

Cape Town International Convention Centre (CTICC) press release

For immediate release

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CTICC becomes tech hub for eCommerce MoneyAfrica Confex

Africa is a blossoming market for the eCommerce sector.

Research by the technology portal Disrupt Africa shows that the continent has over 220 million registered mobile accounts, with over 80 million active users each month, while research by Statista.com indicated that eCommerce sales topped an estimated US\$1.92 trillion in 2016.

The sector is in the spotlight as delegates gather for the 3rd annual eCommerce MoneyAfrica Confex, currently taking place at the CTICC. The CTICC has hosted this event since its inception in 2015.

This year's event is dedicated to "uncovering the latest consumer trends, buying patterns, and the newest technologies and payment solutions" supporting the African market.

The event consists of a conference and exhibition. The conference is aimed at bringing together key decision-makers in the retail, online and payments sectors that operate across the African continent. Additionally, the expo is expected to draw eCommerce and retail executives from mobile operators, financial institutions, start-ups, government departments and service providers that cover mobile POS (point-of-sale), digital security, and integrated cloud solutions.

"This event is a showcase of African innovation. As a conduit, it is imperative that we facilitate a process where people can comfortably discuss ways to better deliver, and in this specific instance, increase accessibility to African consumers. We can also not ignore the job creation potential of tech start-up businesses and the positive contribution these small business and entrepreneurs have on the economy," says Julie-May Ellingson, Chief Executive Officer of the CTICC.



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The event is sponsored by big players such as FNB, PayPal and Visa. Noteworthy speakers at the conference include the cream of South Africa's technology leaders such as Sascha Breuss, CEO of Zando, Noel Ross-Gillespie, Head of Operations at YuppieChef and Vincent Hoogduijn, CEO: eCommerce at Media24. New features at this year's expo include the MoneyAfrica track which will focus on "innovations in African FinTech products".

"eCommerce is providing Africans with goods and services they would not normally have access to. Africa has one of the highest mobile usage rates in the world and this opens up many opportunities for Africans to develop applications designed specifically for use on the continent. eCommerce will allow for anyone with an idea to develop a business where jobs are scarce," says Terry Southam, Managing Director at Kinetic, the producers of the event.

Cape Town and the CTICC are ideal locations to host the annual event. The city is building a reputation as a growing hub for technology entrepreneurs and start-ups according to technology agencies such as the Cape Innovation and Technology Initiative and Silicon Cape.

"The environment and delegate experience at an event is crucial. The CTICC offers a professional and vibrant environment which is conducive to business. The diverse layout and meeting facilities available at the convention centre have complimented the event's steady growth and we look forward to making use of the newly constructed CTICC expansion for the next edition of the our show in 2018," adds Southam.

For more information, contact Susan Davis, Corporate Communications Manager at the CTICC, at media@cticc.co.za or +27 21 410 5000.



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