

eCommerce MoneyAfrica Confex opens in Cape Town in February

The third eCommerce MoneyAfrica Confex opens on 22-23 February 2017 at the Cape Town International Convention Centre. One of Africa's largest e-commerce and fintech events, it brings together an array of key decision makers in online retail, payments, customer insight and logistics businesses operating across Africa.



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With e-commerce forecasted to grow to over \$75 billion in revenue by 2025 (McKinsey), a fundamental driver is mobile connectivity enabling customer access. The two-day event will uncover the latest consumer trends, buying patterns and the newest technologies and payment solutions supporting Africa's burgeoning market.

Terry Southam, MD of Kinetic, the producers of the eCommerce MoneyAfrica Confex says, "This year's event parallels the swift adoption of fintech products, improved customer knowledge and fulfilment; key areas driving the growth of e-commerce on the continent."

"A key area of growth for African e-commerce is centred on two main themes: global readiness and expansion. These two related, yet very dissimilar factors are mandatory to perfect one's business and succeed in 2017," says Chris Folayan, CEO, MallForAfrica, Nigeria.

The event will feature over 75 industry speakers and bring together the regions' leading merchants, major retailers, brands, developers, designers, start-ups, fintech and e-commerce experts. The event will welcome business owners, directors and CEOs as well as managers involved in marketing, merchandising, customer service, operations and supply chain management.

The event will feature keynote presentations, panel discussions, technical demonstrations, networking opportunities, cocktail functions and an exhibition showcase, all hosted by industry leaders.

Speaker line-up

- Manuel Koser, MD, Silvertree Capital, will lead a panel discussion looking at investment opportunities for fintech products, discuss the investment landscape and give advice on how to position one's business to attract funding.
- Marek Zmyslowski, CEO HotelOga and Chris Folayan, CEO MallForAfrica, will provide insight into the continent's fastest growing e-commerce markets in West Africa. Their expertise will cover local buying habits and overcoming cross-border eCommerce barriers.
- Vincent Hoogduijn, CEO, eCommerce, Media24, with the opening plenary panel, will examine the current state of eCommerce in Africa with a focus on the impact of flash sales, customer retention and leveraging technology and data.

This year, the agenda will focus on several key themes - capitalising on Africa's e-commerce potential, developing a cashless society, consumer experience in the age of digital disruption, money without borders, consumer engagement and building loyalty, cross-border e-commerce, fulfilment and logistics, mobile payments and wallets, start-up success stories, securing funding for business, and the future of omnichannel retail.

For more information visit the [dedicated website](#), email marcia@kineticevents.net or call +27 (0) 21 180 4700.

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