

# E-COMMERCE INDABA 2016



## PROGRAMME

22 JUNE • SANDTON  
THE MASLOW HOTEL

E-Commerce Indaba is owned and organised by:

**CADEK**  
MEDIA

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 /ecomindaba




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## Programme / Agenda


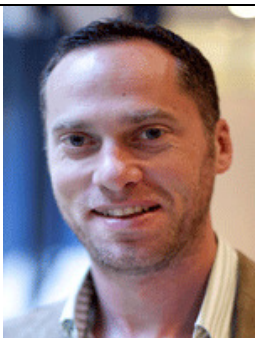

08:30 – 09:00		Registration & Coffee
09:00 – 09:10		Opening & Welcome
09:10 – 09:50 (40 min)		<b>Current State of E-Commerce in SA</b> Alistair Tempest – Ecommerce Forum Africa <p>In this presentation you will get a better understanding of the current state of e-commerce in South Africa as well as take a closer look where the opportunities are. Alistair will also look at typical e-commerce issues such as trust. How do we overcome these in order to grow e-commerce for the benefit of everyone? There should be no doubt that e-commerce has a promising future in SA, and, in time, the rest of Africa, but we need to encourage solid education and training; we need to identify the gaps in existing research; we need to discuss payment security with the banks and get their support for user friendly systems; we need to talk to the delivery services on issues such as click &amp; collect, home delivery, and security.</p> <p>Alistair has a BA (hons) from the University of York, UK, and a Masters from the College of Europe, Bruges, Belgium. He also studied for a doctorate on the economics of marketing at the University of Ghent, Belgium, which lead to a book “Tendencias Actuales de la Publicidad en Europa” published by the Spanish government in 1991.</p>
09:50 – 10:30 (40 min)		<b>Connected Commerce &amp; Shopper Insights in Africa</b> Nicholas Barrett – Head Digital Retail Operations: Africa: Nielsen <p>What are the key enablers to increase online shopping engagement and growth? In this presentation, Nicholas gives you a better understanding of online shopping motivators and drivers that can make an impact on bottom line of e-commerce. He will also be highlighting category opportunities across durables and consumables and share 5 key online shopping insights, with a specific focus on South Africa (and case studies from Nigeria).</p> <p>Nicholas Barrett serves as the head of Nielsen’s Digital Retail Operations for Africa. He is responsible for Nielsen’s expansion, knowledge development and measurement of e-commerce in Sub-Saharan Africa, bringing a comprehensive, multi-data solution to the retail marketplace.</p>

<p>10:30 – 11:10 (40 min)</p>		<p><b>Entering the market, the do's and don'ts</b> Mario Toscano – Client Relationship Manager: uAfrica.com</p> <p>Mario's presentation will introduce some of the ways prospective merchants can enter the ecommerce market, and maximize their online business's potential. Existing e-commerce businesses will also learn from this presentation as Mario explores the benefits of e-commerce, talk about the costs involved, and explain how to ensure that your business is a success right from the start. Learn how easy it is to setup your online business, sell online, and create a viable business through ecommerce.</p> <p>In addition to being part of the team that works at uAfrica.com, Mario is an online merchant himself, and has been trading online for 4 years. He joined uAfrica.com in 2014 and heads up their Sales &amp; Marketing team. uAfrica partnered with Shopify as their official reseller partner in 2012 to bring the power of Shopify to Africa. In addition to reselling Shopify, uAfrica develops tools to make ecommerce easier for their Shopify merchants.</p>
<p>11:10 – 11:30</p>	<p>Tea / Coffee Break</p>	
<p>11:30 – 12:00 (30 min)</p>		<p><b>Opportunities in Frontier Markets</b> Jonathan Novotny – MD Compra</p> <p>Jonathan will be speaking about e-commerce opportunities in Frontier Markets, lessons learnt and advice for expansion into those markets. Pros &amp; Cons of adapting the business to established customer habits and aligning to business opportunities. He will also share tips on e-commerce market estimation and iteration models in frontier markets. He will leave you with an entrepreneurial view of e-commerce investments.</p> <p>Jonathan's current passions are expanding innovative social, technology projects and Start-up management. His goals are to make a genuine and tangible impact in society through the creation of high-impact educational projects in underprivileged communities and society at large.</p>
<p>12:00 – 12:30 (30 min)</p>		<p><b>Product Selection</b> Kevin Clark – Vaimo</p> <p>How do you identify the best products for your online shop? Is there a criteria to follow? Which product types sells best? Kevin will help you to understand product opportunity types and help you to identify great products and niche opportunities in your field to ensure online success.</p> <p>Kevin will be speaking on product selection and presentation as well as User Experience Alternatively, they focus heavily on the concept of Customer Experience (CX) these days.</p>

<p>12:30 – 13:00 (30 min)</p>		<p><b>Order fulfilment and returns</b> Jean Ochse - Key accounts manager: Vaimo</p> <p>This session will equip you with tips and advice on best practices in order fulfilment, returns and customers service.</p> <p>Jean is an individual whose most noticeable strengths are an orientation towards excellence, drive, flexibility and innovation. His ability to integrate many individual systems into a unified whole is useful in large corporate environments.</p> <p>His aim is to excel within the Digital sphere and become one of the leading figures within South Africa to help drive the connection between e-commerce, real social media engagement and the brick and mortar store. E-commerce is only part of the retail engagement chain, e-commerce is not the only future - Retail AND e-commerce is the future. With a very strong creative orientation and a strong desire to create new opportunities within the Digital space, he feels that he will make a difference to Digital in South Africa.</p>
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<p>13:00 – 13:40</p>		<p>Lunch Break</p>
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<p>13:45 – 14:15 (30 min)</p>		<p><b>Digital Marketing for online shops</b> Candace van Zyl – Shift One</p> <p>In this session you will discover ideas on how digital marketing and social media can be used to drive traffic to your shop. You will learn how to create a campaign on social media that will increase footfall and traffic to your online store. More than that, you will learn how to identify the key emotional drivers behind your customer's buying behaviour in order to focus your social media campaigns for optimal conversions, as well as on your online shop front.</p> <p>Candace is passionate about creating a seamless integration of content across all digital platforms so that a unified, effective and cohesive brand message and experience is felt across all touch points: social media, email marketing, article and press releases, events and networking workshops, as well as website content. Candace manages a team of digital magicians and wordsmiths who make this happen. Shift ONE, a dynamic creative agency in Cape Town, was started 5 years ago by Dylan Kohlstädt, and is enjoying tremendous growth through providing effective marketing strategies, graphic design, brand experience strategies and integrated marketing</p>
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14:15 – 14:45 (30 min)		<p><b>Becoming a digital leader in Africa</b> Grant Brewer - EY</p> <p>Grant is EY Africa's Strategy, Innovation &amp; Digital leader. He led management consulting teams for twenty two years advising clients on business strategy, innovation, transformation, and enterprise digital strategy. He is an experienced presenter, facilitator and business strategist that integrates technology with innovation, strategy and human centred design. He has experience in financial services, consumer products, and public sector. He has also worked internationally with Ernst &amp; Young in the United States, United Kingdom, Sri Lanka and Europe.</p>
14:45 – 15:15 (30 min)		<p><b>Omni Channel Retail in SA</b> Simon Leps – CEO: Fontera</p> <p>Simon will be discussing the impact that Omni Channel retailing has on merchants these days. What to look for and how to take advantage of the changes.</p> <p>Simon founded the Fontera group in 2003 and has served as the group's CEO since then. Simon started in digital media in 1994 and has headed up marketing at top digital media companies such as SEGA Interactive, World Online and iTouch. Fontera Digital Works is Africa's first Magento Solution Partner and provides e-commerce services to brands around the world.</p>
15:15 – 15:45 (30 min)		<p><b>Performance marketing in the African space</b> Vittorio Barraja – Travelstart</p> <p>A fresh look of a successful South African e-commerce company challenging bigger overseas competitors investing on technology and innovations. Also, the importance of having a proactive approach to performance marketing and how fundamental is to scout the marketing looking for innovative analytics solution.</p> <p>Born in Italy, management studies between Italy and UK, Experiences in Australia, Malaysia, Ireland, UAE and South Africa, passionate about technology and analytics.</p>
15:45 – 16:15		Closure, Afternoon Tea / Coffee

Please note: We reserve the right to make changes to the agenda, speakers and content without prior notice. Registered delegates will receive a final programme 2 days before the event.



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INDABA 2016**

## Delegate Booking Form – E-Commerce Indaba 2016

This serves as a conference booking between CADEK Media (the organiser) and...

### SECTION A: Company / Invoice Details

Company Name:			
Postal Address:		Town:	
Postal Code:		VAT Number:	
Tel Number:		Fax Number:	
Contact Person:		Cell Number:	
E-mail address:		Web Address:	

### SECTION B: Ticket & Delegate details

<i>List delegate Names &amp; Surnames</i>	<b>Sandton</b> <i>22 June 2016</i>	<b>QTY</b>	<b>Total Amount</b> <i>(Tickets are VAT Inclusive)</i>
<b>Delegate 1:</b>	R2,750	1	<b>R</b>
<b>Delegate 2:</b>	R2,750		<b>R</b>
<b>Delegate 3:</b>	R2,750		<b>R</b>
<b>Delegate 4:</b>	R2,750		<b>R</b>
<b>Delegate 5:</b>	R2,750		<b>R</b>
<b>Delegate 6:</b>	R2,750		<b>R</b>
<b>Delegate 7:</b>	R2,750		<b>R</b>
<b>Delegate 8:</b>	R2,750		<b>R</b>
<b>Delegate 9:</b>	R2,750		<b>R</b>
<b>Delegate 10:</b>	R2,750		<b>R</b>

### SECTION C: TOTALS

**Bank details:** *Please include a cheque / proof of full payment.*

**CADEK MEDIA cc**  
STANDARD BANK, Helderberg, Branch Code: 033012  
Acc no. 072 473 436

<b>Sub Total</b>	<b>R</b>
<b>Total DUE</b>	<b>R</b>

### SECTION E: Declaration

I am authorised to make this booking on behalf of my company and understand that we are liable for payment of this order as per the terms.  
1. Payment must be made with your booking. 2. Cancellation fees are 50% of the total booking value and must be canceled in writing before the event. No refunds for no-show delegates.

Signed at \_\_\_\_\_ On this \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_\_\_

\_\_\_\_\_  
Client Name

\_\_\_\_\_  
Signature

**PLEASE FAX YOUR BOOKING TO: 021 854 4703**