

Kaufland is hosting its 14th e-Commerce Day at the RheinEnergieSTADION – with a particular focus on the role of AI in online selling

Cologne, 7th May 2026 – On 11th June 2026, Kaufland will once again welcome the digital sector – from online sellers and manufacturers to brands seeking to grow successfully and sustainably online, as well as digital solution providers – to Cologne's RheinEnergieSTADION for the fourteenth edition its e-Commerce Day. The trade fair has long since established itself as one of the most important events in the industry. With over 2,000 national and international participants and more than 100 exhibitors across 4,000 square metres of exhibition space, the event offers the ideal platform for discovering business opportunities, discussing the latest trends in online selling and networking in a relaxed atmosphere – and with the upcoming FIFA World Cup, the stadium venue is particularly fitting this time around.

One of the main focuses of the event is artificial intelligence. The high-profile expert panel on “AI in online selling” will feature, among others, media expert and author Dr Sascha Lobo, who will discuss whether AI is merely a passing fad or whether it is set to transform the retail sector in the long term. This focus will be complemented by a presentation from Nicolas Neubauer (Director of Shopping Experience at Kaufland e-commerce), who, in a talk entitled “AI, LLMs and Agentic Commerce”, will demonstrate how AI agents shop independently and what role AI assistants such as Gemini or ChatGPT will play in the retail sector of the future. Dr. Kai Hudetz, Managing Director of IFH KÖLN and founder of ECC KÖLN, offers a data-driven perspective on the hot topic of the moment. In his presentation “Are the good times over? Online selling in 2030+*”, he uses the latest figures to analyse how online selling will develop in the future following more than two decades of continuous growth – and the crucial role that AI plays in this.

Guests can look forward to a comprehensive programme, featuring over 30 presentations by leading international speakers and VIPs on three stages. Legendary mountaineer Reinhold Messner, for example, will discuss pushing yourself to the limit and how to achieve your goals despite facing massive headwinds. E-commerce expert Sarah Carroll explains how brands can accelerate their growth in European markets through targeted strategies. Aaron Troschke, a former *Celebrity Big Brother* contestant, YouTube star and entrepreneur, offers candid insights into his journey from TV personality to digital business leader and shares lessons learned from the world of influencer marketing.

As usual, Gerald Schönbacher, CEO of Kaufland e-commerce will open proceedings. He will kick things off with news and exciting updates about the Kaufland marketplaces. “In the past, e-Commerce Day has fostered valuable partnerships and lasting business relationships, and provided the impetus we need to actively and collaboratively shape the future of e-commerce. We look forward to providing a great platform for this once again. This year's e-commerce Day is all about radical technological advances. We want to highlight how AI solutions can be used to achieve operational excellence and drive growth in a dynamic market”, says Gerald Schönbacher.

The evening before (10th June), around 400 guests will gather at the Playa Beachclub for a beach BBQ and volleyball tournament.

Another highlight awaits them on the evening of the trade fair – this year, the legendary after-show party offers the perfect way to round off the evening for fans of dancing and football alike. In addition to the high-energy set by Cologne-based DJ AUSTIN, who will be lighting up the dance floor with a mix of Afro-Latin house, the latest club sounds, and his own edits, the opening match of the World Cup will be streamed live. Interactive activities such as the “Bolzbox” and bingo ensure that networking and football intertwine perfectly.

The 14th e-Commerce Day at a glance:

- When: 11th June 2026 (pre-event on 10th June)
- Where: RheinEnergieSTADION, Cologne

- Programme: Over 30 presentations, 100+ exhibitors, an AI panel, VIP speakers and a World Cup special.

Tickets and further information are available at: www.ecommerceday.de