

COMMERCE OF FUTURE
FUTURE OF COMMERCE

FUTURE
COMMERCE
360



Synergy of Services



THE EVENT

- It is a one-day conference that brings together high-level decision makers from a variety of industries, such as fashion, technology, and food, and e-commerce stakeholders. With the goal of serving as a bridge for the commerce of the future, this conference will be a platform where global and local trends, new technologies and business models, and best practices will be discussed.

WHERE and HOW – BEFORE ?

The first edition of the FutureCommerce360 conference, where current and visionary issues in e-commerce were discussed, was held in 2019 in person at the Grand Pera Emek Stage. It was held online within Digital Network Alkaş in 2020 and 2021.

In 2022, it was held as hybrid conference at 42 Maslak AVM, ESA Arena.



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360

FC360 in NUMBERS

63
sessions

129
speakers

+6000
industry
professionals

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WHO WILL BE THERE?

%41
Retail

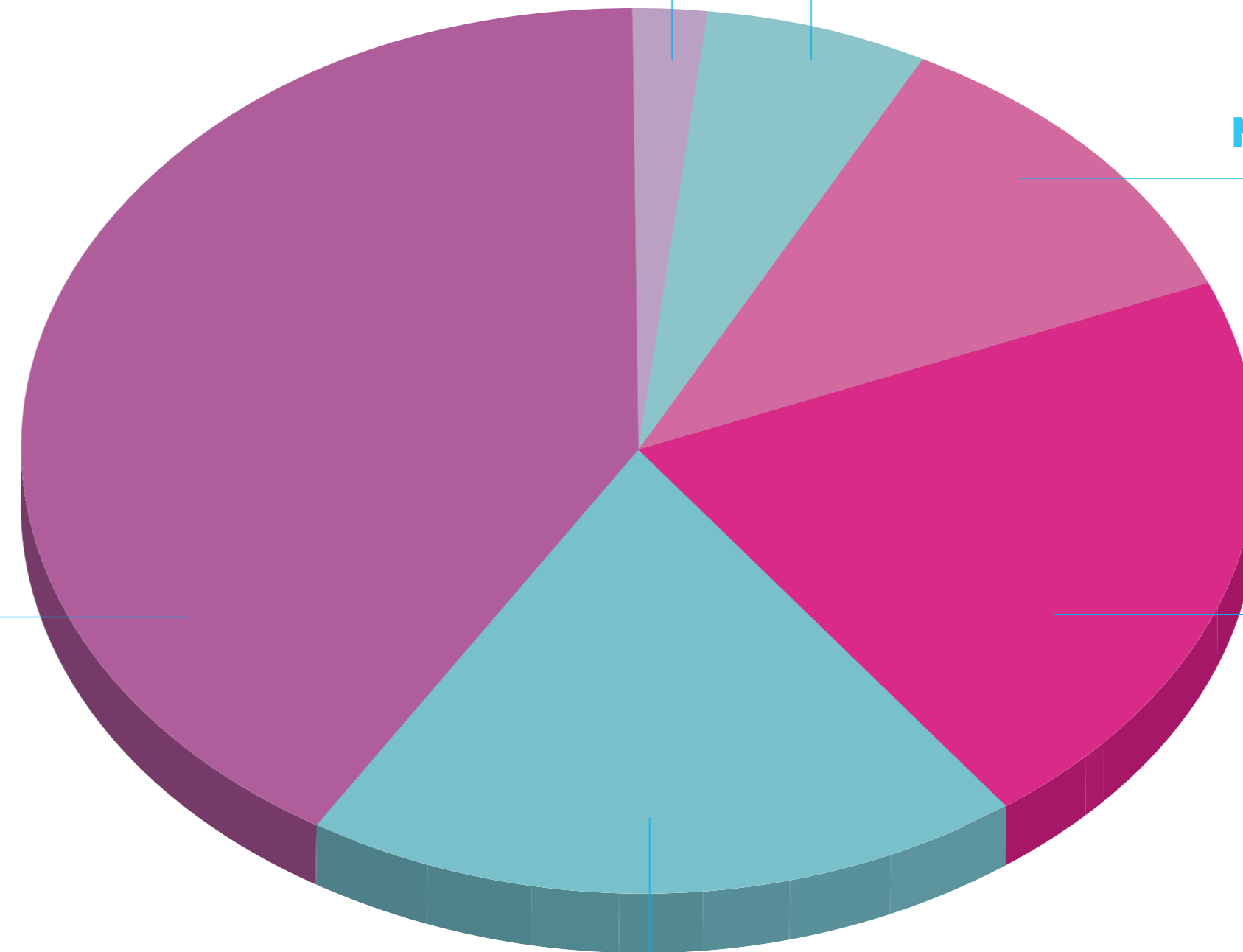
%19
FMCG

%2
Press

%6
Entrepreneurs

%11
Marketplace

%21
Suppliers



PARTICIPANT PROFILE

Company Owners

Members of the Board

Directors, General Managers

Marketing Managers

E-Commerce Managers

Supply Chain Managers

HR Managers



FUTURE
COMMERCE
360

2023
Advisory
Committee



Ahmet Yanıkoğlu
Caffé Nero



Alphan Manas
Entrepreneur & Futurist



Avi Alkaş
Alkaş & Han Spaces



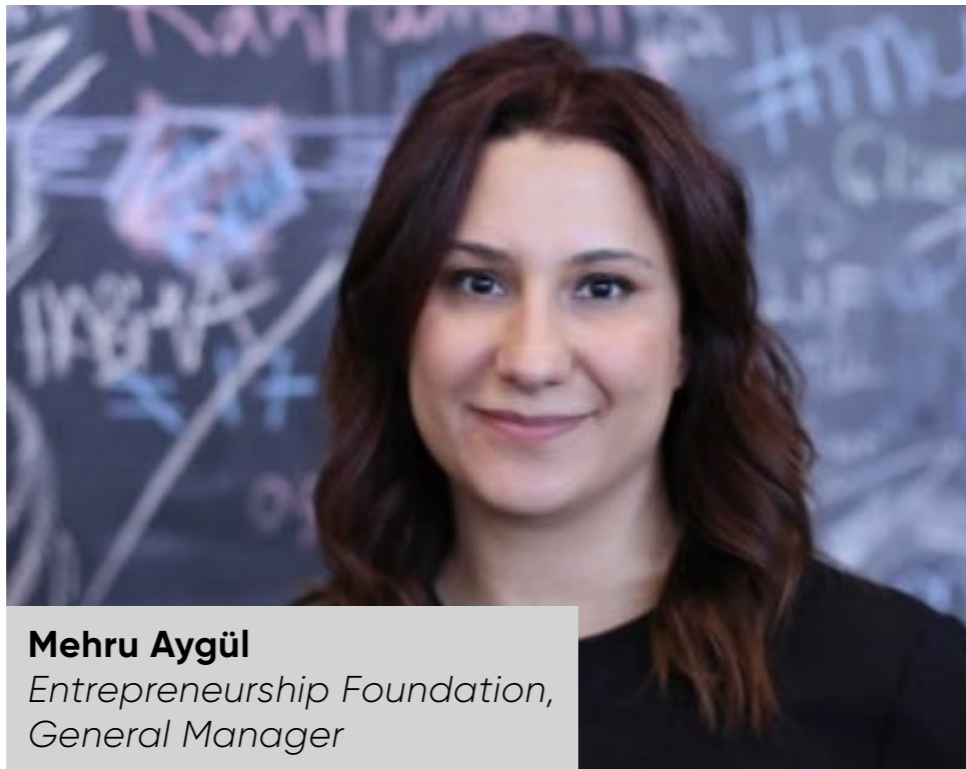
Bülent Gürcan



Hasan Önal
*Head of E-export
Department*



Mert Karaibrahimoğlu
Penti Wear, CEO



Mehru Aygül
*Entrepreneurship Foundation,
General Manager*



Yomi Castro
Inveon



Yves Filippucci
*Coca-Cola, Vice President of
Digital Transformation for Eurasia
and The Middle East*

2022
SPEAKERS



Ali Emre Ballı
Chairman of the Board



Alp Çiçekdağı
ParkPalet, Founding Partner



Avi Alkaş
Chairman of the Board



Av. Bilgesu Demirel
Özay Law, Head of IT Law



Bahadır Aktan
Param, Group CTO



Burak Ertaş
TÜBİSAD, Board Member,
sahibinden.com, CEO



Canan Alkın
Robot Employment Agency, Founder



Cem Boyner
Chairman of the Board



Çiğdem Akgün
Marketing and Sales Senior Manager



Dr. Ceyhun Emre Doğru
Corpera Consulting, Managing Partner



Dr. Erol Özgüner
İstanbul Metropolitan Municipality, Head of IT



Erol Özmandıracı
Bay Construction, Board Member



Esra Arslanbaş Kaynak
Otokoç Otomotiv, Marketing Manager/CMO



Hakan Şık
Taken.io, Founding Partner



Hande Berktaş
Presenter, Economy and Technology News



Hasan Önal
Turkey Ministry of Commerce, General Directorate
of Export, Head of E-Export and New Generation
Technologies Department

2022
SPEAKERS



İlke Çarkcı Toptaş
Meta Türkiye, Country Manager



Levent Erden
Next Akademi, Founder



Murat Karadağ
CEVA Lojistik, VP, Sales and
Business Development



Murat Yüksel
GittiGidiyor, Chief People and Culture Officer,
Member of the Executive Board



Mustafa Cem Alfar
ACRES Technological Solutions,
Business Development and Partner



Ozan Bayülgen
Hepsipay, General Manager



Pınar Anapa
Akbank, Deputy GM, People and Culture



Prof. Dr. Erhan Erkut
MEF University, Vice Rector YetGen, Founder



Seçil Demiralp
Vodafone Türkiye, Brand and
Marketing Strategy Director



Serkan Sevim
Medianova, CEO



Sitare Sezgin
Teknosa, General Manager



Yomi Kastro
Inveon, Founder and Managing Partner



Zehra Öney
Founding Chairman of the Women in Technology
Association, 360+ Media Founding Agency President

2020-2021
SPEAKERS



Adnan Akan
PwC Türkiye, Retail and FMCG Lead



Aksel Konfino
Unilever, E-Commerce Director



Ayça Kaya
Sephora Türkiye, Marketing and
E-Commerce Director



Burak Kılıç
UPS Türkiye, Country Manager



Didem Şekerel Erdoğan
Nielsen Türkiye, General Manager



Didem Bodur
Eczacıbaşı Consumer Products, E-Commerce Manager



Duygu Badem Uylukçuoğlu
Vestel, Deputy General Manager of Marketing



Eirini Zafeiratou
Amazon, Director of Europe and Turkey Public Policy



Emre Ekmekçi
Etid, President



Feyza Dereli Fedar
Gitti Gidiyor, CMO



Gökhan Aydın
Hepsiburada, Global Head of Expansion



Gül Yüksel Akkaya
Facebook Türkiye, Head of E-Commerce



İlker Özkocacık
Horoz Lojistik, Head Domestic Group



Ji Hyuk Park
Global Nielse, Head of E-Commerce Asia



Kübra Erman Karaca
TÜBİSAD, Chair of the Board



Mehmet Metin Okur
Sefamerve, Founder

2020-2021
SPEAKERS



Mete Yurddaş
Watsons Türkiye, General Manager



Murat Erdör
Mc Consultancy, Founder



Mutlu Erturan
Hepsiburada, Chief Commercial Officer



Nurettin Erginöz
SabancıDX, Head of Cyber Security



Nüzhet Algüneş
OMD Turkey, CEO



Orhan Göksal
Technology Entrepreneur



Özgür Tort
Chairman of the Board



Sedat Yıldırım
İstegelsin, Founder and CEO



Selçuk Ergenç
Capital Magazine CEO, TALK Writer



Selenay Yağcı
Dünya Newspaper, Technology Correspondent



Sibel Atik
Ekonomist Magazine, News Editor



Tankut Turnaoğlu
Chairman of the Board of P&G Turkey,
Caucasus and Central Asia



Toygun Yilmazer
TBWA, Chief Strategy Officer



Tuncay Tütek
Getir, Founding Partner



Tunç Berkman
TBS Investment & Management,
Happy Education Academy, Partner



Ümit Arsoy
Beymen, E-Commerce Assistant General Manager

TOPICS at the
2021 - 2022
SUMMIT

- E-commerce market size in Turkey
- E-exports: 5W 1H
- Global e-commerce trends: insights into the new normal
- Creating apps that enhance digital customer experience
- The rise of retail: how did multi-channel transform the industry?
- The effects of payment technologies on e-commerce
- The evolution of metaverse and NFT within retail
- Warehouse and logistics solutions for e-exports
- Operational excellence in e-commerce
- The rise of FMCG's e-commerce
- Data-driven customer experience design in retail and shopping malls
- Technological solutions in logistics
- People-focused marketing
- New media, new people

2022
SPONSORS

P O L A T

TEKNOSA

SHOPPING
MALL
GASTRONOMİ > EĞLENCE > ALIŞVERİŞ > SANAT

hepsipay

CEVA
LOGISTICS

ISA
ARENA

HANSPACES

inveon

NEBİM

ÖZAY
LAW FIRM

ParkPalet
BY NAVLUNGO

CORPERA
Istanbul - Brussels

POSTA

DENGE SENDE

perakende
YENİLİKÇİ PERAKENDE
HABER PORTALI .org

2022
SUPPORTING
ORGANIZATIONS

PERAKENDE
GAYRİMENKUL
MERKEZİ

AYD
ALIŞVERİŞ MERKEZLERİ VE YATIRIMCILARI DERNEĞİ
COUNCIL OF SHOPPING CENTERS - TURKEY

etid
Ticaretin İnançlı Akademi Derneği

GİGDER
Global International Procurement Association

GFD
GIDA PERAKENDEÇİLERİ DERNEĞİ
FOOD RETAILERS ASSOCIATION

GY:DER

ODAGINDA İNSAN VAR
peryon

TÜRKİYE ALIŞVERİŞ MERKEZLERİ VE
PERAKENDEÇİLER FEDERASYONU
TAMPF

TÜRKİYE PERAKENDE GAYRİMENKUL İNŞAATÇI
VE YATIRIMCILARI DERNEĞİ
TTYD

TURYİD

TÜBİSAD
BİLİŞİM SANAYİCİLERİ DERNEĞİ

Women in Logistics
and Transport Turkey

wtech
Teknolojide Kadın Derneği

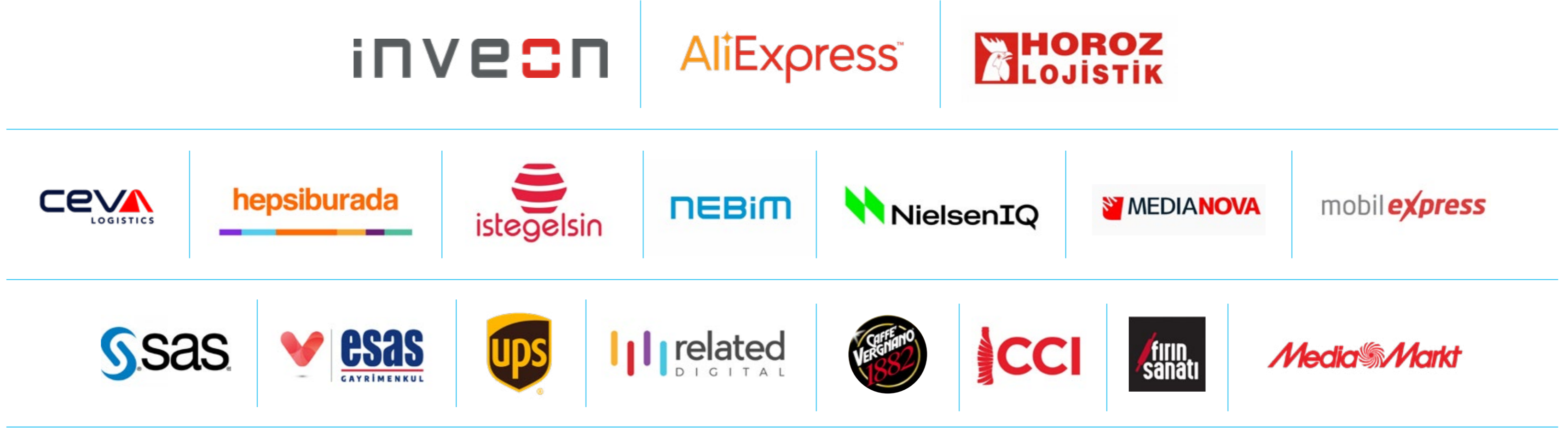
+OO
YANINDAYIZ

yetken
yetkin gençler

ZİNCİR MAĞAZALAR
DERNEĞİ

FUTURE COMMERCE 360

2019-2021
SPONSORS



2019-2021
SUPPORTING
ORGANIZATIONS



COMMERCE OF FUTURE
FUTURE OF COMMERCE

FUTURE COMMERCE 360

2019-2021
SOME OF THE
PARTICIPATING
COMPANIES



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**ASSOCIATION
COMMUNICATION**

Announcements of
association data
of supporting organizations

**COMMUNICATION FOR
DNA MEMBERS**

Banners and press release
announcements on Digital
Network Alkaş main page

PRESS RELEASES

**FC360
ANNOUNCEMENT
CHANNELS**

E-NEWSLETTERS

Communication
to **15,000 people** on Alkaş Database

**ANNOUNCEMENT AT
PERAKENDE.ORG**

Newsletter sent for
perakende.org
from DNA media partners

**DIGITAL NETWORK ALKAŞ
SOCIAL MEDIA CHANNELS**

Instagram – LinkedIn
social media posts

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FC360
PHOTO
ALBUM

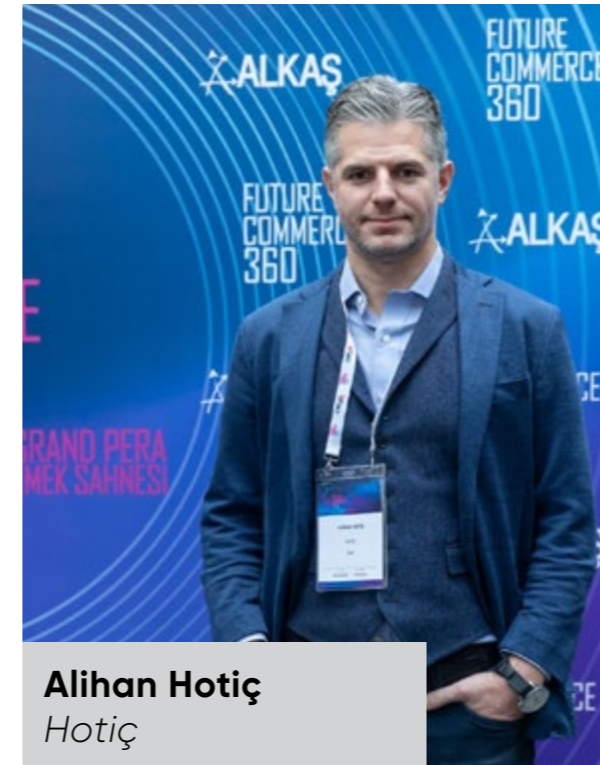
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Avi Alkaş
Alkaş & Han Spaces

Cem Boyner
Boyner Holding



Alihan Hotiç
Hotiç

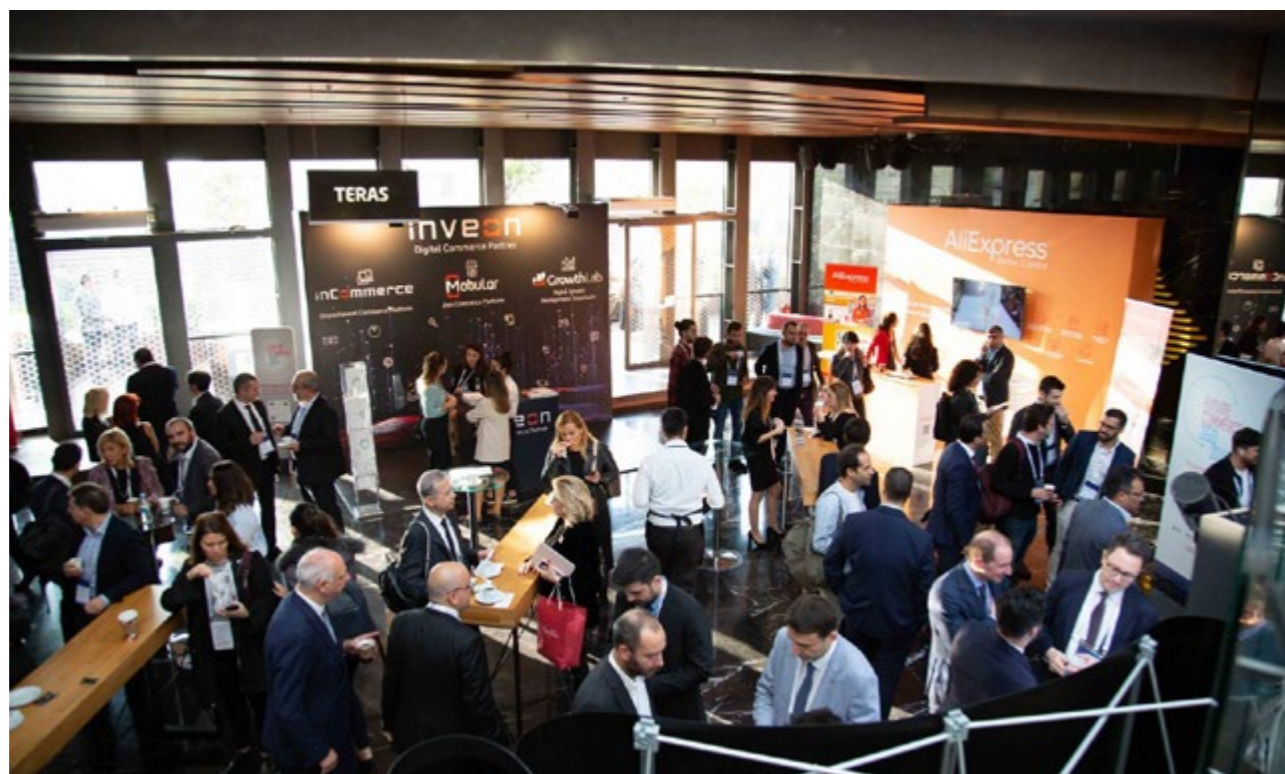


Ömer Taviloğlu
Mudo



Volkan Atik
Avva

Seyfullah Nebati
B&G Store



Murat Zaim
Derimod



Hilal Suerdem
Kigili



Herculano Rodrigues
Javelin Grup / Accenture

FUTURE COMMERCE 360



Sami Kariyo
Penti

Oya Sener
FIBA Retail



Mustafa Bartın
Migros



Ahmet Yanikoğlu
Caffé Nero

Bülent Gürcan



Yomi Kastro
Inveon



FUTURE COMMERCE 360



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360

THANK YOU

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www.digitalnetworkalkas.com

 @digitalnetworkalkas

 Digital Network Alkaş