



Converge A F R I C A

6 - 8

MAY 2025

CTICC, Cape Town
South Africa

**AFRICA'S PREMIER
DIGITAL COMMERCE
EVENT**

eCommerce | Omnichannel
Digital Marketing
Payments & Fintech
Digital Security
Logistics & Fulfilment | Last Mile



Converge Africa -
Formerly ECOM Africa



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Day 1 | 6 May | Workshops

ACCESS FOR CORPORATE PASS HOLDERS ONLY

Workshop Room: 1.41	Workshop Room: 1.42	Workshop Room: 1.43	Workshop Room: 1.44
<p>10:00 - 11:00</p> <p>CX Experts: Embracing AI in the world of Contact Centre:</p> <p>Explore the future of contact centers with AI. This workshop will demonstrate how Zendesk's AI can boost efficiency, improve customer satisfaction, and empower your agents with intelligent tools.</p> <p>Speaker: Phillip Batt, Founder and CEO, CX Experts</p>	<p>Huawei Digital Finance Solution: Enable Your Digital Transformation</p> <p>Speakers:</p> <ul style="list-style-type: none"> Benedict Rono, Senior Solutions Manager, Software Business Department, Huawei Southern Africa Li Mingshan, Senior Solutions Manager, Software Business Department, Huawei Southern Africa 	<p>FarEye X Bidvest Mobility: The Convergence of the Last-Mile: Strategies for Shippers & Carriers</p> <p>Customer demand for rapid, convenient, and transparent deliveries is intensifying, positioning the last mile as a key differentiator. This session explores data-driven strategies for shippers and carriers to optimize last mile operations, focusing on partnerships, tech integrations, and innovative delivery models that boost efficiency, cut costs, and enhance satisfaction.</p> <p>Speaker: Parikshith. V, Senior Presales Consultant, FarEye</p>	<p>IntentHQ: Do we really know our customers as well as we think?</p> <p>We think we know our customers — but what if the most powerful insights come from what we don't know? This workshop reveals how brands can turn that uncertainty into competitive advantage using privacy-safe, Edge AI.</p> <p>Speakers:</p> <ul style="list-style-type: none"> David Arrowsmith, Client Partner, Intent HQ Lewis Longman-Jones, Global Solutions Director, Intent HQ
<p>11:30 - 12:30</p> <p>CX Experts: Top 5 Mistakes in Contact Centres and how Zendesk fixes them:</p> <p>Discover how to avoid costly contact center mistakes. This workshop showcases Zendesk's tools and strategies that directly address and resolve these common issues.</p> <p>Speaker: Dave Hobbs, Head of Customer Success & Optimisation, CX Experts</p>	<p>Infobip: Accelerating Digital Commerce with Omnichannel Communications and AI</p> <p>In this session, discover how Infobip's Omnichannel Communications Platform and Conversational AI deliver seamless, personalised customer experiences that drive satisfaction and loyalty. Learn how leveraging unified and omnichannel communication tools can accelerate digital commerce growth—empowering businesses of all sizes to thrive in a fast-evolving digital landscape.</p> <p>Speakers:</p> <ul style="list-style-type: none"> Dean Baker: Head Enterprise Business SADC, Infobip Orediretse Molebaloa: Head Solutions Engineering, Africa, Infobip 	<p>Warschawski: Moneyball Digital Marketing: A data-driven approach to measuring marketing impact, optimising investment & uncovering hidden value Workshop</p> <p>Identify and align key metrics to business outcomes. Optimise marketing mix using "Moneyball" strategies. Quantify value and drive bottom-line growth</p> <p>Speaker: Sam Tomlinson, EVP, Warschawski</p>	<p>Flow: Inside the Retail Media Boom: A Masterclass for SA's Retailers, Marketplaces and Digital Brands</p> <p>Retail media is changing how the world's biggest retailers and brands engage consumers — and SA is next. Join Flow and guests Woolworths and Coty for a look at how to activate your audience data, connect with high-intent audiences, and unlock your role in this billion-rand media movement.</p> <p>Speakers:</p> <ul style="list-style-type: none"> Zach Nossel, Head of Digital Marketing, Woolworths Ashleigh Boggon, Head of Commerce Media, Coty Africa
<p>12:30 - 13:30</p> <p>Lunch and Networking</p>			

*Agenda updated 06/05/2025

Day 1 | 6 May | Workshops

ACCESS FOR CORPORATE PASS HOLDERS ONLY

13:30-14:30

NielsenIQ: Omnichannel Excellence: Connecting the Dots Between Digital and In-Store Experiences

Practical strategies to bridge the gap between brick-and-mortar stores and digital platforms to deliver a cohesive, unified experience for South African consumers.

Speaker: **Riccardo Pizzi, RMS Director, South Africa, NielsenIQ**

Prebo Digital: Data & AI in Digital Marketing – Driving Scalable Growth & Competitive Advantage

Join us for an exclusive deep dive into how Data & AI are transforming digital marketing and driving measurable business growth. In this high-impact workshop, we'll explore the strategies and technologies that help businesses maximise ROI, optimise marketing efficiency, and make smarter, data-driven decisions.

Speakers:

- **Precious Thundu Chindongo, Co-CEO, Prebo Digital**
- **Timo Dinkelman, Co-CEO, Prebo Digital**

The Messenger Network: The WhatsApp Commerce Revolution: Ecom Meets ChatCom

The Messenger Network, SA's WhatsApp Business Experts, explore how WhatsApp is transforming African e-commerce by enabling complete customer journeys within a platform that 94% of South Africans use daily. Businesses can recover up to 40% of abandoned carts, create personalised shopping experiences, use an AI Agent and streamline payments — all through conversational commerce.

Offernet: Reputation, Revenue, and Risk: How Cyber Threats are Silently Destroying Your Bottom Line

Your brand is your greatest asset—and your biggest vulnerability. Right now, your customer logins may be for sale on the dark web. Your domain could be cloned. Your exec's face might already be on a fake LinkedIn profile. And you wouldn't know until the damage is done.

In this strategic, eye-opening session, we'll expose the silent threats eroding trust, draining revenue, and weakening your brands. You'll learn how to identify risk across search, social, and customer channels—and how Ravenwatch helps you build a secure brand perimeter, before it's too late.

Bonus: All attendees receive a free Digital Threat Exposure Report.

Speaker: **JG Bezuidenhout, Founding Partner, Offernet.net**

Day 1 | 6 May | Workshops

ACCESS FOR CORPORATE PASS HOLDERS ONLY

15:00 -
16:00

Clickatell: Where to Start with AI Powered Chat Commerce: Driving Engagement, Revenue, and Loyalty at Scale

Join us for a practical, insight-rich workshop designed to help you kickstart your journey with AI-powered Chat Commerce using the WhatsApp Business Platform. You'll learn how to identify high-impact, easy-to-implement use cases that deliver real value for your business and your customers.

Rather than migrating all customer communications at once, we'll show you how leading brands start small, using strategic, focused implementations and scale based on proven results. Discover how to harness automation, personalization, and AI within WhatsApp to increase engagement, boost revenue, and build lasting customer loyalty at scale.

You'll also hear first-hand from a customer who has successfully implemented WhatsApp to transform their customer experience and drive business growth.

Speakers:

- **Joe de Wet, VP of Product, Clickatell**
- **Nick Hlozek, Director of Product Marketing, Clickatell**

SalesForce: How brands leverage technology, skills development, and purpose-driven marketing for impactful results

A fireside chat with

- **Vuyo Henda – CMO, Spur Corporation**
- **Bronwyn Pretorius – CMO, Ackermans**
- **Nico Louw – Territory Account Executive, Salesforce**
- **Ursula Fear – Senior Talent Program Manager, Salesforce**

Circana: From Portals to Platforms: Your Unfair Advantage

Take control of your data and your view for collaboration, insights, targeting, activation, and execution. Liquid Data Engage is a single solution that securely integrates data assets across POS, Loyalty, Media, Supply Chain, and Analytics to enable seamless execution, facilitate supplier collaboration, and create revenue and cost saving opportunities. Retailers implement workflows and use cases tailored to business processes or pull from Circana's vast library of pre-built analytic content, creating a single source of truth to accelerate data-driven decision-making.

Facilitator: **Mark Cockerell, Head of Retail, South Africa, Circana**

WIN Digital Transformation:

Through a dynamic fireside chat and panel discussion, we'll explore bold leadership, career strategies, and inclusive innovation in the digital economy. Designed for meaningful connections and real-world insights, this intimate 30-person session is your space to connect, grow, and lead the future."

17:00-
19:00

Coffee catch-ups are out. Converge is serving something stronger.

This is networking with a twist — padel, cold drinks, and the chance to meet top-tier connections in a relaxed, fun environment.

Venue: Africa Padel, V&A Waterfront

Format: Americano – Every player plays every player.

Vibes: Music, a beer & a bite, (cash bar avail too)

(This is an add-on with a cost of R650 for all Converge Participants, regardless of level of sponsorship)

*Agenda updated 06/05/2025

Day 2 | 7 May | Elevate Stage

Morning Sessions

***Access for Corporate and Platinum Pass holders only**

Time	SESSION DETAILS
09:00	Welcome Welcoming remarks by the event organizers to set the stage for the day's discussions. MC: Tim Mitchell, Cadena Growth Partners
09:15	Securing Cross-Border Transactions: Enhancing Global Payment Security <i>Keynote</i> Explore advanced strategies to secure international transactions by mitigating fraud, managing currency risks, and ensuring compliance with cross-border e-commerce regulations. This session will highlight innovative solutions to build trust and efficiency in the global digital commerce ecosystem. Speaker: Johnson Idesoh, Group Chief Information & Technology Officer, Absa Group
09:35	From Conversations to Connections: How AI is Redefining Customer Interactions <i>Keynote</i> A reserved keynote session exploring emerging trends and strategies in fintech and payments. Speaker: You Jianguo, Director, Software Business Department, Huawei Southern Africa Region
09:55	From Transactions to Intent: Redefining Customer Engagement in the Age of Relevance <i>Keynote</i> In a market awash with apps, noise, and dwindling trust, all customer facing organisations faces a pivotal moment. This keynote explores the seismic shift reshaping our engagement with customers — from transactional systems to behaviourally intelligent ecosystems that prioritise timing, context, and trust. Speaker: Jonathan Woolf, Chief Revenue Officer, Intent HQ
10:15	Bridging the Gap: The Missing Middle in Financial Inclusion <i>Panel Discussion</i> Address the critical gap between informal and formal financial systems that leaves many underserved. This session will explore strategies, innovations, and policies aimed at creating inclusive financial solutions that connect the unbanked and underbanked to formal economic opportunities. Moderator: Gedeon Rossouw, Head of Client Care, Absa Speakers: <ul style="list-style-type: none"> Ryan Engel, Country Manager, PAYU SA Nandipa Mntonintshi, Vice President, Commercial Lending Credit, Absa Group Anine De Kock, Head of Partnerships, Peach Payments Dougal Bennett, Chief Commercial Officer, Mukuru
10:55	Networking Refreshment Break

***Corporate and Platinum Passes Only**

Day 2 | 7 May | Elevate Stage

Payments & Fintech

Powering Secure and Seamless Transactions

Time	SESSION DETAILS
11:20 - 11:40	Integrating Fintech with Retail: Strategies for Seamless Innovation Keynote Explore strategies for merging fintech solutions with traditional retail systems to drive efficiency and elevate customer experiences. This session will display practical approaches to leveraging financial technologies for streamlined operations and enhanced service delivery in the retail sector. Speaker: Deven Moodley, Executive Head Financial Services, Pick n Pay
11:45 - 12:25	Enhancing the Payment Experience: Balancing Merchant and Consumer Expectation Panel Discussion Optimise payment solutions to address the evolving demands of both merchants and consumers in the digital economy. This session will explore innovative technologies and strategies that streamline transactions, improve user experience, and foster trust in the payment process. Moderator: Kevin Hassan, Co-Founder and CPO, Jabu Pay Speakers: <ul style="list-style-type: none"> Karen Nadasen, CEO PayU Africa. PayU GPO Tlangelani Chuma, Head of Product, Payfast Rufaïda Hamilton, Head of Payments, Standard Bank Juan Seco, Group Chief Growth Officer, Mukuru Gedeon Rossouw, Head of Client Care (Principal/Director), Absa
12:30 - 12:50	Unlocking Cryptocurrency and Blockchain Potential for Africa's Digital Commerce Ecosystem Keynote Exploring how cryptocurrency and blockchain can enhance Africa's digital commerce ecosystem and foster economic growth. Speaker: Hannes Wessels, General Manager, Binance
13:00	Lunch *Corporate and Platinum Passes Only
13:50 - 14:10	Topic TBC Keynote A reserved session featuring insights from Paystack , focusing on their latest fintech solutions and innovations in digital payments. Speaker: Paystack (Platinum Sponsor)
14:15 - 14:35	Beyond the front door: How Fintech is shaping South Africa's Digital payment infrastructure. Keynote Speaker: Mpho Sadiki, Group MD Merchant Solutions(Africa), Network International

*Agenda updated 06/05/2025

*Agenda subject to change

Day 2 | 7 May | Elevate Stage

Payments & Fintech

Powering Secure and Seamless Transactions

Time

SESSION DETAILS

14:40 - 15:10 **Unlocking the Power of Services of eCommerce: Growth Strategies for the Digital Age**

Panel Discussion

eCommerce is often viewed through the lens of retail, particularly focusing on tangible products and last-mile delivery. This session explores the untapped potential of Services eCommerce.

Chair: **Tatiana Ndlovu, Executive Head of Marketing, Nedbank Africa Region**

Speakers:

- **Rendani Mauda, Credit Head Innovation, Absa Group**
- **Thabiet Allie, Group Head e-Verticals, MTN**
- **Adheesh Budree, Associate Professor, UCT**

15:10 **Networking Refreshment Break**

*Corporate and Platinum Passes Only

15:35 - 15:55 **Beyond Borders: How Strategic Partnerships are Redefining Digital Banking and Finance**

Keynote

Explore how collaborative partnerships between banks, fintechs, and technology providers are driving financial innovation and expanding access to banking services in Africa.

Speakers: **Sanusha Reddy, Head of Partnerships, ABSA (ARO)**

16:00 - 16:30 **How Predictive Personalization Is Redefining Digital Commerce in Africa**

Panel Discussion

In today's fiercely competitive e-commerce and digital payments environment, brands that understand the intent behind customer behaviour are the ones that win. This panel will explore how African fintech and retail innovators are using behavioural AI, enriched data, and predictive insights to anticipate consumer needs, personalize experiences in real time, and convert engagement into sustainable growth.

Chair: **Jonathan Woolf, Chief Revenue Officer, Intent HQ**

Speakers:

- **Gedeon Rossouw, Head Client Care, ABSA**
- **Terishia Reddy, Head of Data Science, Pick n Pay**

18:00 **Converge Engage Networking Party.**

*Corporate and Platinum access only

Join us for an unforgettable evening at the Converge Engage Networking Party, held at the vibrant La Parada, Kloof Street. This is the perfect way to unwind after a day of insights, featuring live music, a DJ, great food, and drinks.

Day 2 | 7 May | Horizon Stage

Retail & eCommerce

Creating Seamless Customer Journeys

Time	SESSION DETAILS
	<p>MC: Maon Seidel, Co Founder & CEO, Ecommerce Council</p> <p>MC: Ursula Cloete , Producer, VUKA Group</p>
09:10	<p>Makro Marketplace Masterclass</p> <p>Presented by Laura Hartnady, VP Marketplace, Massmart</p>
10:15	<p>Takealot Masterclass: Marketplace Mastery: Data-Driven Growth Auditing for E-commerce Acceleration</p> <p>Presented by Matthew Leppan, Marketplace Sales Manager, Takealot</p>
11:20 - 11:40	<p>The Rise Of Convenience Commerce Where Instant Interaction Drive Business Traction</p> <p>Keynote</p> <p>Speaker: Pieter de Villiers, Co-Founder and CEO, Clickatell</p>
11:45 - 12:25	<p>From Click to Cart: Crafting Seamless Shopping Journeys</p> <p>Panel Discussion</p> <p>Discover strategies for optimizing online shopping experiences from browsing to checkout. This session will explore innovations in UX, AI-driven personalization, and checkout optimization to drive conversion rates and customer satisfaction.</p> <p>Moderator: Dave Hobbs, CX Experts</p> <p>Speakers:</p> <ul style="list-style-type: none"> Jessy Severins, Group Director: AdTech & MarTech, Jumia Group Rakesh Acharya, Business Manager Africa, Netcore Sayish Naidu, Group eCommerce Manager, Tiger Brands
12:30 - 12:50	<p>Topic TBC</p> <p>Keynote</p> <p>Speaker: Dominic Wilhelm, Executive Director, The Global Trust Project</p>
12:50	<p>Lunch</p> <p>*Corporate and Platinum Passes Only</p>
13:50 - 14:10	<p>Building a Unified Commerce Ecosystem: The “Own Them All” Concept</p> <p>Keynote</p> <p>Speaker: Merlin Otto, Vice President Group eCommerce Operations & Fulfilment, Massmart</p>

Day 2 | 7 May | Horizon Stage

Retail & eCommerce

Creating Seamless Customer Journeys

Time	SESSION DETAILS
14:20 - 15:00	Scaling E-Commerce in Africa: Building a Sustainable Digital Ecosystem Panel Discussion <p>Discover how to create a robust and sustainable digital ecosystem to support the long-term growth of e-commerce in Africa.</p> <p>Moderator: Tim Mitchell, Digital Transformation & CX Leader, Cadena Growth Partner</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Lee Kleynhans, Head of E-Commerce, Freedom Of Movement • Tracey-Lee Zürcher-Campbell, Head of Marketing, Payflex • Peter Fortune, Head of Digital, PEP • Bradwin Roper, Chief Payments & Partnerships, Jumo.World
15:05 - 15:25	Driving unified commerce and AI personal shopper experiences <p>A visual walkthrough of the rising trends in retail and how AI agents are changing the way people shop today</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Nico Louw, Territory Account Executive, Salesforce • Jean-Michel Cornish, Marketing Cloud Solution Engineer, Salesforce
15:25	Networking Refreshment Break *Corporate and Platinum Passes Only
15:45 - 16:25	Adapting to the Fast-Changing Needs of the South African Consumer Panel Discussion <p>Strategies for market relevance through targeted research and tailored marketing strategies.</p> <p>Moderator: Rory Brachner, Founder and Managing Director, Doshguide</p> <p>Speakers:</p> <ul style="list-style-type: none"> • David Arrowsmith, Client Partner, Intent HQ • Ntlantla Skweyiya, eCommerce Channel Manager, HIMALAYA WELLNESS • Maon Seidel, Co-Founder & CEO, Ecommerce Counsel
16:30 - 17:00	The Revenue You're Missing Out On - The Future Of Retail Media Panel Discussion <p>Explore how your retail business can capture untapped revenue from the biggest digital budgets in the world, drive more platform traffic, and increase your digital advertising margins through audience monetisation and strategic off-site advertising.</p> <p>Chair: Daniel Levy, Co-Founder, Flow</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Zach Nossel, Head Digital Marketing, Woolworths • Tiaan Van Zyl, Director of Analytics at TrafficBrand • Ashleigh Boggon, Head of Commerce Media at Coty Africa • Rayhaan Williams, Head of Digital Marketing, eComplete

*Agenda subject to change

Day 2 | 7 May | Digital Security Hub

Digital Security

Safeguarding the E-Commerce Ecosystem

Time

SESSION DETAILS

11:20 - 11:40 **Managing Human Risk: Strengthening Cyber Defence Through People**

Keynote

Explore strategies to mitigate human vulnerabilities in cybersecurity by fostering awareness, building a culture of vigilance, and leveraging training programs. This session will examine how empowering employees with the right tools and knowledge strengthens the human element in cyber defence, reducing risks and safeguarding digital ecosystems.

Speakers: **Grant Hughes, Founding President, ISC2 Cape Town Chapter**

11:45- 12:25 **Combating Third-Party Seller Scams on Online Retail Platforms**

Panel Discussion

Dive into the mechanics of third-party seller scams on legitimate retail websites and learn how to identify warning signs. This session will provide insights into protecting consumers and implementing best practices for retailers to prevent fraud and maintain trust in their platforms.

Moderator: **Bernard Munyaradzi Chadenga, Founder &CEO, The Cimplicity Institute**

Speakers:

- **Craig Pederson, Forensic Investigator, TCG Digital Forensics**
- **Duncan Rae, CISO, Pepkor IT**
- **JG Bezuidenhout, Founding Partner, Offernet.net**

12:30 - 12:50 **The Dual Role of AI: Balancing Threats and Opportunities in Cybersecurity**

Keynote

Explore the dual impact of AI in cybersecurity as both a powerful tool for defence and a potential enabler of advanced threats.

Speakers: **Daniel Adaramola , Chief Information Security Officer, SunTrust Bank Nigeria**

12:50 **Lunch**

*Corporate and Platinum Passes Only

14:00 -14:40 **Balancing Third-Party Risk Management with Business Objectives**

Panel Discussion

Chair: **Dylan Adriaans, Head Office of CIO, Astron Energy**

Speakers:

- **Duncan Rae, CISO, Pepkor**
- **Samantha Rule, Head of Information Cyber Security, Ninety-One**
- **Grant Hughes, Founding President, ISC2 Cape Town Chapter**
- **Fundi Rarane, Governance, Risk and Compliance Manager, Sanlam**

Day 2 | 7 May | Digital Security Hub

Digital Security

Safeguarding the E-Commerce Ecosystem

Time

SESSION DETAILS

14:45
- 1505

Evolution vs. Revolution: The Role of AI in Shaping Cybersecurity

Keynote

Debate whether AI is propelling incremental advancements or driving disruptive innovations in cybersecurity. This session will explore the transformative impact of AI on threat detection, response mechanisms, and the overall cybersecurity landscape, highlighting its potential to redefine the industry's future.

Speaker: **Bernard Munyaradzi Chadenga, Founder & CEO, The Cimplicity Institute**

15:10 -
15:30

Balancing Business Innovations with Cybersecurity and Compliance

Panel Discussion

How can organisations drive innovation while maintaining strict cybersecurity and compliance standards? This discussion will provide insights into balancing digital transformation with regulatory requirements and risk management strategies.

Moderator: **Dr Jeanne Fredericks, Founder & CEO, The Change Hub**

Speakers:

- **De Wit Coetsee, Cybersecurity Task Team Chairperson , Western Cape Municipalities**
- **Dylan Adriaans, Astron Energy**
- **Shane Minnie, VP Infrastructure, Makosi**
- **Gerald Hector, Information Security Operations Manager**

15:30

Networking Refreshment Break

*Corporate and Platinum Passes Only

Day 3 | 8 May | Elevate Stage

Morning Sessions

***Access for Corporate and Platinum Pass holders only**

Time	SESSION DETAILS
	Welcoming by Organizers 09:00 An introduction and opening remarks from the event organizers to set the stage for the discussions ahead. MC: Dominic Wilhelm, The Global Trust Project (Executive Director)
09:15 - 09:40	Is Your Customer Service Strategy Ready for AI? Keynote Dive into the transformative power of artificial intelligence in modern support. This keynote demystifies AI automation, separating good bots, designed to enhance human interaction, from common myths that fuel fear. We'll explore how AI empowers agents, personalizes customer journeys, and streamlines operations, ultimately preparing your organization to embrace the future of intelligent customer service. Speaker: Phillip Batt, Founder and CEO, CX Experts
09:40 - 10:00	The Sustainable Growth Playbook: A Strategic Look at Modern Lead Generation, Digital Marketing, and Scalable Growth Strategies Keynote Unpacking proven frameworks for lead generation, digital marketing, and scalable growth strategies. This session will provide actionable insights for businesses looking to drive sustainable expansion in competitive markets. Speaker: Sam Tomlinson, EVP, Warschawski
10:05 - 10:25	Quantum-Enhanced Machine Learning for Real-Time Fraud Detection Virtual Keynote Quantum computing is set to revolutionize cybersecurity. This session will explore how quantum-enhanced machine learning can detect and prevent fraud in real time, offering a glimpse into the future of financial security. Speaker: Noori Mohammad, Founder, Doyen Cyber
10:30 - 11:10	Vision 2025: P2P Payment Innovations Panel Discussion Examining the influence of Vision 2025 on real-time payments (RTP) and peer-to-peer (P2P) payment systems worldwide. Moderator: Hannes Wessels, General Manager, Binance Speakers: <ul style="list-style-type: none"> Tendai Tizirai, Head of Expansion, Mukuru Tang (Tom) Mingliang, Director, Software Business Department, Huawei Southern Africa Region
11:10	Networking Refreshment Break

***Corporate and Platinum Passes Only**

***Agenda updated 06/05/2025**

***Agenda subject to change**

Day 3 | 8 May | Elevate Stage

Fulfilment & Last Mile

Delivering Excellence to Your Customers

Time	SESSION DETAILS
11:30-11:50	Data-driven Last Mile Optimisation Strategies Keynote Speaker: Gautam Kumar, COO & Co-Founder, FarEye
11:55 - 12:35	Sustainability: Delivering Clean and Green Panel Discussion As sustainability becomes a key focus in logistics, this session will explore strategies for achieving greener supply chains and sustainable last-mile solutions without compromising efficiency. Moderator: Gautam Kumar, COO & Co-Founder, FarEye Speakers: <ul style="list-style-type: none"> • Genevieve Olivier, Managing Director, Green Riders • Kaushal Maharaj, Senior Consultant, Anamind • Jonathan Mphake, National Fleet Manager, SBV
12:40 - 13:20	The Future of Last-Mile Delivery: Balancing Cost and Consumer Expectations Panel Discussion Striking the right balance between cost and consumer expectations is critical for the future of last-mile delivery. This discussion will explore innovative approaches to optimize last-mile efficiency while meeting evolving customer demands. Moderator: Arvind Sahay, Vice President, FarEye Technologies Speakers: <ul style="list-style-type: none"> • Richard Clarke, Chairman, Green Riders • Sureen du Toit, Head of PAXI & PEP Money • Francois Retief, Supply Chain Executive, Takealot • Wayne Freel, As Head of Sales, Apex-RTS
13:20	Lunch *Corporate and Platinum Passes Only
14:20 - 14:40	The Future Proof Ecommerce Fulfillment Ecosystem Keynote The future-proof eCommerce fulfillment ecosystem is set to revolutionize the online shopping experience by seamlessly integrating advanced technologies and sustainable practices whilst building a sustainable competitive advantage. Automation through robotics and artificial intelligence will enhance efficiency, ensuring faster and more accurate order processing. Becoming a part of this dynamic ecosystem will not only meet the ever-evolving consumer expectations but also create a more resilient and sustainable eCommerce landscape. Speaker: Francois Retief, Supply Chain Executive, Takealot
14:45 - 15:05	Tap Into Makro Marketplace's Growth Acceleration and Make it Your Own Keynote Speaker: Laura Hartnady, VP Marketplace, Massmart

Day 3 | 8 May | Elevate Stage

Fulfilment & Last Mile

Delivering Excellence to Your Customers

Time

SESSION DETAILS

15:10 - 15:50 Building Resilient Supply Chains in Africa

Panel Discussion

African supply chains face unique challenges that require resilient strategies. This session will highlight how businesses are building agile, responsive, and tech-driven supply chain frameworks to thrive in dynamic markets.

Moderator: **Valter Adao, CEO, Cadena**

Speakers:

- **Reyhan Yusuf, Supply Chain Director, Reckitt**
- **Michael Olivier, Managing Executive, OKgo by Tracker**
- **Dawid Oelofse, Supply Chain Executive, Dis-Chem Pharmacies**
- **Hanlie Swart, Digital Supply Chain Lead, Woolworths**
- **Shivam Aggarwal, Sr. Business Director - GCC & Africa**

15:50 Networking Refreshment Break

*Corporate and Platinum Passes Only

16:10 - 16:30 Township Fulfilment: Digital Integration Challenges

Fireside chat

Logistics in township economies face unique challenges that require tailored digital integration solutions. This panel will explore the complexities of last-mile delivery in these regions and discuss scalable solutions.

Chair: **Craig Atkinson, Founder, Green Riders**

Speakers:

- **Godiragetse Fareed Mogajane, Founder, DeliveryKa Speed SA**

16:35 - 17:00 Last-Mile Delivery Challenges in Africa

Panel Discussion

Fragmented logistics remains a significant challenge across Africa. This session will explore solutions to optimize last-mile delivery by addressing infrastructure gaps, regulatory challenges, and cost constraints.

Chair: **Jonathan Mphake, National Fleet Manager, SBV**

Speakers:

- **Arvind Sahay, Vice President, FarEye Technologies**
- **Michael Lawrence, Executive Director, National Clothing Retail Federation (NCRF)**

Day 3 | 8 May | Horizon Stage

Future of Marketing

Driving Engagement and Conversion

Time	SESSION DETAILS						
Scale Up Start Up Competition							
09:10	Njia Pay Category: Fintech/ Payments Infrastructure	Ariel Robotics Category: Logistics Tech / AI Robotics	Zazu Category: Fintech / Edtech / Digital Banking	TapNGo Category: Fintech / Edtech / Digital Banking	Zuke Category: E-commerce platform + startup ecosystem support	Kleo Health Category: E-commerce platform + startup ecosystem support	Bloo Money Category: Fintech / Edtech / Digital Banking
11:30-11:50	The New Media Playbook Keynote How FMCG brands can navigate the blurring lines between eCommerce, retail media & traditional media to drive growth. Speaker: Kamesha Naidoo, Africa Digital Lead,Unilever						
11:55-12:35	Crafting Impactful Campaigns Fireside Chat Delve into the key elements of high-impact marketing campaigns, exploring creativity, messaging, and data-driven strategies that maximize brand reach and engagement. Interviewer: Dominic Wilhelm, The Global Trust Project (Executive Director) Speaker: Sam Tomlinson, EVP, Warschawski						
12:40 - 13:20	The Future of Influencer Marketing: Authentic Voices and the Rise of Nano-Influencers Panel Discussion Explore how brands are shifting towards authenticity and engagement with nano-influencers, leveraging smaller but highly engaged communities to drive meaningful brand interactions. This session will unpack evolving trends, best practices, and real-world case studies. Moderator: Tanya Sigamoney, Global Marketing Influencer Speakers: <ul style="list-style-type: none">Zain Naidu, Head of Digital Marketing, Dischem PharmaciesGareth Paterson, Director of Client Strategy, Nielsen IQ South Africa						
13:20	Lunch <div>*Corporate an Platinum Passes Only</div>						

Day 3 | 8 May | Horizon Stage

Future of Marketing

Driving Engagement and Conversion

Time

SESSION DETAILS

14:20 - Striking the Right Chord: Building a Winning Omnichannel Strategy

15:00 Fireside Chat

Mastering omnichannel success in an evolving retail landscape. This session will delve into how businesses can integrate online and offline channels to provide a unified shopping experience, enhance customer loyalty, and maximize revenue.

Moderator: **Zain Naidu, Head of Digital Marketing, Dischem Pharmacies**

Speakers:

- **Benedict Rono, Senior Solutions Manager, Software Business Department, Huawei Southern Africa**
- **Agnes Skatulla, Head Of Marketing, Carrol Boyes**

15:05 - The Evolution of Healthcare in eCommerce

15:45 Panel Discussion

Moderator: **Ntlantla Skweyiya, eCommerce Channel Manager, HIMALAYA WELLNESS**

Speakers:

- **Tasleem Williams, COO. RecoMed**
- **Zain Naidu, Head of Digital Marketing , Dischem**

Day 3 | 8 May | Digital Security Hub

Digital Security

Safeguarding the E-Commerce Ecosystem

Time

SESSION DETAILS

11:20 - AI Integration Strategies

11:40 Keynote

AI is transforming cybersecurity, but how can businesses integrate it effectively while mitigating risks? This session explores AI-driven security strategies, automation, and how AI can strengthen cyber resilience.

Speaker: **Samantha Rule, CISO and Head of AI and Innovation, Ninety-One**

11:45 - Accountability in E-Commerce: The Role of Platforms in Curbing Fraud

12:10 Panel Discussion

Exploring the growing threat of fraudulent third-party sellers on online retail platforms. This session will address security risks, fraud prevention strategies, and how businesses can protect consumers while maintaining platform integrity.

Speakers:

- **Nathan-Ross Adams, Founder & Managing Director, ITLawCo**
- **Craig Pederson, Forensic Investigator, TCG Digital Forensics**
- **Duncan Rae, CISO, Pepkor IT**
- **Renaldo Jack, Group Head of Cybersecurity, Globeleq**

12:50 - Human-Centric Cybersecurity: Designing Systems with User Experience in Mind

13:30 Panel Discussion

As cybersecurity evolves, organizations must design security frameworks that prioritize usability and minimize friction for end-users. This discussion will explore how human-centric security can improve adoption and reduce vulnerabilities.

Speakers:

- **Nathan-Ross Adams, Founder & Managing Director, ITLawCo**
- **Dr Jeanne Fredericks, Founder & CEO, The Change Hub**
- **Deidre Marais, Chief Information Security Officer, Western Cape Government**
- **Asterico Adams, Head of Information Technology Operations, DirectAxis**

13:30 Lunch

*Corporate and Platinum Passes Only