

Becom Summit.

Program & practical info



19 June 2025
09:00 - 16:30



Hi!Site
Antwerpselaan 1 - 1853 Grimbergen



More info
www.becomsummit.digital



Tickets
[Click here](#)

4 Tracks



Reliability/Security



Innovation



Sustainability



International

Program.

09:00 Welcome & registration

09:30 Opening by Greet Dekocker, Managing Director Becom

10:00 Opening keynote by [Danny Devriendt](#): "From Abacus to AI-pocalypse"

11:15 Parallel track session 1



[10 Mistakes your webshop can't afford to make \(and how to avoid them\)](#)

Alexis Hallemans, Nelissen Grade & Ilse Meyers, Becom



[Panel discussion: Innovation in Payments - A Few e-Commerce Observations](#)

Rik Coeckelbergs, The Banking Scene with VISA, EPI & Santander



[Kringwinkel als partner van e-commerce: hoe dan?!?](#)

Barbara Thomas, Reloved



[Case: Beyond borders: the power of going global](#)

Philippe Buysens, Kentucky Horsewear

12:00 Parallel track session 2



[Click, hack, crash? Not on your webshop!](#)

Alexandre Pluvinage, Head of anti-fraud detection and Fraud Expertise at ING



[Case: The sweet taste of innovation](#)

Kelly Notterdam, E-commerce & Digital Manager at Neuhaus



[A framework for sustainable criteria for e-commerce](#)

Greet Dekocker, Becom - Kristof Delhez, Comeos & Chiel Sterckx, Unizo



[Case: From market to marketplace: unlocking cross-border opportunities](#)

Christophe De Smet, Founder Garzini

12:30 Lunch

13:00 Speeddating

14:00 Parallel track session 3



[Beyond Compliance: Turning Accessibility into Advantage](#)

Thomas De Preter, Leap Forward



[Case: Hoe innoveer je als gevestigde waarde in retail?](#)

Speaker to be confirmed, Colruyt



[The hidden success factors of e-commerce](#)

Tatjana Raman, bpost



[Going Global Without Tax Trouble: VAT Essentials for International Expansion](#)

Isabel Van den Dorpe, Refibo

14:45 Parallel track session 4



[Engaging Gen Z: How webshops can stand out](#)

Jasper Dockx, Twaalfde Man



[How argentic AI transforms E-commerce: From Customer Experience to Internal Processes](#)

Thomas van Manen, CM.com



[Inside the Mind of Belgian Online Shoppers: Unveiling Attitudes and Expectations](#)

Kiana Vanbuel & Okke Crijns, GfK



[Case: Boost your global expansion with the power of retail media?](#)

Speaker to be confirmed, Danone

15:30 Closing keynote by [Peter Hinssen](#): "How to leverage uncertainty in the never normal"

16:30 Networking