



# Agenda

## Embassy of France in Poland

- 14:00** Guests reception & welcome coffee
- 14:30** Welcoming speech by Jakub Królikowski (Lead CEE at Mirakl)
- 14:35** Welcoming speech by Yvane Bocchi-Wirman (Director of Business France CEE)
- 14:45** Opening keynote platform economy by Georg Sobczak (Regional VP at Mirakl)
- 15:00** Session: Navigating Strategic Platform Innovation: How Modivo is shaping the future of online retail
- 15:15** Session: How Black Red White went beyond MVP to scale their marketplace
- 15:30** Session: How to create your platform business case
- 16:00** Networking & Coffee Break
- 16:20** Panel Discussion: From local to global - The growth journey of leading Polish Marketplaces with Joanna Kuśmierczyk (Head of Marketplace at Decathlon Polska), Przemysław Orzechowski (Marketplace Director at Castorama Polska), Mirek Drab (Marketplace Director at Empik)
- 17:00** Wrap Up

## Ambassador's Residence

- 17:15** Welcoming speech by Etienne de Poncins, Ambassador of France to Poland
- 17:30** Networking cocktail (until 7:30 pm)

**23 oct 2024 | 2:00 pm**