



E-COMMERCE IN POLAND AND HUNGARY

If you or your business works in online sales, and/or you are interested in the specifics of the e-commerce market in Poland and Hungary, the opportunities it brings, or your current sales results in these foreign markets are unsatisfactory, the upcoming event will be an ideal opportunity for you!

2022.10.13. Thursday, 15.00-17.00

PROGRAM

15.00-15.05 Introduction *Event moderated by Anna Wisniewski – General Director of the Polish-Hungarian Chamber of Commerce*

15.05-15.15 Macroeconomic aspects of e-commerce in Poland vs Hungary - Institute of World Economics: Ádám Kerényi, senior research fellow

15.15-15.35 Local e-commerce Market:

- **Hungary** (e-commerce in Hungary, Do's, Don'ts) Marcin Pondo, Consulting Hungary, 10 min
 - **Poland** (e-commerce in Poland, Do's, Don'ts) - Małgorzata Juś, Skivak, 10 min
- Q&A: 2 questions: 5 min

15.40-16.00 E-marketing:

- **E-Marketing trends** in Poland and Hungary, Sylwia Włodarczyk, Skivak 10 min
 - **Sales via Marketplace**, Katarzyna Rosa, Allegro, 10 min
- Q&A: 2 questions: 5 min

16.05-16.35 E-Logistics:

- **E-Logistics Hungary**, Consulting Hungary Marcin Pondo 10 min,
 - **E-Logistics Poland**, Packeta, Adam Zajac 10 min,
- Q&A: 2 questions: 5 min

16.40-16.45 Legal aspects of transborder e-commerce, Marcin Pacholski, Hungary Poland Legal

16.45-17.00 Q&A, Discussion and Closing with intro to next webinar