

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



[How argentic AI transforms e-commerce: From customer experience to internal processes](#)

Jan van Bosch & Yasin Hadnan, CM.com



[Thrift stores as e-commerce partners: How does that work?!](#)

Barbara Thomas, Reloved



[Case: Bits, Bytes & Bridles: Our best-of-breed e-commerce journey.](#)

Philippe Buysens, Kentucky Horsewear

12:00 Parallel track session 2



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

Alexandre Pluinage, 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: Go global with Amazon: 3 steps to scale your brand](#)

Christophe De Smet, Founder Garzini

12:30 Lunch

13:00 Speeddating

14:00 Parallel track session 3



[Beyond compliance: Turning accessibility into advantage](#)

Tomas De Preter, Service & Strategy designer at Leap Forward



[Panel discussion: Innovation in payments - A few e-commerce observations](#)

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



[From \(R\)e-commerce to social commerce, opportunities for SMEs](#)

Laurens Himpe, Chief Automated Parcel Officer at 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



[Case: How agile innovation keeps our proposition as online market leader sharp](#)

Leen De Dobbeleer, Responsible for Innovation at Collect&Go



[Inside the mind of Belgian online shoppers: Unveiling attitudes and expectations](#)

Karolien Smets, Kiana Vanbuel & Okke Crijns, GfK



[Unexpected paths to online growth for a food company](#)

Pierre Halleux, Danone

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

16:30 Networking