.00

e-Commerce meets Fashion & Luxury

Marc Sondermann (Moderator)
Federico Gasparotto
Stefano Pistilli
Alexandre Wehrlin
Donatella Paschina



15.20-16.20

The future of retail and omnichannel

Jorij Abraham (Moderator)
Rudolf Geiger
Placido Faranda
Matteo Alessi
Manuela Karam-Feuz
David McQueen Johnston



GREEN ROOM

14.00-15.00

Cross-border sales and Internationalization in e-Commerce

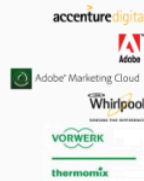
Rico Baldegger (Moderator)
Claudia Patocchi
Gero Kummer
Philippe Lucet
Claudio Fischer



15.20-16.20

From experience-driven marketing to e-Commerce sales

Umberto Andreozzi (Moderator)
Lukas Ryf
Gunnar Klauberg
Alessandra Grimoldi
José Namén



BLUE ROOM

14.00-15.00

How can technical support and customer care improve e-Commerce sales?

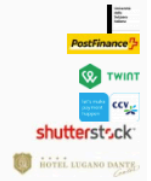
Roberto Mastropietro (Moderator)
Marco Schmid
Jonathan Rey
Lorenzo Baroni
Luca Pronzati



15.20-16.20

e-Commerce for SMEs

Elena Marchiori (Moderator)
Sven Löffel
Thierry Kneissler
Beat Gabler
Gerd Mittmann
Carlo Fontana

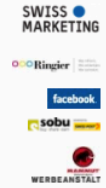


16.40-17.40

Social Commerce

Presented by Swiss Marketing

Juan Fernando Barón (Moderator)
Enno Jönsson
Melanie Huber
Peter Erni
Frederick Rossmann



16.40-17.40

Mobile e-Commerce

Martina Dalla Vecchia (Moderator)
Stefano Zoia
Tobias Wirth
Rainer Kirchofer
Marcello Mastioni



16.40-17.40

Digital and e-Commerce investments

Davide Villa (Moderator)
Fabio Cannavale
Robin Simon
David Hug



MAIN ROOM

18.00-18.30 Interview

Presented by Swiss Marketing

Sunnie Groeneveld



18.30 Close-up

Alessandro Marrarosa

