



14 June 2023, Hotel Crowne Plaza, Bucharest

8:00-9:00 Registration & welcome coffee

9:00-9:15 Event opening

9:15- 9:35 Keynote speech - Peter Menky, Chief Commercial Officer DoDo Group

9:35-10:50 Going omnichannel – market trends

- **Bogdana Poenaru**, E-commerce Manager **pfarma.ro**
- **Mihai Diaconescu**, Director **Logicor România**
- **Sebastian Boteanu**, Operation Manager **Glovo**
- **Cătălin Maftei**, CEO **PoștaPanduri.ro**

10:50-11:00 Cătălin Ivana, Coach & Solution Manager, **Total Technologies**

11:00-11:30 Coffee break& networking

11:30-12:30 Romanian online business models and the path to success

- **Claudia Știrbei**, Owner **Mama Boutique**
- **Bogdan Macovei**, CEO & Founder **Sneaker Industry**
- **Laurențiu Miron**, Owner **PentruAnimale.ro**
- **Paul Copil**, CEO & Founder **QeOPS**

12:30 – 13:30 E-grocery – fresh opportunities for local suppliers

- **Ioana Pantelimon**, Fondator **Froopt.ro**
- **Delia Dinu**, Chief Operations Manager **Sezamo**
- **Tudor Iacob**, Co-Fondator & CEO **Unison Plant Based**
- **Ionuț Pricop**, Chief Operations Officer **Bringo**

13:30 -14:30 Lunch

14:30 -15:30 Urban mobility – going green and creating smart urban ecosystems

- **Adriana Manu**, Marketing Manager **FAN Courier Express**
- **Smărăndița Irina**, Manager Strategy Management **Poșta Română**
- **Sergiu Bolocan**, Business Development **Foton**
- **Reinhold Stadler**, Expert Mobilitate Urbană **CIVITTA**

Moderator: Christian Macedonschi, Președinte **Asociația Smart City Brașov**