

# VISIONS FOR 2025



**30/01/2025**  
@ Combell



## Focus on what you can change NOW

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Don't get caught up in doomsday scenarios— focus on what you can truly influence. Shift your energy to what matters, take action where you have impact, and surround yourself with the right team to achieve your goals.



**Peter Van Wijnaerde**

CMO @ Springbok  
Agencylife @ Teamleader  
IKAguy



# Get ready for the European Accessibility Act

This Act requires companies to make their digital platforms, websites, and devices accessible to everyone, including people with disabilities. The first deadline is set for June 2025. Be prepared!



**Bart Van den Brande**

Managing Partner

@ Sirius Legal



## Optimize digital content for generative AI systems

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Focus shifts to providing structured data that AI can parse and display. Go for straightforward text that is rich in content, optimised for voice search.



Frederik Doms

The Belgium AI Index  
Owner Capibara



# Make your digital product CRA compliant

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SBOM studio is the solution. It is a system that enables organizations to efficiently manage, distribute, and view their Software Bill of Materials (SBOMs) through a single interface.



Kurt Callewaert

co-CEO @ Capyx



# The rise of niche marketplaces

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One thing is clear—niche marketplaces are not just growing; they're thriving. While general marketplaces dominate in scale, consumers are increasingly drawn to specialized platforms that cater to their specific needs and values.



**Greet Dekocker**

Managing Director  
@ Becom

