CTT E-Commerce Day 2025 will discuss the strategies shaping the future of the sector

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CTT E-commerce Day celebrates its tenth anniversary this year, establishing itself as one of the largest platforms dedicated to reflection, debate, and inspiration about the present and future of e-commerce. For ten years, the event has brought together experts, brands, and leading players to analyze trends, anticipate changes, and discuss the strategies that shape the sector.

This year's edition, under the theme "Driving the Future of e-Commerce," brings to the debate the evolution and transformation process that e-commerce has been experiencing. The program will address the main challenges that define the present of the sector and explore the strategies and trends that are shaping the future of digital commerce, promoting a comprehensive vision of the path to innovation and competitiveness in this constantly changing and evolving ecosystem.

Throughout the program, participants will be able to attend panels, keynotes, and networking opportunities designed to inspire and foster knowledge sharing among professionals and leaders in the sector. The event will feature prominent figures such as Denis Li (Cainiao/Alibaba), Chris Farren (Pro Carrier), Joello Fernández (Zalando), Rodrigo Blázquez (Cacesa), Jorge Peláez (Farma2Go), Mariana Romão (Wells), Joana Guedes (El Corte Inglés), and Pedro Sá (Grupo Nabeiro), who will share their experiences and insights on the market. This special edition also includes a panel dedicated to startups, offering a space for them to explore their role and positioning within the e-commerce ecosystem.

The event will also be the setting for the presentation of the CTT E-commerce Awards 2025, awards that recognize and distinguish best practices, companies and projects that stand out for their innovation, performance and contribution to the development of the sector in Portugal and Spain. That afternoon, the main results of the CTT E-commerce Report 2025, the annual report published by CTT on the evolution of the sector, will also be presented.

With this commemorative edition, CTT reinforces its commitment to supporting and boosting the e-commerce ecosystem, promoting the knowledge, innovation and excellence that advance the digital market at the Iberian level.

The event will take place on November 27th in Lisbon, and registration can be done here

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