

Retail Congress Africa partners with NAB this November

The Newspaper Advertising Bureau (NAB) has been confirmed as the insight partner for the Retail Congress Africa (RCA) event, taking place from 18-19 November 2014 at the Sandton Convention Centre.



RCA's two day conference will target SA's retail industry CEO's, merchandisers and marketers as well as their communication partners.

"We work extremely closely with South Africa's major retailers and their agencies and felt that the synergy with the RCA vision would make a perfect fit," says NAB Joint Managing Director, Gill Randall. "NAB has always had a solid association with the National Retail Federation (NRF) in the USA through their arm RAM (Retail Advertising and Marketing Association), so when the opportunity arose to align with the RCA conference, we were very excited."

For more information on the RCA, visit: www.worldretailcongressafrica.com