

DUBAI AE

# Meet Magento™

3-4 SEPTEMBER DUBAI



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**redbox**  
redboxdigital.com

## MESSAGE FROM REDBOX

Firstly, a warm welcome to all our guests at this first-ever Meet Magento in Dubai.

The Middle East is now widely considered one of the fastest growing digital commerce markets in the world and we're thrilled to be bringing this globally-recognised event series to your region.

Interest in the event has been unprecedented and you join an exclusive group of 500+ business owners, industry leaders, tech providers and developers at what will be the largest ecommerce event in the Middle East.

Over the course of the next two days, you'll hear from some of the world's top ecommerce experts from KPMG, PayPal, SellAnyHome, Commercial Bank of Dubai, mumzworld.com, Landmark Group, Abdul Samad Al Qurashi, Ernst and Young, HMD Global, Noor Bank, AW Rostamani Group, Chalhoub Group, Kamal Osman Jamjoom, Magento, and many more. There will be opportunity to network with like-minded people, share ideas and insights and hopefully come away with practical, actionable solutions that will help drive your business forward.

Lastly, I'd like to thank our speakers and sponsors for their enormous contribution to this event. It has been a team effort all round and I have no doubt that this event will go down as one of the best ecommerce events of the year!

We hope you enjoy.

Sincerely,

**Jonty Sutton, Founder and CEO Redbox Digital**

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## MESSAGE FROM PAYPAL

With eCommerce spend in the UAE expected to reach AED 36 billion in 2018, the UAE's commerce revolution is well underway, and PayPal are pleased to be sponsoring Meet Magento in Dubai to help businesses maximize on the opportunities offered by eCommerce both in the UAE and internationally.

For the past four years PayPal has revealed this extensive cross-border commerce research to understand the online shopping behaviors of global consumers, and we will be revealing the results of this year's research for the UAE during the conference. Join PayPal at 2.30pm on Monday 3 September to hear about our projected growth forecasts, the importance of mCommerce and how to expand your business cross-border.

Available in more than 200 markets around the world and with 244 million users worldwide, the PayPal platform enables consumers and merchants to receive money in more than 100 currencies, withdraw funds in 56 currencies and hold balances in their PayPal accounts in 25 currencies. For more information on PayPal, visit <https://www.paypal.com/about>.

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# Meet Magento™

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## ABOUT MEET MAGENTO

Meet Magento is a non-profit organisation with a mission to connect everyone across the globe that has an association with or works with Magento Commerce.

Through our local partners, the Meet Magento Association organises more than 50 Meet Magento events worldwide, including the world's leading conferences about Magento commerce. Thousands of Magento merchants, developers, agencies and other ecommerce specialists attend Meet Magento events alongside Official Magento representatives in their country or in a market where they intend to expand their business.

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## MONDAY 3RD SEPTEMBER 08.00 – 17.30 BUSINESSES AND MERCHANTS

**08.00 – 09.00**

REGISTRATION & COFFEE

**09.00 – 09.15**

OPENING

Jonty Sutton | Founder and CEO  
Redbox Digital

**09.15 – 09.35**

HOW TECHNOLOGY IS IMPACTING REAL ESTATE

Omar Chihane | CEO and Founder  
sellanyhome.com

**09.35 – 09.55**

EXPERIENCE DRIVEN COMMERCE

Gary Specter | Vice President Commerce  
Sales and Customer Success,  
Experience Business  
Magento, an Adobe Company

**09.55 – 10.25**

PANEL SESSION

THE CHANGING ROLE OF ONLINE PLATFORMS

**10.25 – 11.05**

NETWORKING COFFEE BREAK

**11.05 – 11.25**

IMPROVING DELIVERY IN THE MIDDLE EAST WITH 3 SIMPLE WORDS

Will Johnston | Partnerships Manager  
what3words

**11.25 – 11.45**

DRIVING PROFITABLE GROWTH FOR ENTERPRISES IN DIGITAL AGE

Nizar Mahran | Digital Enterprise Architect  
and Manager  
KPMG

**11.45 – 12.15**

PANEL SESSION

CUSTOMER PERSONALIZATION,  
INSIGHTS AND ANALYTICS

**12.15 – 12.35**

MATCHING INTENT TO CONTENT:

PERSONALIZING YOUR

STORE FRONT'S APPROACH TO SEARCH

Alexandre Popp | Director of Channels and  
Alliances  
Algolia

**12.35 – 12.55**

1 TO 1 CUSTOMER ENGAGEMENT IN THE DIGITAL AGE

Khiliq Khan | Managing Director  
Accenture Digital

**12.55 – 14.00**

LUNCH

**14.00 – 14.30**

PANEL SESSION

DRIVING GROWTH WITH OMNICHANNEL STRATEGY

**14.30 – 14.50**

WORLD OF OPPORTUNITIES FOR THE UAE MERCHANTS

Tahir Emrah Tuzun | Head of Market  
Development, Middle East and North  
Africa  
Paypal

**14.50 – 15.10**

CASE STUDY:

ASQ E-COMMERCE JOURNEY WITH  
MAGENTO PLATFORM

Firas M. Moazzen | Ecommerce  
Manager  
Abdul Samad al Qurashi Group

**15.10 – 15.40**

PANEL SESSION

OBTAINING COMPETITIVE ADVANTAGE  
USING TECHNOLOGICAL INNOVATIONS  
IN ECOMMERCE

**15.40 – 16.00**

PANEL SESSION

MULTI BRAND, MULTI CHANNEL  
COMMERCE ACROSS THE GCC - HOW  
LEADING BRANDS ARE DOING IT

Jonty Sutton | Founder and CEO Redbox  
Digital

Gary Specter | Vice President Magento, an  
Adobe Company

**16.00 – 16.20**

HOW ARTIFICIAL INTELLIGENCE WILL  
CHANGE THE ROLE OF E-COMMERCE

Joseph Noujaim | Executive Director –  
Digital Transformation  
Fine Hygenic Holding

**16.20 – 16.30**

CLOSING

Jonty Sutton | Founder and CEO  
Redbox Digital

**16.30 – 17.30**

NETWORKING & COFFEE

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## TUESDAY 4TH SEPTEMBER 08.00 – 17.00 DEVELOPERS AND TECHNOLOGY PROVIDERS

**08.00 – 09.00**

REGISTRATION & COFFEE

**09.00 – 09.15**

OPENING

Jonty Sutton | Founder and CEO  
Redbox Digital

**09.15 – 09.45**

Ben Marks | Magento Evangelist  
Magento, an Adobe Company

**09.45 – 10.15**

COMMUNITY DEVELOPS MAGENTO 2  
Max Yekaterynenko | Senior Director of  
Engineering  
Magento, an Adobe Company

**10.15 – 10.45**

PANEL SESSION  
DATA SCIENCE TRANSFORMING WEB  
DEVELOPMENT  
Ben Marks | Magento Evangelist  
Magento, an Adobe Company

**10.45 – 11.15**

NETWORKING COFFEE BREAK

**11.15 – 11.45**

THE ROAD OF MIGRATION  
Stefan Willkommer | Founder and CEO  
TechDivision GmbH

**11.45 – 12.15**

PROGRESSIVE WEB APPS (PWA) AS A  
GAME CHANGER FOR E-COMMERCE  
Tom Karwatka | CEO  
Divante

**12.15 – 12.45**

SECURITY CONVERSATIONS YOU'RE  
NOT HAVING WITH YOUR MAGENTO  
DEVELOPERS  
Talesh Seeparsan | CTO  
Bit79

**12.45 – 13.15**

PANEL SESSION  
OPERATING DEVELOPMENT TEAMS

**13.15 – 14.15**

LUNCH

**14.15 – 14.45**

GET READY FOR OMNICHANNEL  
MAGENTO'S COMMERCE  
ORDER MANAGEMENT  
Henryk Fiedler | Senior Solutions  
Consultant  
Magento, an Adobe Company

**14.45 – 15.15**

PANEL SESSION  
GETTING REAL WITH PROGRESSIVE  
WEB APPS

**15.15 – 15.45**

MAGENTO 2 IN TODAY'S PHP  
UNIVERSE  
Gabriel Somoza | Ecommerce Architect  
Consultant  
Strategy

**15.45 – 16.00**

CLOSING  
Chris Pendse | Client Services Director  
Redbox Digital

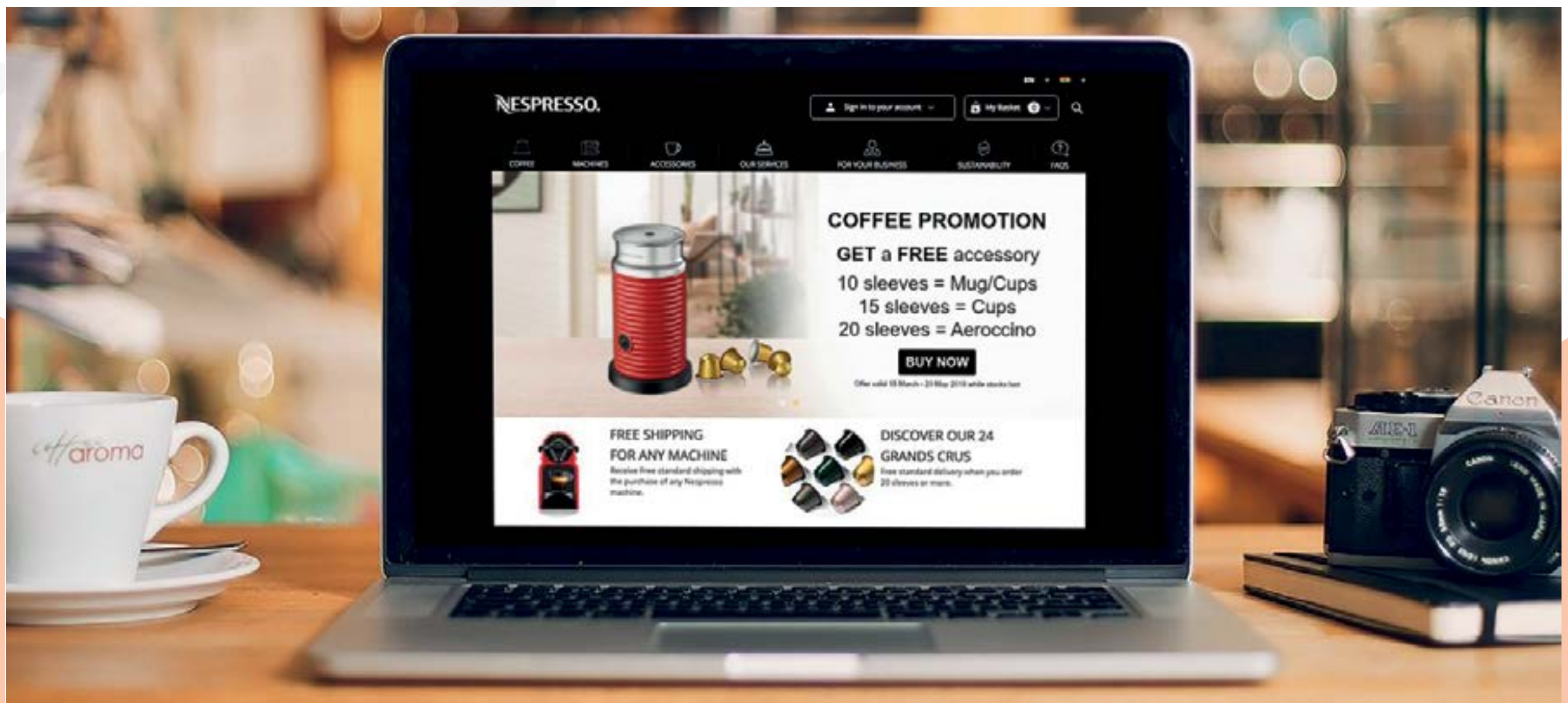
**16.00 – 17.00**

NETWORKING & COFFEE

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## Redbox is an acclaimed digital commerce consultancy with global reach and experience.

As a Magento Global Elite Partner and the **only** accredited **Magento Order Management** partner globally, Redbox has built a reputation for delivering high-quality, custom-built digital commerce strategies and solutions for many well-known B2B and B2C brands.

We have decades of experience in international markets, supporting clients in more than 25 countries and offices in the USA, Europe, MENA and Asia Pacific.

### BRANDS WE WORK WITH

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[enquiries@redboxdigital.com](mailto:enquiries@redboxdigital.com)

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# DRIVING SUCCESS IN DIGITAL COMMERCE

for B2B, B2C brands,  
retailers and manufacturers globally



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or

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[www.vaimo.com](http://www.vaimo.com)



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