

Press release

The program of Meet Magento Germany 2019 has been announced!

Munich, April 29th, 2019 – Recently, the organizer published the lecture program of Meet Magento DE 2019 – the largest Magento event in the German-speaking area. About 50 speakers from Adobe, Magento and well-known companies such as Microsoft and Google as well as many experts from the e-commerce and Magento environment will participate at this year's Magento event, that takes place on June 3rd and 4th in Leipzig.

In 2019 Meet Magento DE will take place for the tenth year in a row and this year again addresses e-commerce enthusiasts and the **entire Magento ecosystem**: retailers, manufacturers, service providers, agencies, developers and, of course, the Magento community.

[Jason Woosley](#) (Vice President of Commerce Product & Platform, Magento, an Adobe Company) will give a keynote address on "Experience Driven Commerce with Adobe and Magento". [Dr. Kai Hudetz](#), Managing Director of IFH Cologne and one of the leading e-commerce experts in the German-speaking region, will be another highlight on stage. The "usability pope" [Johannes Altmann](#) will give a lecture about the "MVP from hell" and with [Dr. Matthias Orthwein](#) the organizer was able to engage one of the leading IT lawyers of the renowned law firm SKW Schwarz, who enriches the program with the topic "Digital Design Thinking and Law – Two sides of the same coin". He clarifies what the increasing digitalization means from a legal point of view and what merchants should keep in mind now and in the future. Among many others, lectures by PHP guru Stefan Pribsch, Magento Master Riccardo Tempestam and Andrey Lipattsev from Google on the subject of Progressive Web Apps are planned for the technicians. In addition, the Magento Community Evangelist Ben Marks will participate in the event once again this year.

On the second day of the event, [Christoph Kull](#) (Vice President & Managing Director Central Europe, Adobe) will give a keynote speech titled "Customer Experience at Scale" on the increasing importance of delivering users the best possible **Customer Experience** and corresponding solutions. He will also give an outlook on what customers, partners and the community can expect in the future.

The Magento and Adobe presentations will also address questions like these: What does the **Adobe Commerce Cloud** mean for Magento? Where are we now? Where will we be in the future? Why is Magento the best choice for merchants?

Last but not least, the organizer is pleased to experience the cooperation between Adobe, Microsoft and SAP, that has been announced last fall, first hand at Meet Magento. [Cornelia Heyde](#) from Microsoft, an expert on New Work and modern leadership, will give a lecture on "New Work & Old Leadership? – The Transformation of Collaboration and Leadership in the Digital Age", which deals with the successful **transformation of Microsoft** in the recent past.

This year, Meet Magento DE will also see the third edition of the successful **"Merchant-to-Merchant"** format, in which merchants and manufacturers will be on stage to talk about their experiences, projects and challenges. In addition to all these highlights, the program of this year's event offers a total of **about 50 lectures** in the tracks **Business Strategies, B2B,**

Technology, Best Practices and Innovations. The speeches will address topics like PWA, SEO 2019, Headless Magento, Modern Project Management and much more.

Have a look at the program: <https://de.meet-magento.com/program-2019/>.

Here you can find the speakers and browse through the lectures: <https://de.meet-magento.com/speakers/>.

For further information and news about the largest e-commerce conference for Magento in the German-speaking area visit the official event website: <https://de.meet-magento.com/>.

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About Magento

Magento, an Adobe Company, is a leading provider of cloud commerce innovation to merchants and brands across B2C and B2B industries and was named a leader in the Gartner Magic Quadrant for Digital Commerce many times. In addition to its flagship digital commerce platform, Magento boasts a strong portfolio of cloud-based omnichannel solutions that empower merchants to successfully integrate digital and physical shopping experiences. Magento is the #1 provider to the Internet Retailer Top 1000, the B2B 300 and the Top 500 Guides for Europe and Latin America. Magento is supported by a vast global network of solution and technology partners, a highly active global developer community and the largest eCommerce marketplace for extensions available for download on the Magento Marketplace. More information can be found at www.magento.com.

About Meet Magento

Meet Magento is Germany's leading congress event in the Magento sector and offers optimal access to the entire Magento ecosystem. With around 800 participants – from developers, shop operators and companies interested in e-commerce to partners and service providers – the Who-is-Who of the German-speaking Magento scene meets once a year at this event to exchange ideas and network. A highlight of the event is the legendary aftershow party in the Moritzbastei in Leipzig. For further information on the meeting visit the official website: <https://de.meet-magento.com/>.