



## **eCommerce Innovation Summit**

*19 October 2017*

Over two thousand executives and entrepreneurs gathered for the second eCommerce Innovation Summit hosted by the Santiago Chamber of Commerce (CCS) 19 October at Centro Parque.

New developments featured at the event included banking -blockchain and bitcoin- and biometric payment authentication, among others.

According to CCS Digital Economy Center director George Lever, "the objective of the eCommerce Innovation Summit is to showcase innovation, new technologies and trends at the forefront of the major transformations for the digital economy. Annual sales for the industry currently amount to nearly US\$ 3.7 billion in Chile and the digital economy currently pervades all commercial sectors".

The outstanding speakers at the event included a representative from DHGate, the first cross-border B2B platform for ecommerce in China; Sucharita Mulpuru from Forrester; Richard Hearn, Global Chief Revenue Officer at IBM Watson Customer Engagement; Gabriela Rojas from Nubank; and Murillo Tavares, Head of Consumer, Retail and Professional Services at Spencer Stuart.

MundoChile was invited to participate at this important event and provided simultaneous interpreting services in English and Spanish.