

# Entries now open for Pricecheck Tech and E-commerce Awards

Entries are officially open for the third annual Tech and E-commerce Awards hosted by price comparison website Pricecheck.



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The event is aimed at recognising South African organisations and individuals in the e-commerce and technology industries whose focus on innovation has translated into world-class consumer experiences.

Winners will be announced at a gala event held in Cape Town in September.

## Driving sales for great brands

“We have so many deserving brands, companies, NGOs and individuals in our country. It’s important to celebrate them and give them the spotlight to showcase what they are doing, how they have grown, and what tricks they have up their sleeves going forward,” says PriceCheck CEO, Kevin Tucker.

“South African consumers may be lagging in the amount of online shopping they do compared to, say, the US, but with

increased innovation and tech security, South Africa will continue to see growth. A big part of the PriceCheck Tech and E-commerce Awards is geared to highlight this, and further change perceptions. South Africa has seen a boom in cutting-edge e-commerce innovation, and this needs to be celebrated."



Kevin Tucker

The e-commerce industry has grown by 25% in South Africa, but only 1.5% of online consumers end up making a purchase. Online spending in South Africa is expected to reach R53bn by the end of 2018, up from R37.1bn in 2017, according to research conducted by PayPal.

"There is clearly huge untapped potential in this industry. These awards highlight who is at the top of their game and pose a challenge to other brands to grow and improve, so that they can hopefully be nominated in years to come," Tucker adds.

"We believe that hosting annual awards celebrating everything South Africa's online retailers have to offer will be beneficial to the industry to grow awareness of what is available online and, ultimately, drive sales for these great brands," says Tucker.

Past winners include big international brands such as Airbnb and Uber, as well as local brands such as SnapScan, Superbalist and Yuppiechef.



#PricecheckAwards: Travelstart named E-commerce Service of the Year

Lauren Hartzenberg 15 Sep 2017



## Awards categories

- Best Fintech Platform
- Best Use of Tech by an NGO
- Best Delivery/Logistics Provider
- Best Mobile Shopping Experience
- Best Travel Booking Service
- Best On-Demand Service
- Best Niche Shopping Service
- Best Small Tech/E-commerce Business
- Best Online Classifieds Service

- Best Marketplace Platform
- Best Customer Service
- Best Tech/E-Commerce Entrepreneur
- Employer of the Year
- People's Choice Award
- E-commerce Service of the Year

To make your nominations and for more information, visit the [dedicated Tech and E-Commerce Awards website](#).

For more, visit: <https://www.bizcommunity.com>