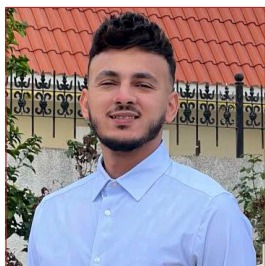


09:30 - 10:10



Digital products: the future of e-commerce

Talk

Mehdi CHIKH DAHMANE

Entrepreneur, trainer in e-commerce & digital marketing
Founder & CEO- CDM group

10:15 - 11:30

Duo-Talk

Branding VS General products : Which strategy to choose?



**Ilyes
DERRADJI**

e-commerce expert
& business owner



**Mohamed Lamine
MENAA**

Founder & CEO - Zidos
Co-founding member
Annaba Innovation Center

11:30 - 14:00

Pause

14:00 - 14:40



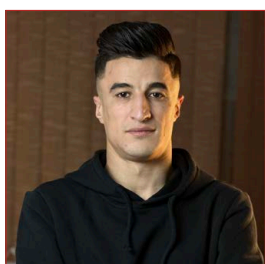
The importance of data management and governance in e-commerce

Talk

Nazim BENKENZOUA

Founder & General manager - Zimou Group & Orestor

14:45 - 15:25



Cash flow management in e-commerce

Talk

Nacer eddine CHOUABBI

Founder & CEO - Ovred

15:30 - 16:10



E-commerce in the gulf region

Talk

Ayoub CHETIOUI

Founder & CEO - Cod Toop

16:15 - 16:55



Unlocking E-commerce success with automation tools

Talk

Ali MOKRANI

Cofounder & CEO - Ayor

17:00 - 17:40



The future of E-commerce in the era of Agentic AI

Talk

Walid Laribi

Cofounder & CEO - Maystro Delivery

17:45 - 18:25



The importance of marketplaces for e-commerce

Talk

Walid BOUKARA

Founder & CEO - Shopnest & Ads Book