

# REDEFINING E-COMMERCE: A (I) NEW ERA

6TH REGIONAL E-COMMERCE CONFERENCE

[WWW.ECOMMERCECONFERENCE.MK](http://WWW.ECOMMERCECONFERENCE.MK)

Organized by



**E-COMMERCE**  
Macedonian Association



# A WORD FROM THE PRESIDENT AND CHAIR OF THE CONFERENCE



# Nina Angelovska

President @ Macedonian eCommerce Association

Dear Participants,

Welcome to the sixth edition of the annual e-commerce conference in Skopje, N.Macedonia.

It is with great pleasure that we welcome you to the E-commerce Conference: "Redefining E-commerce: A(I) New Era", an event dedicated to the intersection of artificial intelligence and e-commerce. As technology continues to evolve at an unprecedented pace, this conference provides a platform for sharing knowledge, insights, and experiences that will shape the future of e-commerce. Artificial Intelligence (AI) is more than just a buzzword; it's a transformative force that has fundamentally altered the way we shop and conduct business online. From enhancing customer experiences with personalized recommendations to optimizing supply chains, security, and marketing strategies, AI is at the forefront of innovation in the e-commerce industry.

The central theme of the conference is focused on exploring the potential of artificial intelligence in e-commerce, offering participants an exclusive chance to get insights from both global and local industry pioneers who have effectively harnessed AI to boost their success in e-commerce. It also serves as a valuable networking opportunity, allowing attendees to connect with these experts and like-minded individuals from the region.

The program will be filled with presentations, panel discussions, and fireside chats related to e-commerce, divided into five sessions, presented by 30 domestic and international speakers - experts, professionals, and thought leaders from across the e-commerce and AI landscapes. It starts with the sharing of the latest data from the 2023 annual review of e-commerce in North Macedonia, offering a comparative analysis with other Western Balkan and European countries. Moreover, the event will dig into the impact of online marketplace platforms on the e-commerce sector, explore the landscape of e-payments, and discuss the advancements in cross-border e-commerce. Additionally, the crucial roles of data, marketing, and artificial intelligence in fostering the success of e-business will be emphasized. Lastly, the conference will shed light on investment opportunities in e-commerce, especially from the perspective of Venture Capital funds.

As part of the event's theme, artificial intelligence is being utilized to generate all aspects of the conference, including content, planning, topics in the agenda, and creative messaging across social media channels. This groundbreaking approach distinguishes the conference from conventional events and takes it to a more advanced level. Furthermore, this approach involves an extensive promotional campaign within the Western Balkans region.

The conference, like all the other initiatives and projects implemented by AETM within its Annual Program, is organized thanks to the members and the private sector, as well as thanks to the international organizations that support the Association and thereby contribute to the development of Macedonian and regional e-commerce. And of course, thanks to the excellent and dynamic team that is always ready for new initiatives that will have an impact and will be done with a lot of energy and enthusiasm.

This conference would not be possible without our general partner Mastercard, our organizational partner GIZ, our digital partner A1 Macedonia, our gold partners: Ananas and NLB Banka; our silver partners: Komercijalna Banka AD Skopje, Halkbank AD Skopje, Phillip Morris International, Fitkit, Fashion Group, Korpa.mk, Pivara Skopje and Geniki Tahidromiki; our bronze partners: Eurolink, Vendor, Total Post Logistics, Triglav, Volt Cards, ABC Rent a car, Octagon Prima, and Eco Logistic Service; our supporters SwissEP, Smart Living and Kare, Mediapost Hit Mail, our IT partner: Web Pigment, our drive partner: Porsche, and our PR partner Popularno PR.

We would also like to thank the following partners for promoting the conference in the region: Albanian E-commerce Association - AECA, eCommerce Association in Bosnia and Herzegovina, eCommerce Association of Serbia, Bulgarian E-commerce Association - BEA, eCommerce Hrvatska, Association for Internet Trade "eComm" in Bosnia and Herzegovina, eCommerce Academy Bulgaria, Kosovo ICT Association - STIKK, Adria Summit, Sarajevo Unlimited.

We are thankful to all of them and all of our media partners as well. Last but not least, we are thankful to our members and all of you for being here with us today. Your presence and participation are what makes this event truly special.

We hope that you'll enjoy the conference, enhance your knowledge, network with potential partners from the region, engage in discussions, and connect with like-minded individuals. Don't forget to capture and share photos from the conference as well. Whether it's a snapshot of an engaging speaker or a group photo with fellow attendees, your photos can help showcase the vibrant atmosphere and excitement of the event. We encourage you to share your thoughts and photos on your social media profiles using our designated hashtag, #eCommerceMK.

Let's explore the limitless potential of AI in e-commerce together!

Best regards,

Nina Angelovska, PhD



# ABOUT THE ORGANIZER

The Macedonian E-commerce Association (AETM), has been representing the voice of e-commerce in North Macedonia since December 2017 as an Association that is committed to promoting e-commerce, eliminating roadblocks, and creating a favorable climate for industry growth and development. The Association monitors the development of e-commerce, assesses the barriers, and carefully designs its program and initiatives.

The E-commerce Conference is one of the key annual initiatives of AETM which brings together 500+ stakeholders from the region in one place and provides a quality program and speakers to highlight the potential of e-commerce, strive to break down barriers that hinder its growth, and address the needs of the fast-growing industry. Analyzing the state of e-commerce in North Macedonia, along with mapping the barriers and giving recommendations for further progress of e-commerce is also a key annual activity that consists of the comprehensive E-commerce Analysis Reports which are published every year and presented at the Annual E-commerce Conference. The latest annual initiative of AETM is the organization of the E-commerce Awards - the selection of the best e-seller of the year, which has been organized in 2021 and 2022.

The Association also has implemented other major projects and initiatives such as the launch of the first resource and knowledge platform for e-commerce - [ecommerce4all.mk](http://ecommerce4all.mk) that was developed with the support of USAID's Business Ecosystem Project; the development of the first regional web platform for e-commerce - [ecommerce4all.eu](http://ecommerce4all.eu), developed together with the other e-commerce associations from the region, supported by GIZ. Additionally, the Association has implemented the "Agri E-commerce" project, supported by the Swiss Increasing Market Employability (IME) program, where 15 domestic agro-producers strengthened their digital skills and received support to start with online sales; the implementation of the educational program "Digital skills for growth", supported by IME, where 15 companies strengthened their skills for e-commerce and digitalization; conducted a study to identify and analyze "Geo-blocking practices in e-commerce" used in all CEFTA markets, supported by the CEFTA Secretariat; organized two "Regional eTrade for Women Masterclass for the Balkans", in 2019 and 2021, that gathered female entrepreneurs from the Balkan Peninsula to expand their skills and meet with other successful like-minded women from the region, and many more. In 2022 the Association also launched its subsidiary - Gender Equality Alliance, an initiative that strives to contribute to equal opportunities, equal representation, and equal valuation of work.

Currently, the Association is working on a few new initiatives, among which is the initiative "Building better e-commerce community in North Macedonia", which is implemented with the support of the project "Activity for strengthening the business ecosystem", financed by USAID, and implemented by Consulting for strategic development. The initiative includes the web development of a comprehensive free centralized and educational online platform that will consist of a Badge for verified e-sellers and a registry of all active e-sellers in North Macedonia. Additionally, the "Digitally Fit for E-commerce" initiative, supported by the USAID Project for Economic Development, Management and Growth of Enterprises (EDGE), and implemented by AETM as the leading implementer in cooperation with the Albanian E-Commerce Association - AECA aims to improve the digital skills of 60 selected companies from both countries and help them open an additional sales channel by connecting with local e-commerce web platforms. Lastly, the scaling of the Ecommerce4all.eu web platform began, within which the data for all CEFTA markets will be completed equally, the data in the "Data for e-commerce" module will be renewed for all 7 CEFTA markets and an additional module for the new regional e-commerce badge will be developed.

The Association currently has 120+ members coming from all sectors of the e-commerce ecosystem that support its work. The Macedonian Association also has an ongoing collaboration with many regional e-commerce and ICT associations and solid market knowledge of the e-commerce ecosystem in the Balkan region.





# PROGRAM & AGENDA

**Redefine what's possible in the world of online business.**

As the e-commerce landscape continues to evolve at an unprecedented pace, professionals, entrepreneurs, and enthusiasts need to stay updated on the latest trends and developments. The 6th Regional Annual E-commerce Conference promises to be a platform for collaboration, learning, and inspiration, fostering valuable connections and fostering innovation within the industry.

The conference will dive deep into the latest e-commerce advancements, with a strong emphasis on AI. Furthermore, we as organizers are embracing the very technology we seek to highlight. AI will be leveraged in the creation of content for the marketing and design aspects of the conference. This demonstrates a commitment to staying at the forefront of technological advancements and providing attendees with a unique and immersive experience.

Join us at this exceptional event and be part of the discussions that will shape the future of e-commerce in this new AI-driven era. Together, we can explore the limitless possibilities and redefine what's possible in the world of online business.



## THE DAY BEFORE - Monday, 13.11.2023

18:30 - 20:30 **VIP Networking Dinner** (available for VIP tickets holders + invitation only)  
Location: Restaurant Vodenica Mulino

## THE DAY OF THE CONFERENCE - Tuesday, 14.11.2023

08:00 - 09:00 **Registration & Welcome coffee**

09:00 - 09:10 **Welcome Speech from the Organizers**  
Nina Angelovska, President @ Macedonian eCommerce Association

09:10- 09:30 **Opening Addresses**  
Stevo Pendarovski, President of the Republic of North Macedonia  
Steffen Hudolin, Head of Cooperation at EU  
Petra Drexler, German Ambassador to the Republic of North Macedonia

09:30 - 09:50 **The Progress of Macedonian E-commerce Compared to the WB and Europe: Key Findings from the E-commerce Analysis Report (2023)**  
Nina Angelovska, President @ Macedonian eCommerce Association

## MARKETPLACE MAVERICKS: UNLEASHING SUCCESS IN ONLINE RETAIL [Powered by Ananas]

09:50 - 10:30 **Panel Discussion #1: Regional VS. Global Pioneers: Mastering the Marketplace Scene**  
Marko Carevic, CEO @ Ananas  
Katarzyna Rosa, Leader, Group Education and Merchant Development @ Allegro  
Raluca Bujoreanu, Product Lead @ Zalando

Moderated by: Nikola Ilchev, Founder @ eCommerce Academy Bulgaria

10:30 - 10:50 **Case Study: The Blueprint for Success with Amazon & Shopify: From Choosing the Right Product to Selling on Global Marketplaces**  
Riste Caposki, Head of E-commerce @ The Gift Lab

10:50 - 11:10 **Coffee & Networking**

## SPOTLIGHT ON FULFILLMENT & PAYMENTS: WILL WE CRACK REGIONAL CROSS-BORDER E-COMMERCE? [Powered by NLB]

11:10 - 11:50 **Panel Discussion #2: "Success Stories and Lessons Learned: Scaling Up Cross-Border E-commerce" [Powered by EU and Germany and implemented by GIZ]**

Ivan Mirkovski, CEO @ Smart Living, North Macedonia  
Elvis Pivic, Co-Founder @ Moj brand, Bosnia and Herzegovina  
Fidan Ramizi, Founder @ aoos.com.al, Albania  
Sonja Buha, E-commerce Manager @ Mona Fashion, Serbia

Moderated by: Ricardo Pinto, Freelance Certified Management Consultant

11:50 - 12:30 **Panel Discussion #3: Payments Dialogue: Exploring E-commerce Payment Landscape**  
Anita Hegjkezi, Head of Department in the Directorate for Payment Systems @ NBRSM  
Branko Greganovic, CEO @ NLB Banka AD Skopje  
Merima Mahmutovic, Senior Manager @ PwC SEE  
Vanya Manova, Country Manager Bulgaria, North Macedonia, Albania and Kosovo @ Mastercard

Moderated by: Maja Palcevska, Sales & Marketing @ KIBS

12:30 - 13:40 **Lunch**

**Track #3: THE RACE FOR INNOVATION & TECHNOLOGY: HOW TO LEVERAGE AI, DATA & MARKETING IN E-COMMERCE [Powered by A1 Macedonia]**

13:40 - 14:05 **Keynote Talk: The Race for Innovation: GenAI: Build it, Buy it, or Partner?**  
Stefan Kovacevic, Global eCommerce Digital Shelf Lead @ Nestlé

14:05 - 14:45 **Panel Discussion #4: “The Performance Marketing Revolution: A Data-Driven Dive”**  
Radomir Basta, CEO and Lead SEO Strategist @ Four Dots  
Elinda Stojanova Milosheska, Digital Transformation Team Leader @ A1 Makedonija  
Vojdan Karapetkovski, CEO @ Kara5  
Aleksandar Neshkevski, Digital & Technology Platform Director @ Pivara Skopje

Moderated by: Nenad Ristovski, Digital Media Director @ Publicis Groupe

14:45 - 15:15 **Fireside Chat: “Exes in Reebok & Nike, but not in Real Life - Merging Creative Services with Performance Marketing in the Age of AI E-commerce”**  
Kremena Yordanova, Former Director of Marketing Activations @ Reebok  
Hugo Faustino, Managing Director @ HFAUSTINO Creative Media, ex-Nike

Moderated by: Iva Dujak, Chief Creative Officer & Partner @ Brand Union

15:15 - 15:30 **Case Study: The AI story behind “Redefining E-commerce: A(I) New Era”**  
Meri Shesho Najdenovska, Director of Operations @ Monks Agency

15:30 - 15:50 **Coffee & Networking**

**Track #4: CUSTOMER-CENTRIC E-COMMERCE: PIONEERING THE E-SHOPPER FRONT [Powered by EU and Germany and implemented by GIZ]**

15:50 - 16:10 **Keynote Talk: Creating Personalized Experiences through AI and to the Road into the Metaverse**  
Kai Herzberger, Group Director DACH & EMEA Commerce @ Meta

16:10 - 16:30 **Keynote Talk: Supercharging sales with Amazon Ads: How to utilise the billions of shopping signals to drive international sales**  
Samantha Tillet, Global Partner Director at Aleph Holding for Amazon Ads @ Httpool Aleph & Amazon Ads

**Track #5: E-COMMERCE FUNDING AND WHAT ARE THE VC'S APPETITES?  
[Powered by Mastercard]**

- 16:30 - 16:45 **Fireside Chat: Venture Into E-commerce: The Investor's Lens**  
Ivaylo Simov, co-founder and Managing Partner @ Eleven Ventures
- Moderated by: Nina Angelovska, President @ Macedonian E-commerce Association
- 16:45 - 16:55 **Prizes time [Powered by A1 Macedonia]**
- 16:55 - 17:00 **Closing remarks**  
Nina Angelovska, President @ Macedonian E-commerce Association

**AFTER THE CONFERENCE - Tuesday, 14.11.2023 (after 21:00)**

- 21:00 - 00:00 **After - Conference Networking Party**  
Location: Three Kitchen & Bar

# KEYNOTE



# TALKS



## KEYNOTE TALK: THE PROGRESS OF MACEDONIAN E-COMMERCE COMPARED TO THE WB AND EUROPE: KEY FINDINGS FROM THE E-COMMERCE ANALYSIS REPORT [2023]



KEYNOTE SPEAKER

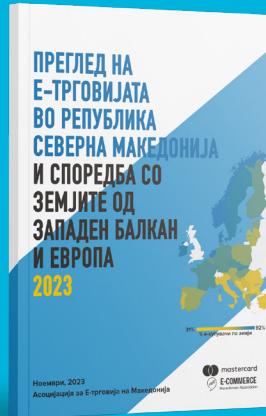
# Nina Angelovska

President of Macedonian  
E-commerce Association

Nina Angelovska, PhD is an entrepreneur, International Business Expansion Director at Ananas E-commerce, President of the Macedonian E-commerce Association, Asst. Prof. at the University of Tourism and Management, Skopje, and the former Minister of Finance of the Republic of North Macedonia. She co-founded and was heading the first deal platform and leading e-commerce company in Macedonia, Grouper.mk, launched in 2011 which transformed the e-commerce market.

Angelovska's passion for e-commerce, digital transformation and drive for change led her to establish the first Macedonian E-commerce Association in 2017. She was a member of several Boards including the Macedonian Economic Chamber and the European Ecommerce and Omnichannel Trade Association (EMOTA). Currently, she is a member of the Board of Directors at Makedonski Telekom. Her hard work and impact have been widely recognized. In 2018 she was named Forbes 30 Under 30 and in 2019 she was named one of the seven global UNCTAD eTrade for Women Advocates. After 10 years of heading and growing Grouper.mk, she made a successful exit when the Polish Group Asseco SEE acquired her company.

Recently she joined Ananas E-commerce, part of Delta Holding, whose mission is to become the 'Amazon of the Balkans' and bring a new online shopping experience in the region as we know it today in the developed markets.



## Learn more about:

- ✓ The profile of the Balkan e-shopper compared to the European
- ✓ The progress of Macedonian e-commerce
- ✓ The potential for e-commerce development (NRI and LPI indexes)
- ✓ The work and initiatives of the Macedonian Ecommerce Association that aim to address main challenges and foster e-commerce growth



Download free online edition at: [www.ecommerce.mk](http://www.ecommerce.mk)

## KEYNOTE TALK:

# THE RACE FOR INNOVATION: GENAI: BUILD IT, BUY IT, OR PARTNER?

This past year has seen a lot of excitement around Generative Ai- a subset of artificial intelligence that focuses on the creation of machine learning models capable of generating new content such as images and text. This rapidly evolving capability is allowing eCommerce professionals to do things they could not before, at speeds we could not previously achieve.

In this keynote, learn about the potential benefits, risks and eCommerce use cases of GenAi while providing some guidance if businesses should be building, buying or partnering for their GenAi capabilities.



KEYNOTE SPEAKER

## Stefan Kovačević

Global eCommerce  
Digital Shelf Lead @ Nestlé

Stefan is an experienced sales and marketing professional with a strong background in digital marketing, media and eCommerce. He started his career at Mastercard Canada, where he played a key role in developing their first online direct-to-consumer cardholder program “Priceless Toronto” and implementing two-click payment checkout for their top 20 online retail partners. He later joined Nestlé Canada, where he focused on driving awareness and conversion for all 8 key categories through retail digital media at Amazon Advertising and Walmart Media Group.

In 2021, he moved to the Nestlé headquarters in Switzerland to join the Global Sales team helping develop the Global eCommerce Acceleration program, embedding the overall strategy and framework to the top 20 eCommerce markets worldwide. Currently based in Barcelona, Stefan serves as the Global eCommerce Digital Shelf Lead, leveraging data and technology to bring categories, and brands to life on the digital shelf through content, retail search, and retail digital media.



## KEYNOTE TALK:

# SUPERCHARGING SALES WITH AMAZON ADS: HOW TO UTILISE THE BILLIONS OF SHOPPING SIGNALS TO DRIVE INTERNATIONAL SALES

Whether you sell on Amazon or not, this talk will guide you through the opportunities available for brands who wish to engage with audiences across EU, US, APAC and more. We will teach you how to capitalise on the growing importance of Amazon's first party data signals as cookies depreciate, what scalable free AI tools you can use, how to use your first party data to reach your customers, and showcase how to make meaningful impact no matter your size.



### KEYNOTE SPEAKER

## Samantha Tillett

Global Partner Director at Aleph Holding for Amazon Ads @ Httpool Aleph & Amazon Ads

Sam Tillett is a distinguished leader in the digital advertising realm, renowned for their expertise in Amazon Ads strategy and partnership development. Currently serving as the Global Director at Aleph Group, Inc., Sam is at the forefront of building a robust global Amazon Ads partnership across 115 markets, with a mission to introduce advanced technology to emerging locales.

As the Principal of Channel Development for Amazon Ads, she took ownership of partner programs on a global scale, driving the widespread adoption of cutting-edge Ad Tech solutions. Prior roles, including Senior Manager of International Business Development and Pan EU Lead for Ad Tech Sales, solidified Sam's reputation as a pioneer in the field.

Sam's proficiency spans areas such as Online Advertising, Digital Strategy, Demand Side Platform, and Digital Marketing. A strategic visionary with a proven track record, Sam Tillett works with tech and brands to redefine the future of digital advertising.

# KEYNOTE TALK: CREATING PERSONALIZED EXPERIENCES THROUGH AI AND TO THE ROAD INTO THE METAVERSE

While the long-term vision for the metaverse is a 3D, virtual world distinct from our own, it's unlikely that we'll see a bright dividing line between the "real" world and the metaverse. Instead, technologies like mixed and augmented reality will blend digital information and the physical world in exciting new ways. This session will feature A keynote presentation on how to leverage new technologies to create groundbreaking experiences and personalization.



KEYNOTE SPEAKER

## Kai Herzberger

Group Director DACH & EMEA  
Commerce @ Meta

Kai Herzberger is heading the Commerce team of Meta for the EMEA and DACH region. He was former CMO of DailyDeal and Head of Marketing at BuyVIP, two startups he sold to Google respectively Amazon. His analytical background in market research gained him the leadership for the International Marketing team of AOL in Dulles, VA. Kai holds a MBA of Kellogg/WHU and is co-founder of ReFuture Digital GmbH and Shops2Stay UG. He holds stakes in Falcon Agency, CineApp and other startups. Kai is empathic and drives for sustainable business growth. He created CoronaCare Winsen with his wife, a local non-profit community organization and is a founding member of the Hearing Community and the Cystic Fibrosis run4air organization. He is a founding member of the Spam task force of eco Verband e.V.



**TRACK #1**  
**MARKETPLACE**  
**MAVERICKS:**  
**UNLEASHING**  
**SUCCESS IN**  
**ONLINE RETAIL**

This name captures the essence of mastering online marketplaces while highlighting the opportunity for participants to unlock the full potential of online retail. It emphasizes the importance of strategy and success in navigating the dynamic landscape of digital marketplaces.

Powered by **ānanas**



## PANEL SESSION #1

# REGIONAL VS. GLOBAL PIONEERS: MASTERING THE MARKETPLACE SCENE

The panel discussion "Regional VS. Global Pioneers: Mastering the Marketplace Scene" is part of the track "Marketplace Mavericks: Unleashing Success In Online Retail." This panel, "Regional VS. Global Pioneers: Mastering the Marketplace Scene" is a critical component of the track and will contribute significantly to the exchange of key challenges, lessons learned, and best practices. The panel discussion will also include ideas and strategies of the global & regional marketplaces used for the further growth of their businesses.



**MODERATOR**

## Nikola Ilchev

Founder of eCommerce  
Academy

Nikola Ilchev is one of the most influential eCommerce people in Bulgaria and Eastern Balkans. He started working on his first eCommerce projects in 2011, and in 2016 he founded eCommerce Academy.

The organisation is responsible for more than 70 significant eCommerce events including Balkan eCommerce Summit that gathers people from more than 17 countries, 2 published books and the only niche eCommerce competition in Bulgaria. Nikola has a significant influence in the development of the eCommerce ecosystem in the region.

He strongly believes that every business should be digital and strives to provide useful information and contacts to anyone embarking on the eCommerce journey. He has a podcast and well developed YouTube channel with tons of valuable content.



**PANELIST**

## Marko Carevic

CEO @ Ananas

Marko completed his master's studies in telecommunications at the Faculty of Electrical Engineering, University of Belgrade. He has years of experience in product development, as well as in the banking and financial sector. He was part of two modern startup banking projects as one of the most important members of the team responsible for the overall development of the business. During his career, he has held various positions in marketing, customer relations, and product development. He describes himself as a passionate team player, a leader for whom team development is one of the most important KPIs. He is focused, analytical, and motivated by complex challenges that need to be overcome. Marko became part of Delta's system in 2022 as CEO of Ananas. In August 2022 he assumed the position of CEO. He speaks English.



PANELIST

## Katarzyna Rosa

Leader, Group Education and Merchant Development, Allegro

Kasia is an experienced leader with a 4-year tenure at Allegro. She's in charge of international merchant education and makes sure all the companies that join the marketplace know how to take their first steps on Allegro and then grow their sales to their full potential. She's passionate about creating content that is not only effective but also attractive and makes you want to come back for more.



PANELIST

## Raluca Bujoreanu

Product Lead at Zalando

Raluca is a seasoned Product Leader with over 15 years of experience driving e-commerce and digital innovation across Europe. She is not only an industry expert but also a dedicated teacher, mentor, and startup advisor, passionately nurturing the next generation of product innovators.

In 2016, Raluca joined Zalando, Europe's largest fashion e-commerce platform, where she currently serves as a Product Lead for the Designer&Beauty experiences. Her primary mission is to leverage technology to solve customer and business challenges while crafting innovative, highly effective digital experiences.

Before her tenure at Zalando, Raluca's career journey included building and scaling products in international and local companies, digital agencies, and co-founding several startups.





**TRACK #2**  
**SPOTLIGHT ON**  
**FULFILLMENT &**  
**PAYMENTS:**  
**WILL WE**  
**CRACK REGIONAL**  
**CROSS-BORDER**  
**E-COMMERCE?**

This track will revolve around enhancing the e-commerce experience from the perspective of the shopper. It will cover topics such as user experience, customer journey optimization, personalized recommendations, customer engagement, and post-purchase support. The sessions within this track will aim to provide valuable insights and strategies for creating a seamless and delightful shopping journey for online customers.

Powered by  NLB Banka



## PANEL SESSION #2

# REGIONAL VS. GLOBAL PIONEERS: MASTERING THE MARKETPLACE SCENE

The panel discussion, "Success Stories and Lessons Learned: Scaling Up Cross-Border E-commerce" plays a pivotal role in the track "Spotlight On Fulfillment & Payments: Will We Crack Regional Cross-Border E-Commerce?", providing valuable insights for those navigating the complex regional cross-border e-commerce landscape in the Western Balkans. This panel brings together industry leaders who will share their success stories, challenges faced, and the invaluable lessons learned while scaling up their cross-border e-commerce operations. By exchanging their experiences and strategies, participants in the audience will gain a deeper understanding of how to thrive in this sector and overcome the challenges that arise in the pursuit of regional cross-border e-commerce excellence.

Powered by





Dr Ricardo Pinto is an international development expert who has worked in 50 countries, including all the Western Balkan ones.

Among other assignments, he is currently assisting GIZ to support 5 eCommerce associations in the region in relation to eCommerce and Public Private Dialogue (PPD) matters.

**MODERATOR**

## Ricardo Pinto

International Private Sector  
Development Expert



Passionate about setting digital organizations up for success. With 20+ years of leading digital teams and entrepreneur. Founder and co-founder of 11 businesses. Four failed, six succeeded, and one is in progress—an Agile Management, Digitalization, Startup, and E-commerce Development expert.

**PANELIST**

## Elvis Pivic

CEO at Agilitas Group & Co-Founder |  
Business Development Manager @ Mojbrend



Sonja Buha is an ecommerce manager at Mona Fashion, a Serbian fashion brand that offers high-quality clothing and accessories. She has over 7 years of experience in the ecommerce industry, and she is responsible for leading the online sales and marketing efforts of the company.

Sonja has a strong background in economics and marketing, having graduated with a master's degree in economics.

PANELIST

# Sonja Buha

E-commerce Manager  
@ Mona Fashion



Fidan Ramizi is a healthcare and pharma expert with over 10 years of experience in the healthcare industry across the Balkan region, holding leadership positions. He specializes in business development, boasting extensive expertise in Rx, OTC, and FS. Fidan is the founder of Farmix Ltd, a pharmaceutical distribution company in Albania, as well as Aaos.com.al, an e-commerce platform specializing in skincare and well-being. Beyond his professional pursuits, Fidan's hobbies include Graphic Design and Artificial Intelligence.

PANELIST

# Fidan Ramizi

Founder at aaos.com.al



PANELIST

# Ivan Mirkovski

International Private Sector  
Development Expert

Ivan Mirkovski stands as a leading figure in Macedonian architecture and urban design, boasting an extensive academic and practical background. Since beginning his journey in 2003, he has melded his roles as a university lecturer, researcher, and practitioner.

He's held esteemed roles at institutions like the Technical University of Vienna and UACS's Faculty of Architecture and Design. Beyond academia, his architectural practice has led him to collaborations with top studios like Supranormativ, Schluder/Kastner, and GrupaA Architects. Now, as a partner at Superblock studio, Ivan's leadership extends as the acting CEO of the Smart Living Group, overseeing 3 companies and a team of over 30.

His influence isn't limited to academia and architecture alone. Ivan founded the international platform Forum Skopje in 2007, promoting urban planning and city sociology. A year later, he launched Skopje Architecture Week, further cementing his commitment to the field. His expertise earned him a board member position for the Biennial European Award for Urban Public Space in Barcelona from 2012.

The Grand Award for Architecture in Macedonia in 2015 stands testament to his prowess. As a coveted speaker, he continues to influence contemporary architecture, urban design, and planning across the region.

Currently, he's advancing his knowledge with a Ph.D. in Sociology at the Faculty of Philosophy.

## PANEL SESSION #3

# PAYMENTS DIALOGUE: EXPLORING E-COMMERCE PAYMENT LANDSCAPE

As part of the track "Spotlight On Fulfillment & Payments: Will We Crack Regional Cross-Border E-Commerce?" which focuses on the dynamic and ever-evolving landscape of e-commerce, with a specific focus on harnessing the power of fulfillment & payments as one of the main drivers of cross-border e-commerce growth, the panel discussion "Payments Dialogue: Exploring the E-commerce Payment Landscape" aims to provide a comprehensive view of the e-commerce payment landscape in the region, fostering knowledge exchange and collaboration among industry leaders such who are driving the digital economy forward.





Maja is a dynamic and motivated professional with 20+ years of working experience in several banks in the country. Working on various positions and different projects in banks over the years, she has gained significant expertise in the field of payment operations, digitization of work processes, project management, product portfolio management, marketing and communications, branch network management and customer satisfaction and quality service management.

**MODERATOR**

## Maja Palcevska

Sales & Marketing @ KIBS



Anita Hegjkezi is the Head of the Payment Systems Policy and Development Unit within the Payment Systems Department at the National Bank of the Republic of North Macedonia. In her capacity, she is actively engaged in the development of payment systems and payment services, as well as the analysis of payment statistics. Her engagement at the National Bank dates back to 2005, and she holds a doctoral degree in Economics.

**PANELIST**

## Anita Hegjkezi

Head of the Payment Systems Policy and Development Unit @ National Bank of the Republic of North Macedonia



Vanya Manova is the Regional Manager of Mastercard for North Macedonia, Bulgaria, Albania and Kosovo. She is responsible for the development of the company's digital payments, e-commerce, fraud, eID and other innovative technologies strategy. She is maintaining the growth of card and electronic payments, introducing Mastercard's top solutions to governments, financial institutions and merchants, creating stable partnerships with start-ups and key stakeholders in all segments of future economy.

PANELIST

# Vanya Manova

Regional Manager for North Macedonia, Bulgaria, Albania and Kosovo @ Mastercard



Merima brings 12+ years of banking experience in leading banks, members of major European banking groups.

During her banking career, she gained experience in various segments, including corporate sales, product development, project, and process management, and in recent years she was the director of the Global Banking Support division.

Before joining the PwC team, she also expanded her experience in the IT sector, in the position of business development manager of the financial sector.

PANELIST

# Merima Mahmutovic

Senior Manager, PwC SEE

Merima is also Country Ambassador for Bosnia and Herzegovina in the European Woman Payment Network (EWPEN).

Merima holds a master's degree in banking and insurance, and is currently completing a master's degree in information systems management.



## PANELIST

# Branko Greganović

CEO @ NLB Bank,  
North Macedonia

Branko Greganović is the chairman of the Management Board of NLB Banka Skopje. Greganović has a degree in economics and two defended master's theses, one in economics at the Faculty of Economics in Ljubljana, the other in management at the London Business School, and more than 30 years of regional and international experience in the banking, corporate and public sectors. The beginnings of his career are tied to work in state institutions, in the central bank of Slovenia, and later in the Ministry of Finance, where from the position of state undersecretary he is also in charge of managing public debts and state guarantees. Towards the end of the 90s, Greganović moved into the private sector. After years spent in leading positions at Societe Generale Bank Slovenija, Hippos Alpe-Adria Banka in Austria, the Droga Kolinska Group, but also as an independent advisor in the field of corporate finance, mergers and acquisitions and financial restructuring, in 2014 Greganović became the head of NLB Bank in Belgrade, where he held the position of Chairman of the Management Board for seven years. Under his leadership, NLB Bank Belgrade, from a bank with unprofitable operations, grows into a profitable and recognized financial institution with an accelerated annual growth of 15 to 20 percent. Such results of NLB Group on the Serbian market paved the way for the acquisition of one of the leading Serbian banks - Komercijalna banka Belgrade, in December 2020.

# TRACK #3

# THE RACE FOR INNOVATION & TECHNOLOGY: HOW TO LEVERAGE AI, DATA & MARKETING IN E-COMMERCE

This track dives into the race for innovation and technology, showcasing how e-commerce pioneers leverage AI, data, and marketing to drive exponential growth. You will be able to explore the latest strategies and techniques that redefine the future of online retail and set the stage for unparalleled success.

Powered by **A1**



## PANEL SESSION #4

# THE PERFORMANCE MARKETING REVOLUTION: A DATA-DRIVEN DIVE

The panel discussion, "The Performance Marketing Revolution: A Data-Driven Dive" places the spotlight on the critical intersection of performance marketing, data analysis, and technology. In this session, you will have the opportunity to hear from the participants about the innovative approaches and data-driven tactics that have catalyzed a revolution in performance marketing in their respective companies, as well as about insights into the strategies and technologies that are reshaping the marketing landscape in e-commerce.



**MODERATOR**

# Nenad Ristovski

Digital Media Director

Nenad Ristovski is Digital Media Director in Publicis. With 17 years of experience in the advertising industry managing digital projects for international and local clients including Visa, Philip Morris, Samsung, Telekom, Raiffeisen Bank, Coca-Cola, Heineken, FCA, Mondelez, Vitalia, Pivara Skopje, Microsoft, EVN, Krka, Lactalis, Porsche, HP etc.

Expertise in digital media strategy, planning and buying; performance marketing, data, e-commerce, web development, ad verification. Proficiency in automation, data science, and data analytics.

Nenad is also TAAG Lead for Publicis CEE region supervising advanced ad operations, martech and adtech platforms. He is speaker guest, jury member and moderator at many digital conferences/trainings. Founder and member of the executive board of directors of IAB Macedonia



**PANELIST**

# Radomir Basta

CEO and Lead SEO  
Strategist @ Four Dots

Radomir Basta is a well-known figure in the region's digital marketing and SEO industry.

He holds multiple roles, including the CEO of Four Dots and Four Dot Australia digital agency and serves as executive chairman at Elevate Digital Hong Kong.

Besides digital marketing agencies, he created and now serves as CEO, co-founder and product architect of several advanced digital marketing platforms, including Base.me, Reportz.io, GetCue.app and Dibz.me.

Basta is also the author of "The Good Book of SEO," a guide to SEO for business owners and digital marketing managers and a veteran lecturer at the Digital Marketing Institute from Belgrade.



PANELIST

# Elinda Stojanovska Milosheska

Digital Transformation Lead  
@ A1 Macedonia

Elinda is a digital transformation leader at A1 Macedonia, a convergent operator offering all mobile and fixed telecommunications services and ICT. On a daily level, she and her team tackle day-to-day challenges that arise in the digital landscape. She is a highly experienced professional who looks at e-commerce with the glasses of a sociologist. She is committed to perfecting digital projects that improve user experience and achieve goals. Over the years, she has focused on identifying anomalies in user experience by utilizing various tools such as GA4, conducting research, and implementing co-browsing scenarios.



PANELIST

# Vojdan Karapetkovski

CEO @ Kara5

Vojdan is the CEO of Kara5, a next-gen digital agency that helps clients accelerate their digital evolution in Switzerland, the DACH region and globally.

Dedicated to delivering first-class digital solutions and with its proven track record of successful digital transformation projects, Kara5 takes pride in being a key factor for the strong growth and rapid development of numerous clients of all sizes and industries, such as CVA Silicone, SpiroChem, Abhati, Connect, Kristal Coatings, and many others.

Vojdan's unique approach to strategy, web and digital marketing — along with his 20 years of evolving marketing & sales experience — empowers Kara5's clients to unlock unique possibilities for sustainable growth and meaningful transformation.





PANELIST

# Aleksandar Neshkevski

CEO @ NLB Bank,  
North Macedonia

Aleksandar is a Digital & Technology Platform Director with over 15 years of experience, dedicated to driving growth through innovative digital transformation strategies. Proven track record of aligning technology with strategic goals and optimizing operational efficiency, resulting in measurable business success inside FMCG environments as part of Coca-Cola HBC and Heineken corporations.

His expertise in leveraging emerging technologies and commitment to staying at the forefront of digital trends makes him a dynamic and forward-thinking leader. He thrives on complex challenges and is passionate about shaping the future of technology platforms to keep organizations competitive in the digital age.

His favorite quote: Every great dream begins with a passionately curious dreamer.

# FIRESIDE



# CHATS

# EXES IN REEBOK & NIKE, BUT NOT IN REAL LIFE – MERGING CREATIVE SERVICES WITH PERFORMANCE MARKETING IN THE AGE OF AI E-COMMERCE



**MODERATOR**

## Iva Dujak

Chief Creative Officer &  
Partner @ Brand Union

Iva Dujak, PhD is a Creative Director working in the marketing industry for 14 years. Running the creative Camp; accounts departments of Brand Union Marketing Agency, she has developed integrated strategies and campaigns for numerous international and local brands such as Philips, Bundes Bank, Amstel, Porsche, Skopsko, Ladna, Pakomak and many more. Her creative journey spreads out of the business world as well. In 2010 she founded her award- winning blog dedicated to creative advertising, This is Not a Social Media Blog, and in 2012, co- founded the lifestyle blog Skopje Casual which gained local and international recognition. She mentors the Digital Marketing Academy at Brainster, and holds regular lectures in the Macedonian Chamber of Commerce. Her latest ongoing project founded in 2019 is Creative Talks, a creativity platform consisting of two main segments – series of events, interviews with exceptional local and international creatives; and a blog highlighting the best achievements in creativity today. Her goal is to bring out the creativity in everyone and everything, and make the most of it using the power of marketing.



**SPEAKER**

## Kremena Yordanova

Former Director of Marketing  
Activations @ Reebok

Kremena, a former Adidas powerhouse, has recently transformed into a dynamic consultant and author currently penning a compelling book on conscious leadership. Launching her career in 2007 at Reebok, she blazed through roles in Retail, Footlocker, and e-commerce, leaving her mark on each. Kremena's leadership style is a fusion of razor-sharp data-driven decision-making and instinctual guidance for strategic excellence. Her career began with Adidas in supply chain management, but over the years, she seamlessly transitioned into the digital marketing arena. Predominantly based in Amsterdam, she boasts a rock-solid track record, delivering outstanding results in Retail, Footlocker key account management, and e-commerce. In her last capacity as Director of Digital Marketing Activations, Kremena orchestrated marketing channels to perfection, positioning her at the helm of strategic influence.



**SPEAKER**

## Hugo Faustino

HFAUSTINO Creative Media,  
ex-Nike

Hugo has close to 15 years of experience in DTC management, Digital Content and Sales Operations, working with multinational companies in different segments. With a deep understanding of CRM automation and an ardent passion for technology strategy, he harnesses the power of Content Marketing to revolutionize the way businesses operate. Over the years, he has combined his experience within DTC - Retail category campaign management and technology, with intuitive knack for creative media, blending digital innovation with captivating content to drive engagement. Leveraging content to transform businesses and build communities, enabling CRM automation to empower businesses to harness their full potential, and streamline processes and business impact.

# VENTURE INTO E-COMMERCE: THE INVESTOR'S LENS



**MODERATOR**

## Nina Angelovska

President @ Macedonian  
eCommerce Association

Nina Angelovska, PhD is an entrepreneur, International Business Expansion Director at Ananas E-commerce, President of the Macedonian E-commerce Association, Asst. Prof. at the University of Tourism and Management, Skopje, and the former Minister of Finance of the Republic of North Macedonia. She co-founded and was heading the first deal platform and leading e-commerce company in Macedonia, Grouper.mk, launched in 2011 which transformed the e-commerce market.

Angelovska's passion for e-commerce, digital transformation and drive for change led her to establish the first Macedonian E-commerce Association in 2017. She was a member of several Boards including the Macedonian Economic Chamber and the European Ecommerce and Omnichannel Trade Association (EMOTA). Currently, she is a member of the Board of Directors at Makedonski Telekom. Her hard work and impact have been widely recognized. In 2018 she was named Forbes 30 Under 30 and in 2019 she was named one of the seven global UNCTAD eTrade for Women Advocates. After 10 years of heading and growing Grouper.mk, she made a successful exit when the Polish Group Asseco SEE acquired her company.

Recently she joined Ananas E-commerce, part of Delta Holding, whose mission is to become the 'Amazon of the Balkans' and bring a new online shopping experience in the region as we know it today in the developed markets.



**SPEAKER**

# Ivaylo Simov

Co-founder and Managing  
Partner @ Eleven

Ivaylo Simov is a co-founder and Managing Partner of Eleven - the most active early-stage VC in Southeastern Europe with more than 150 investments over the last 10 years. Ivaylo is among the pioneers of equity investing in Bulgaria with more than 15 years prior experience in venture capital and private equity in the region in various roles, starting as an investment analyst. Through Eleven, his goal is to positively impact the entrepreneurs in Southeast Europe. Ivaylo is also in charge of the Sustainable Food vertical, one of the focus areas in Eleven's current investment thesis, and he oversees most of Eleven's investments in Ecomtech.

# CASE





# STUDIES



# THE AI STORY BEHIND “REDEFINING E-COMMERCE: A(I) NEW ERA”



**SPEAKER**

## Meri Shesho Najdenovska

COO at Monks Agency

Meri Shesho Najdenovska, as a COO of Monks Agency, is no stranger to the fast-paced world of digital marketing. With over 14 years of marketing experience working with the biggest company names in the Macedonian market, she's carved a niche for herself - exploring and incorporating innovative digital tools and AI-tech strategies in the bustling US market, together with her Monksters.

An e-business graduate & e-commerce enthusiast, she successfully has merged the worlds of business and technology, but never abandoning her first love - crafting marketing strategies, clever campaigns and narratives that resonate and drive results and business growth.

Outside the offices, Meri's competitive spirit shines on the racetrack. A dedicated runner, she has not only completed numerous half-marathons and races, but also clinched trophies, showcasing her commitment in every endeavor. Her passion for running mirrors her dedication to digital innovation, always pushing boundaries and setting new benchmarks.

# THE BLUEPRINT FOR SUCCESS WITH AMAZON & SHOPIFY: FROM CHOOSING THE RIGHT PRODUCT TO SELLING ON GLOBAL MARKETPLACES



**SPEAKER**

## Riste Caposki

Head of E-commerce

@ The Gift Lab

Riste Caposki, a seasoned e-commerce professional with over 8 years of experience, excels at creating and scaling private label brands. He's a master of the entire e-commerce process, from sourcing and design to market analysis, marketing, sales, and scaling. Riste's core skills include market research, marketing strategy (Amazon PPC, Google Ads, TikTok Ads, Meta), brand management, product design, and expertise in Amazon FBA and Shopify.

In 2020, Riste partnered with a French entrepreneur to launch on Amazon, achieving an impressive 19 million euros in sales with protective masks (FFP2, KN95, surgical) in the European market. From the profits, they successfully introduced three new brands, including Springee and FreshAndLucky, catering to the American market with gym products and thank-you cards. Riste's entrepreneurial spirit and e-commerce expertise make him a standout figure in the industry.

# GENERAL PARTNER



Mastercard is a technology company in the global payments business. We connect consumers, financial institutions, merchants, governments, and businesses worldwide, enabling them to use electronic forms of payment instead of cash. We use technology and data-driven insights to make electronic payments more convenient, secure, and efficient for people everywhere.

Mastercard develops advanced payment solutions and seamlessly processes billions of transactions around the world every year. We use our technology and expertise to deliver better ways to pay. In doing so, we connect financial institutions, merchants, governments, and consumers around the world.

For more than 45 years, Mastercard has been an industry leader in safeguarding cardholder data by collaborating with all members of the payment card value chain and creating innovative security solutions. As a founder and early proponent of EMV technology, Mastercard's strategy to fight card fraud in many regions around the world relies heavily on enabling chip-based payments. Mastercard has been a primary driver behind the impressive strides that EMV technology has made in addressing fraud in regions that have moved or are in the process of moving to chip-based payments. EMV has delivered on its promise to reduce counterfeit and lost and stolen fraud, as well as support new data security efforts. EMV has also provided the marketplace with increased operational efficiencies, improved offline risk management and a host of enhanced value-added solutions that go beyond simply making transactions more secure.

# ORGANIZATIONAL PARTNER



Co-funded by  
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**giz** Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH

We work to shape a future worth living around the world. This is GIZ's vision and long-term goal. GIZ provides tailor-made, cost-efficient, and effective services for sustainable development.

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) has been actively engaged in the Republic of North Macedonia since 1992. International cooperation in North Macedonia is dedicated to supporting the country's EU reform efforts through various projects and innovative approaches that are in line with the goals of the 2030 Agenda. The projects are jointly developed and implemented with the national partners from the government, the civil society, and the business sector. Our main commissioning party is the German Federal Ministry for Economic Cooperation and Development (BMZ). GIZ's current development efforts in North Macedonia cover the following focus areas: (1) Good Governance and Democracy, (2) Environment and Climate Change, and (3) Economic Development and Employment.

In the area of foreign trade, GIZ supports the implementation of the reform agenda for trade and competitiveness within the CEFTA framework, in line with the requirements of the EU approximation process. Specifically, it supports the strengthening of regional cooperation on inter-party e-commerce in line with the EU acquis and support measures at the level of the private sector to support companies to engage in regional e-commerce activities.

# DIGITAL PARTNER



A1 Makedonija is a member of the A1 Telekom Austria Group, a leading provider of communication and digital solutions in Central and Eastern Europe, operating in seven countries and serving approximately 25 million users.

In our country, over 1,000 employees work under the A1 Makedonija brand, dedicated to delivering the best user experience to more than 1.2 million users. In the fourth quarter of 2022, the company held the largest market share, accounting for 55.33% of customers who use three bundled electronic communication services. The company is a leader in converged services, leveraging 5G technology and advanced optical technology to deliver gigabit-speed connections. They offer top-notch digital ICT solutions and robust cyber protection for business users. Their primary focus is on creating and providing comprehensive digital solutions that meet the communication needs of not only residential and business customers but also modern families.

With technology and services tailored to contemporary lifestyles and needs, A1 inspires users to seek out new experiences and explore new realms filled with abundant information, entertainment, and social connections.

In alignment with the digital way of life, A1 remains committed to providing telecommunications and digital services, offering a diverse portfolio of services.

# GOLD PARTNER



## Ananas: Nurturing Growth, Connecting Success!

Unlocking a world of possibilities, Ananas, **the largest online shopping mall in the Balkan**, thrives as an integrated ecosystem, weaving together diverse realms of business. Fueling prosperity is our mission, paving the way for an equitable, modern marketplace rooted in customer delight. Crafted from the essence of pioneering giants and market mavens, Ananas are no mere promise of extravagance. We're about gritty determination and unwavering commitment. Challenges? They're our stepping stones to intricate excellence.

In the universe of Ananas, the alphabet of achievement begins with 'A' – the genesis of every remarkable journey."

**Klik! Bum! Tras!** Say "Hi" to Ananas!

"Why Ananas? The answer is crystal clear, with four compelling reasons:

**Limitless Variety** - dive into a world of choices with our vast product range.

**Bolt-Fast Delivery** - speed is our commitment to get what you love when you want it.

**Fortress of Trust** - your transactions and data are safe through secure payment.

**Return with Ease** - shopping regrets? Not here. Returns are made hassle-free.

We don't just talk the talk; we walk the walk. **Reliability, convenience, and cutting-edge tech** aren't optional; they're **our DNA**.

Picture this: a shopping journey as smooth as a breeze. Ananas, the bridge between seekers and providers, offers a universe where connections flow effortlessly.

Klik! Bum! Tras! Three simple words, a world of meaning! Our slogan isn't just catchy; it's a promise. **Klik!**, experience the **Bum!** of satisfaction, and voilà – seamless shopping captured in **Tras!**" Shopping isn't just a transaction; it's an adventure!"

## Ananas: Crafting E-commerce Excellence!

Born from Delta Holding's vision in 2020, Ananas **isn't just a marketplace; it's an e-commerce evolution**. Merging cutting-edge tech with shopper desires, we're the hub where innovation and convenience intertwine.

Unite with us – whether you're a buyer chasing trends, a merchant chasing dreams, or an employee shaping experiences.

We are redefining E-commerce in three steps - **1. Klik! 2. Bum! 3. Tras!**

# GOLD PARTNER



NLB Bank AD Skopje is one of the leading banking institutions in the Republic of North Macedonia with a constant upward trend and continuously positive results from its establishment until today. It was first established in 1985, and since 1993 it has been operating as a commercial bank that provides all banking services for clients from the country and abroad.

The bank has been a member of the NLB Group since 2000, and is one of the largest and most successful member banks of the Group outside of Slovenia. NLB Banka Skopje is a kind of economic ambassador of Slovenia and at the same time it is one of the most successful Slovenian investments in our country. For the entire period since the entry of NLB as a strategic partner, which represents more than 20 years, the Bank has been working with positive results and providing a high return on investment.

The bank pays special attention to its corporate social responsibility, as well as support of professional and youth sports, humanitarian activities and support of projects in the field of culture and protection of cultural heritage.



# SILVER PARTNER



**Korpa** is an online service for delivering food and groceries to the door of the customers, their offices or any other address. The company was established in January 2022 in North Macedonia and became the leader in food delivery.

It's a **eCommerce platform** which offers their customers the opportunity to make an order through the Korpa application and have it **delivered within 20-50 minutes** from the moment of ordering.

Korpa team works continuously on the acquisition of new partners, actively listens to the needs of the market and strives to meet the growing needs of customers with our offer. In addition to **food delivery** as our core business, we have expanded our offer to **stores** such as **groceries from the market, drinks, cosmetics, flowers** and much more. Our goal is to save time of our customers and provide them with the possibility to do all the necessary purchases from the comfort of their home, which makes Korpa a **shopping center in the pocket**.

**Korpa's user-friendly application** offers the customers to create the order in just a few clicks, to pay by card or cash and to be informed about the status of the delivery in real-time through notifications and an interactive map, from the moment the order is created to the moment of delivery to the specified address.

Besides that, a wide range of partners and products, positive customer experience and kind couriers are one of the main reasons for customer's loyalty and encouragement to order on a daily basis.

## FASHIONGROUP

Fashion Group is founded in 1994, from then to follow the consistently expansion in new brands and stores. In this moment we count 30 stores in the biggest mall centers in Skopje, Kumanovo and Tetovo. The company employs more than 300 professionals that are dedicated to offer the best for every customer. The project started as a wish to deliver world fashion in Macedonia, today is the biggest fashion company in this country where you can find a large number of world fashion brands.

Fashion Group started in 2017 with online sales of world fashion brands through the website [www.fashiongroup.com.mk](http://www.fashiongroup.com.mk), and today Fashion Group website is one of the most popular websites in the country. Your unique shopping experience oversees a professional team that constantly and timely cares to meet the wishes and needs of customers. The platform is constantly evolving and upgrading according to world trends. In addition to the website, we have developed a mobile app available for mobile devices with iOS and Android operating systems. Loyal and valued customers are our inspiration and motivation to constantly update the online platform with new content and fashion collections.

We continue to take care of all our users and customers, increase the number of brands and the latest collections.

# SILVER PARTNER



Komercijalna Banka is a bank with a rich tradition since 1955. Through the years of its development, the Bank is devoted to the manner in which it develops and offers its products and services to individuals, taking into account ethical standards and establishing a relationship of trust.

Accountability, transparency, efficiency, innovation and a strong domestic and international reputation are the values that make Komercijalna Banka traditionally the client's first choice.

Komercijalna Banka offers a wide range of traditional and digital products and services to individuals and companies in response to everything vital to their personal and corporate finances. For the purpose of performing fast and efficient international services for its clients, the Bank has established correspondent banking relations with 465 banks in 70 countries.

With our e-commerce solution you can say "welcome" to the whole world and watch your business income grow easily, quickly and effectively. E-commerce by Komercijalna Banka means being available for all customers, 24/7/365.

Also, we are particularly proud of our technology innovations that provide our customers with a vast range of online banking services. The international magazine Global Finance awarded Komercijalna Banka the prestigious award "Top Innovator in User Experience 2023 for services provided through OneID", ranking the Bank among the Top Financial Innovators in the world.

Komercijalna Banka also has been recognized as the „Best Bank in North Macedonia“ by Global Finance magazine for 12 years and got 9 times the prestigious award “Bank of the Year in the Republic of North Macedonia” from financial magazine The Banker.

Our motto „It's easier together“ means that as a bank, we have a sense of responsibility towards our customers, shareholders, society and to ourselves. Our corporate values reflect our business culture and priorities that are outlined within our corporate mission.

The Bank also focuses on community values. Through continuous financial support of culture, sports, and society in general, Komercijalna Banka creates a better world and a healthier and cleaner living environment for all.

# SILVER PARTNER



As a soft drinks and beer market leader we are continuously growing & sustainably developing. Pivara Skopje is a joint venture between Coca-Cola HBC AG and HEINEKEN N.V.

It is in our DNA to live and breathe customer and consumer needs. As Pivarci we are consistently building our organization driving growth for the company, the market, and the community. We have a clear vision and targets, and we are committed to achievements for the benefit of all. The foundations of our vision, mission, and strategy are embedded into both our beginnings and our rich heritage.

We as a company want to maintain a high level of trust and satisfaction among consumers in the values and opportunities of our brands, as well as to offer them a unique experience, through continual investing in innovations. Despite our development in the area of e-commerce, one of our top priorities remains customer satisfaction in what we as a company are investing continually and we are working hard to achieve it.

Pivara Skopje is also committed to contributing to a better and sustainable future, through investments in the protection of natural resources and the implementation of effective waste management programs. Pivara Skopje is an authentic story that started back in 1922 and we have just started!



With Fitkit you can book gym, group class, spa or psychologist using only one membership. Fitkit is the first fitness app in North Macedonia. It's a 6-year-old company and with more than 4000 active users, it's already the biggest fitness and wellness provider in the country. It has more than 700 offered services and activities spread across 14 different cities.

We offer Pay Per Use Fitness & Wellness Solutions for Your Employees or Clients. Fitkit offers a unique credit system that helps companies save money. It can be integrated as an added value for boutique hotels seeking to provide fitness and wellness facilities, or for companies aiming to offer additional benefits to their customers.

With our e-commerce solutions for individuals, you can be member of every gym and spa with only one subscription.

# SILVER PARTNER



Halkbank AD Skopje, often referred to simply as HALKBANK, stands as a cornerstone in the Macedonian financial market. As one of the largest and most robust brands in the region, the bank has achieved remarkable growth and success.

Today, HALKBANK is synonymous with:

- **A Strong Workforce:** With over 700 dedicated employees, the bank is not just an institution but a community of professionals committed to delivering top-notch financial services.
- **Extensive Branch Network:** HALKBANK boasts a wide-reaching presence with 45 branches strategically positioned throughout the country. This network ensures accessibility and convenience for customers.
- **Modern Banking Infrastructure:** The bank has invested in state-of-the-art technology, evident through its wide array of ATMs and active POS-terminals available at numerous trading partners. This commitment to innovation is designed to provide fast, efficient service.
- **Catering to Diverse Needs:** HALKBANK serves a broad spectrum of clients, including thousands of citizens, small and medium-sized enterprises, as well as corporate entities and public institutions. This diverse customer base underscores the bank's adaptability and comprehensive approach to financial services.
- **Pioneering Personalized Banking:** HALKBANK has emerged as a leader in delivering personalized banking services tailored to individual needs. They are also at the forefront of adopting new technologies to enhance the customer experience.
- **A Commitment to Social Responsibility:** Beyond financial services, HALKBANK is deeply committed to improving the well-being of the community. Their dedication extends to nature, the environment, culture, and sports, emphasizing their role in fostering positive change.

In today's digital age, HALKBANK recognizes the power of e-commerce as a game-changer in the world of business. Compared to the traditional model of opening physical point of sale, starting an internet-based shop is a cost-efficient endeavor. Merchants are liberated from the usual and tangible investments such as constructing or renting physical space, technical installations, hiring sales personnel, and maintaining physical locations. This cost-effective approach allows businesses to allocate resources more strategically and efficiently, ultimately contributing to higher profitability.

HALKBANK's support for e-commerce ventures reflects its commitment to embracing innovation and modern business paradigms, providing opportunities for businesses to thrive in the digital marketplace.

# SILVER PARTNER



PHILIP MORRIS  
TUTUNSKI KOMBINAT PRILEP LLC SKOPJE

Philip Morris Tutunski Kombinats Prilep (PMTKP), which was established in 2014 as a joint company of the tobacco giant Philip Morris International (PMI) and Tutunski Kombinats Prilep (TKP), today is successfully established in the Macedonian economy and shows excellent results. This strategic partnership not only brought the largest tobacco company in the world to the Macedonian market, but contributed to Tutunski Kombinats AD Prilep being a successful company today. By applying high standards and strict rules, PMI is an example of the transfer of its values and knowledge to local companies.

PMTKP also brought innovative smoke-free devices to the Macedonian market, with which adult smokers in the country who do not want to quit smoking got the opportunity to choose a less harmful alternative to cigarettes. Science built on a joint approach and expertise in the fields of chemistry, biology, informatics and medicine but also inspired by the pharmaceutical industry, has created this revolutionary product. The tobacco industry is witnessing great changes, and PMTKP remains the leader of those changes.



Geniki Taxydromiki, a trailblazer in the courier service sector, is set to participate in the 6th Regional E-Commerce Conference of 2023. The company's cutting-edge and inventive offerings are poised to unlock substantial growth avenues for e-commerce professionals. Notably, its recent collaboration with eBay extends a unique opportunity to Greek e-commerce businesses, enabling them to tap into a vast European audience by harnessing the innovative GTEEC service.

The company's robust nationwide presence within Greece, alongside its subsidiaries in Cyprus, Albania, Bulgaria, Romania, and North Macedonia, underscore General Post's steadfast commitment to rapid development and pioneering advancements in the industry.

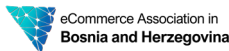
# BRONZE PARTNERS



# PARTNERS



# REGIONAL PARTNERS



# PR PARTNER

**POPULARNO PR**

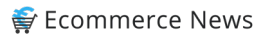
# DRIVE PARTNERS

**PORSCHE**

# IT PARTNERS



# MEDIA PARTNERS



# MEMBERS OF THE MACEDONIAN E-COMMERCE ASSOCIATION

## GENERAL PARTNER



## PREMIUM MEMBERS



PHILIP MORRIS  
TUTUNSKI KOMBINAT PRILEP LLC SKOPJE

## MEMBERS



## HONORARY MEMBERS







 **commerce**  
conference



**E-COMMERCE**  
Macedonian Association