MARKETPLACE & CROSS-BORDER SUMMIT EUROPE

9–10 FEBRUARY 2027 · BUDAPEST

Marketplace&Cross-border Summit – Europe

Budapest, 9–10 February 2027 · In person · All sessions in English

Why I'd like to attend

This is a two-day event for online sellers growing beyond their home market, mainly into Central and Eastern Europe: Poland, Romania, Czechia, Hungary, Slovakia, Bulgaria, Croatia, Slovenia and the Balkans. The organisers expect 1,500+ attendees from 10+ countries, about 80% of them e-commerce business owners; the rest are service providers and platforms working with them.

What the two days are

- ✓ Day 1, Mastermind (CEU, Budapest): moderated working sessions in small rooms. Each room has one topic, for example the next market, regional marketplaces, logistics, or AI and automation. Experienced operators moderate. Participants bring their own business questions and leave with a written one-page plan.
- ✓ Evening, Meet & Mingle: an informal networking evening with online sellers, partners and speakers.
- ✓ Day 2, Main Conference Day (Hungexpo): two keynote stages, three hands-on workshop rooms, an expo floor and a startup showcase. Topics: cross-border expansion, marketplaces (Allegro, eMAG, Kaufland, Amazon and others), localisation and AI in e-commerce.

What we get as an e-commerce business

- ✓ Before we spend on a new market, we hear the real costs from sellers who are already there: logistics, payments, cash on delivery, returns, tax and fees.
- ✓ We leave the Mastermind room with a written action plan for our most pressing expansion question.
- ✓ We see when a marketplace is a good way into a new country, and when it does not make sense.
- ✓ We meet logistics, payment, marketplace and tool providers for the region in one place, without separate sales calls.
- ✓ We see practical AI and automation use cases from sellers our size.

What we get as a service provider or agency

- ✓ One room with hundreds of CEE online sellers, most of them owners and decision-makers.
- ✓ First-hand insight into the problems sellers want to solve in 2027, which helps our offer and our content.
- ✓ Meet & Mingle and the expo floor give relaxed, face-to-face contact with prospects and partners.
- ✓ We stay current on marketplaces, cross-border rules and AI, which our clients ask us about.

Cost and practicalities

- ✓ Early Bird: tickets from €79 + VAT until 31 December 2026. From 1 January 2027: from €99 + VAT. Ticket types: Conference, Mastermind, Combined Pass.
- ✓ Prices are net. We get a company invoice, and a proforma on request.
- ✓ The ticket can be transferred to a colleague for free until 4 February 2027.
- ✓ Two days out of the office. Budapest is a short, inexpensive trip from most of the region.

> **My request: please approve a ticket for me. Booking before 31 December keeps the Early Bird price.**

More information and tickets: crossbordersummit.eu