

DHL E-commerce MoneyAfrica conference set for Cape Town in March

The fourth DHL E-commerce MoneyAfrica conference, one of the continent's largest e-commerce events, is set to take place at the Cape Town International Convention Centre from 14 to 15 March 2018.



Having grown by 45% since 2017, the show will bring together the regions' top merchants, major retailers, brands, developers, designers and startups, business owners, directors and CEOs as well as managers involved in marketing, merchandising, customer service, operations and supply chain management.

Industry experts will host keynotes, panel discussions, technical demonstrations, networking opportunities, cocktail functions and an exhibition showcase.

Unlocking e-commerce potential

South African online sales recently surpassed the 1% mark of total retail sales. Whilst a milestone achievement, developed economies are proportionally further ahead, and South Africa and other African countries require exponential growth to catch up.

"The 1% problem is as much an intriguing opportunity as it is a daunting task, the potential for growth and rapid acceleration is real. Understanding where the acceleration opportunities lie not only from an online retail perspective, but in the payments, funding and fulfilment space is what MoneyAfrica 2018 is all about," says Terry Southam, managing director of conference and exhibition company Kinetic.



Key themes

According to the event organisers, guests will be afforded networking opportunities to connect and collaborate with bright minds in the online marketplace. With over 400 companies attending and 82 international speakers, attendees will obtain key insights and strategic takeaways from thought leaders as well as acquire different perspectives on how to remain competitive in the space by implementing the latest technology available in e-commerce, payments and fintech.

Main themes this year include:

- Customer experience: Winning the CX war - supercharging customer service
- Digital commerce: From digital pretender to digital performer – raising your digital IQ
- Omni-commerce: Perfecting user experience and efficiency in e-commerce sales channels
- Defining the path to next-generation delivery and fulfilment and accelerating cross-border logistics
- Tapping into the mobile commerce revolution
- Disruptive payments innovation in e-commerce
- Envisioning the future of fintech in e-commerce

“The e-commerce landscape in Africa is evolving so fast that it’s almost impossible to keep up. I have found the E-commerce Africa conference and exhibition to be one of the best ways to be informed and meet those who are making major disruptive and innovative changes in all aspects of e-commerce,” says Chris Folayan, CEO, MallForAfrica.

#eComConfex: A crash course in cross-border e-commerce

Lauren Hartzenberg 27 Feb 2017





The advisory panel includes: Chris Folayan, CEO, MallforAfrica; Gwenaël Trotel, head of card and emerging payments, Standard Bank; Varun Cheemra, head of e-commerce sales, sub-Saharan Africa, DHL, Leonard Stiegeler, general manager - Africa for Ringier, Galia Beer-Gabel, head of business development, SMBs and consumer growth, Africa & Israel, PayPal and Geraldine Mitchley, senior director emerging payments and innovation, sub-Saharan Africa, Visa Inc.

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