

eCommerce Africa Confex 2015 is not to be missed

The eCommerce Africa Conference & Exhibition will take place from 3-4 February 2015 at the CTICC in Cape Town, South Africa. Offering a world-class exhibition, coupled with a conference programme, the two-day event will include tech workshops, networking opportunities and functions and supplier demonstrations. The event promises to be a success in the industry and one not to be missed.



As a leading African e-commerce event for 2015, leaders in the industry have been consulted to tailor an agenda that is both current and topical. The anticipated event is set to bring together senior-level e-commerce and marketing professionals from all major industries throughout South Africa and Africa.

Providing a unique platform, industry professionals and attendees are able to stay up-to-date with the latest developments in the field, as well as be given the opportunity to learn from and connect with influential industry leaders. This platform will also allow attendees to gain ideas and strategy for SME players looking setting up an e-commerce business, including those taking their current online business to the next level.

Over 30 solution providers are expected to offer best-of-breed technology, applications and solutions to help businesses build a more robust e-commerce site, attract and convert web traffic, and deliver a greater customer experience.

Some exhibitors and sponsors include Dimension Data, iGroup, Trustwave South Africa, Amazon Web Services, PayPal, PayFast, Nedbank, BuyDirect, RAM Couriers, and AWA Digital and eSolutions.

The conference, aiming to educate, inform and inspire entrepreneurs and businesses, features an expert-led advisory panel which includes Raphael Afaedor, Co-Founder of Jumia, and CEO and Co-Founder of Supermart; Jaco Jonker, CEO of bidorbuy.co.za; and Paul Galatis, Director of Yuppiefchef.com. Along with the advisory panel, the conference will also host over 30 keynote speakers representing leading companies in the e-commerce space.

Exhibition and tech demo session tickets cost R120 per person for the duration of the display. For more information, go to www.ecommerce-africa.com.