

# eCommerce Day Georgia 2025

31 OCTOBER



Sheraton Grand  
Tbilisi Metekhi



ECOMMERCE ASSOCIATION  
**GEORGIA**

Organized by  
eCommerce Association Georgia

# Join us in Tbilisi for a practical, hands-on event exploring digital commerce



**Live Demos**  
of new tools  
and platforms



**Workshops**  
to build  
real skills



**Showcases**  
from  
leading  
companies

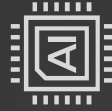


**Talks**  
from global  
and local experts



**Networking Zones**  
for meaningful  
connections

## Event Focus Areas & Numbers



### AI Commerce:

Smarter shopping with automation, personalization and data-driven tools



### Live & Social eCommerce:

Selling through social platforms and livestreaming



### Online Service Platforms:

Digital tools for booking, ordering, or accessing everyday services

700+

Participants

15+

Speakers & Experts

40+

Brands, Retailers,  
Marketplaces

20+

Media  
Representatives

10+

Live Demos,  
Showcases &  
Workshops



## Who We Are

E-Commerce Association -  
Georgia



## Our Mission:

To promote, improve, and advocate for a thriving e-commerce environment through collaborative engagement with both the public and private sectors



## Our Vision:

To position Georgia as a regional hub for eCommerce innovation, empower businesses through knowledge and visibility, and create a unified voice for digital commerce advancement

## Why Attend?



### Explore Future

Trends in commerce and consumer behavior



### Meet Leading Experts

from international and local companies



### Gain Actionable Insights

from keynote speeches and thematic panels



### Experience Innovation Firsthand

through demos and showcases



### Engage with the Community

that's building the digital economy

# Last 2 Years' Experience

1200+

Attendees from across the region

30+

Local and international speakers



**Matias Undurraga**  
Enterprise Technologist  
AWS



**Justin Hwa**  
General Manager & COO  
ex-eBay



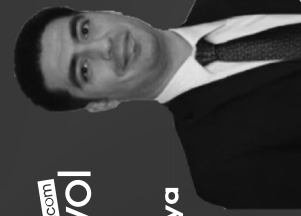
**Andrew Troung**  
Head of Digital & Strategy  
VISA



**Serdar Susuz**  
CEO



**Omer Kulakikaya**  
Head of Corporate Affairs

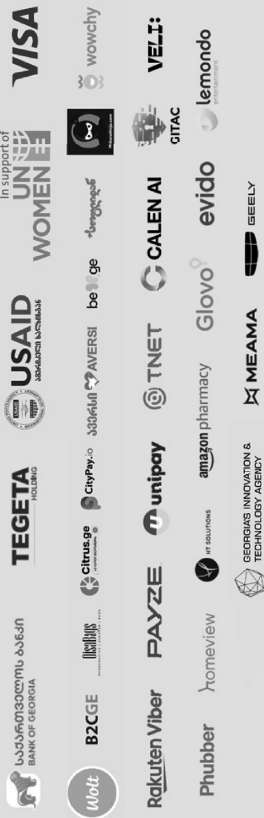


# Engaging Topics : Innovation, Georgian eCommerce, Regional Trends and Payments

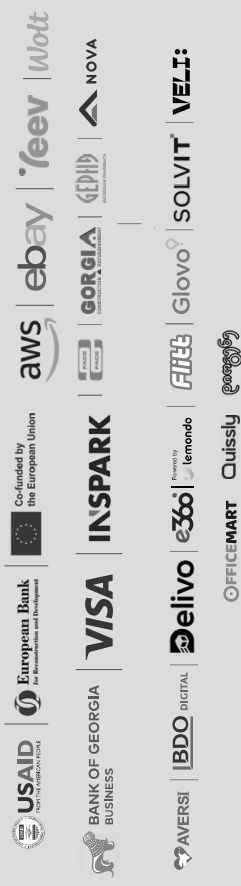


# Partners & Sponsors & Media Coverage

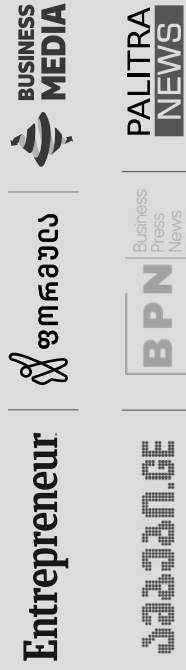
## Partners & Sponsors 2023



## Partners & Sponsors 2024



## Extensive Media Coverage in top industry and mainstream outlets



# *Let's shape the future of eCommerce together!*

**THANK YOU !**

For more information contact:

**Ketevan Egadze**  
**egadzek@ecag.ge**

Follow us on Social Media:

