

# side events



## scale-up café

Twenty fast-growing scale-ups in tech, e-commerce and digital media are selected to participate in the scale-up café and they'll be meeting with top businesses and leaders. Walk in and meet the scale-ups!

## the future of media

A select group of media professionals will gather during Emerce eDay to learn about and discuss the future of media.

## top 10 eu start-ups

The best European start-ups are selected by the editorial board of Emerce in Association with VC's, M&A Specialists, bankers and journalists from all over Europe. And the winner is...? At 12.00, the winner will be announced at stage 2.

## emerge connect sessions

A select group of industry experts will gather during Emerce eDay to discuss and learn about transforming into digital-first industries.

	stage 1	stage 2	stage 3	stage 4	stage 5	stage 6	stage 7
<b>Moderator</b>	<b>Oisin Lunny</b>	<b>Jaspar Roos</b>	<b>Brechtje de Leij</b>	<b>Michael Klazema</b> By: EY VODW	<b>Thomas Oomens</b> By: EY VODW	<b>Paul Peters</b> By: EY VODW	<b>Clarissa van Tuyl</b> By: EY VODW
10.00 - 10.15	<b>Opening</b>			Sponsored session	Sponsored session	Sponsored session	Sponsored session
10.15 - 10.45	10.15 - 10.45 <b>Keynote</b> <b>Andrew Keen</b> How to Fix the Future 🇳🇱						
10.55 - 11.25	10.55 - 11.25 <b>David Li Shenzhen</b> Smart hardware from the streets 🇳🇱	10.55 - 11.25 <b>Tim Houter Hardt Hyperloop</b> A world where distance does not matter - meet the European Hyperloop 🇳🇱	10.55 - 11.25 <b>Golan Shaked Deezer</b> The new digital music economy - finding growth opportunities through personalisation 🇳🇱	10.55 - 11.25 <b>Pieter Stroop van Renen Censhare</b> Marketing campaigns through a unified content management platform	10.55 - 11.25 <b>Lindsay McEwan Tealium</b> What's the future for data? 🇳🇱	10.55 - 11.25 <b>Jeroen Jonker Roelants Marktplaats</b> The war for attention 🇳🇱	10.55 - 11.25 <b>Roxana Brongo &amp; Marin Destison Valtech</b> <b>Nathalie Beugé Decathlon</b> From 4.000 m <sup>2</sup> to infinite virtual space - the Decathlon innovation story 🇳🇱
11.25 - 12.00	<b>Break</b>		<b>Break</b>		<b>Break</b>		
12.00 - 12.30	12.00 - 12.30 <b>Andreas Zumbunnen Griff Aviation</b> The future of drones 🇳🇱	12.00 - 13.10 <b>Paneldiscussion: How to thrive in the European start-up eco system</b> 🇳🇱 <b>Johan van Mil Peak Capital;</b> <b>Ernst Hoestra Startupbootcamp;</b> <b>Oscar Kneppers Rockstart</b>	12.00 - 12.30 <b>Andy Zondervan RightsShare</b> RightsShare: reshaping the music industry 🇳🇱	12.00 - 12.30 <b>Peter Bavinck Google [i.c.w. Xebia]</b> Prepare for the age of assistance 🇳🇱	12.00 - 12.30 <b>Karlijn Mutsaerts Pack</b> <b>Daniel Sytsma Studio Kraftwerk</b> <b>linked by Isobar [i.c.w. Dentsu Aegis]</b> The rise of the corporate ventures 🇳🇱	12.00 - 12.30 <b>Jendrik Timm RTL</b> Videoland: building a local hero in a global subscription VOD market 🇳🇱	12.00 - 12.30 <b>Pepijn Breijder Criteo</b> How AI will change the retail landscape as we know it 🇳🇱
12.40 - 13.10	12.40 - 13.10 <b>Gilad Lotan BuzzFeed</b> Beyond the buzz: data science and machine learning at BuzzFeed 🇳🇱	<b>Top 10 European Start-up Awards</b> <b>And the nominees are:</b> Acast, Adcombi, Blinkist, Glovo, Hotelchamp, June Energy, OURA, Revolut, Trigo Vision, Wasteless 🇳🇱	12.40 - 13.10 <b>Enrico Liscio Fizyr</b> The future of robot vision 🇳🇱  <b>Peter Hoekstra 20Face</b> A glimpse is all we need 🇳🇱	12.40 - 13.10 <b>Danny Meijer Avanade</b> <b>Stijn Struycken DLL</b> Rise of the chatbots; Introducing DLL conversational bot	12.40 - 13.10 <b>Boris Lokschin Spryker Systems</b> <b>Arthur Stobbelaar Dept Agency</b> Beyond desktop, beyond shop - why the f*** go IoT, voice or bot in (e)Commerce? 🇳🇱	12.40 - 13.10 <b>Mandy van der Wal TMG</b> Press play for video	12.40 - 13.10 <b>Coen Viguurs Hans Boodt Mannequins [i.c.w. Snakeware]</b> Using AR to revolutionize the fashion retail industry
13.10 - 14.15	<b>Break</b>		<b>Break</b>		<b>Break</b>		
14.15 - 14.45	14.15 - 14.45 <b>Pamela Pavliscak Change Sciences</b> Designing emotionally intelligent machines 🇳🇱	14.15 - 14.45 <b>Alain Sylvain Sylvain Labs</b> The savagery of pop culture 🇳🇱	14.15 - 14.45 <b>Maarten de Rijke Innovation Center for Artificial Intelligence</b> Relevance is visual 🇳🇱	14.15 - 14.45 <b>Ayden Galeh Blendle [i.c.w. Usabilla]</b> Project Einstein provides Blendle with a 360 view to unlock the full potential 🇳🇱	14.15 - 14.45 <b>Jeroen Happel Macaw</b> <b>Wouter Stokkel ANWB</b> How ANWB Camping managed to create an award winning travel platform! 🇳🇱	14.15 - 14.45 <b>Sebastian Veldman MOBGEN / Accenture Interactive</b> Extended reality: a new window on the digital world	14.15 - 14.45 <b>Paul van Merrienboer Greenwheels</b> <b>Sasha Irla Studio Kraftwerk</b> <b>Oscar Kolthoff Label A</b> How we innovate the Greenwheels user journey with voice 🇳🇱
14.55 - 15.25	14.55 - 15.25 <b>Brendan Kane Growth Strategist</b> Hacking digital growth 🇳🇱	14.55 - 15.25 <b>Michiel de Gooijer BrightVibes</b> Doing good is good business 🇳🇱	14.55 - 15.25 <b>Jeffrey Rohrs Yext</b> Is your brand voice-ready? Become the everywhere brand 🇳🇱	14.55 - 15.25 <b>Job Bilsen One Shoe</b> <b>Anke Koopmann Studiekeuze123</b> How a digital experience guides students in making a life changing decision	14.55 - 15.25 <b>Saeed Younesi REX.ai</b> From eCommerce to aiCommerce 🇳🇱	14.55 - 15.25 <b>Ronald Griffioen</b> <b>Laurianne Spaargaren-Ruhe</b> <b>De Persgroep</b> Strong brands strengthen strong brands!	14.55 - 15.25 <b>Rob Peters</b> <b>Handpicked agencies</b> Ahead in a world without an interface
15.25 - 16.00	<b>Break</b>		<b>Break</b>		<b>Break</b>		
16.00 - 16.30	16.00 - 16.30 <b>Max Amordeluso Amazon-Alexa</b> Give your vision a voice 🇳🇱	16.00 - 16.30 <b>Rogier Creemers China expert</b> China's digital revolution 🇳🇱	16.00 - 16.30 <b>Veronica McGregor NASA</b> All these worlds are yours: exploring space with NASA 🇳🇱	16.00 - 16.30 <b>David Robustelli Capitola</b> What AR means for the future of the user experience incl. a Magic Leap teaser demo		16.00 - 16.30 <b>Sam Warnaars aFrogleap</b> <b>Wouter Hosman Oxyma</b> <b>a Merkle Company</b> Voice beyond the hype	16.00 - 16.30 <b>Julian Childs Business Insider</b> Audience first: reinventing storytelling for the digital generation 🇳🇱
16.40 - 17.10	16.40 - 17.10 <b>Keynote</b> <b>Cyrus Saihan BBC</b> Innovation and the future of media 🇳🇱						
17.10 - 18.30	<b>Drinks by Adform</b>		<b>Drinks by Adform</b>		<b>Drinks by Adform</b>		