



FOSTERING THE FUTURE OF AFRICAN RETAIL

	<b>2 NOVEMBER</b> <b>FOMENTING RETAIL GROWTH ACROSS AFRICA</b>
09:30	<b>Welcome and opening remarks</b>  <i>Suzie Wokabi, Founder &amp; CEO, SuzieBeauty</i> <i>Ian McGarrigle, Chairman, World Retail Congress</i>
09:35	<b>Opening Keynote</b>
10:00	<b>The Economic Review</b>  From currency fluctuations, knock-on effects of oil production interruption and election impacts on prices and inflation, understand the socio-political issues affecting key African economies – and the related consequences for the retail and consumer industries.
10:30	<b>The government weigh-in: Addressing Africa's retail climate</b>  Hear from key government ministers from major African countries as they discuss and debate the fundamental issues impacting retail growth across the continent – from infrastructure, inter-border trade and beyond.
11:10	<b>MORNING NETWORKING BREAK AND REFRESHMENTS</b>
11:40	<b>Hot or Not: The markets and cities ready for retail's next push</b>  Get to grips with the specific areas ripe for growth in the next 18 months and inform your retail expansion strategy across the continent.
12:10	<b>Emerging Africa: The how's and why's behind winning and losing in new markets</b>  <i>Gwen Morrison, CEO, The Americas and Australasia, The Store/WPP Global Retail</i>
12:40	<b>The retailer perspective: Updates from the Continent</b>  Retailers from Ghana, Egypt, Ivory Coast and beyond join together for this powerful session to discuss, debate and share their on-the-ground challenges, routes to success and more. How does each market differ, and what are the areas of common ground across countries? Understand what it takes to flourish in unfamiliar territories from those at the coal face.
13:20	<b>CONGRESS LUNCH</b>
14:20	<b>The Africa investment panel</b>  Going further than where to invest and how to navigate the unique challenges of varying new African markets, this session will delve deep into the technologies, trends and opportunities retailers need to be considering now and in the near future.  <i>Olaf Schmidt, Global Sector Lead of Retail, Real Estate &amp; Hotel Investments, International Finance Corporation</i>
15:00	<b>The future of mall development and culture across Africa</b>  Saturated mall markets, soaring rents and fluctuating currencies combined with increasing consumer demand and disposable income in some regions and economic stagnation in others – the landscape for retailers and mall developers is both formidable and fascinating. What's next for physical retail and malls in particular in key African markets? How do retailers and developers capitalise in this shifting landscape?



FOSTERING THE FUTURE OF AFRICAN RETAIL

15:40	AFTERNOON BREAK
16:10	<b>The great opportunity: Retail's role in building sustainable communities</b>
16:50	<b>Closing Keynote</b>  <i>Carlos Olmos, Vice President for Asia, Pacific, Africa and Middle East, <b>Coca-Cola</b></i>
17:10	NETWORKING DRINKS

3 NOVEMBER BUILDING THE FOUNDATION FOR TOMORROW'S RETAIL SUCCESS	
09:30	<b>Building local, resonating global: Creating the African brand of the future</b>
10:00	<b>New channels to market: Ecommerce, mcommerce and the next growth frontier</b>  Ecommerce is forecast to make up 10 percent of total retail sales in key African markets by 2025, with 40 percent annual growth over the next 10 years, and mobile commerce is also going from strength to strength. But lack of online security, steep mobile provider and broadband costs are just some of the issues faced by retailers. What is current best practice across the continent and where should retailers be focusing their efforts?  <i>Ryan Bacher, Managing Director, <b>Netflorist</b></i>
10:40	<b>Understanding and connecting with the next-gen mobile/social consumer</b>  According to the UN Population Division, the proportion of Africans under the age of 25 is projected at around 55.5% in 2015, significantly higher than anywhere else in the world. How do you stay authentic and connect with a consumer that is increasingly mobile, social and savvy, with more access to global culture, influences and brands?
11:00 MORNING NETWORKING BREAK AND REFRESHMENTS	
BUSINESS STREAMS	Stream A <b>Attracting and retaining retail talent</b>
	Stream B <b>Nurturing the African retail landscape of tomorrow</b>
11:30	<b>Making retail an industry of choice for young talent</b>  Attracting and retaining talent in African retail can be challenging. In a 1,300 student study across six universities, over 40% stated it was an industry of last choice, and upon graduation had no desire to build a career in retail. The findings of this study explore the current image of the retail industry in South Africa amongst young people, what factors influence this image, how this impacts decisions to study retail and what various key stakeholders are doing to attract quality.  <i>Wayne Jooste, Lecturer, <b>Cape Peninsula University of Technology</b></i> <i>Moderator: Professor Roger B Mason, Wholesale and Retail Leadership Chair, <b>Cape Peninsula University of Technology</b></i>
	<b>Retail, technology and shopping – inside the millennial mind</b>  Hear from several young African entrepreneurs disrupting the retail and technology space. Understand their mind-sets when it comes to building and doing business, shopping, and their thoughts on future trends.  <i>Catherine Mahugu, Co-Founder, <b>Soko</b></i> <i>Olatorera Oniru, Founder &amp; CEO, <b>Dressmeoutlet.com</b></i>



**FOSTERING THE FUTURE OF AFRICAN RETAIL**

	<i>Co-researchers/authors: Prof Dr Thomas Dobbstein, Professor of Market Research, <b>Baden-Württemberg Cooperative State University</b> Professor Wibke Heidig, Professor of Marketing, <b>Albstadt-Sigmaringen University</b></i>	
12:10	<b>Inside the industry's talent requirements: Recruiting, retaining and keeping the passion</b>  This session will bring together industry heavyweights from inside and outside Africa to discuss what retail needs to take its service and people to the next level, where successes have been made, what still needs to be done and why.	<b>From the outside in: Learning from international retailers in similar environments</b>  Africa is a land of opportunity, vibrancy and uniqueness, but its retailers and entrepreneurs face challenges such as corruption, hit-and-miss infrastructure and political insecurity that echoes in other parts of the globe. Hear from retailers from Brazil, Indonesia and beyond who are facing similar situations. What are their strategies for innovation and growth in the face of adversity?  <i>Sergio Herz, CEO, <b>Livraria Cultura</b></i>
	<b>Luxury retailing across Africa</b>	
12:50	<b>From Morocco to Johannesburg: Understanding current luxury trends and navigating your customer base</b>  <ul style="list-style-type: none"><li>▪ The update on luxury retail in Africa</li><li>▪ The rise of millionaires and the middle class – how do you appeal to both the aspirational and cash available? Understand how to manage the mix and connect with both</li></ul> Keeping your customers loyal: Bringing them back to Africa from London, Paris and beyond	
13:30	<b>CONGRESS LUNCH</b>	
14:30	<b>Building modern retailing in Africa: Harnessing the power of the African diaspora</b>  <i>Pat McCants, Founder &amp; President, <b>African Diaspora Chamber of Commerce</b></i>	
15:00	<b>From source to shelf to consumer: Building a capable and agile supply chain</b>  <ul style="list-style-type: none"><li>▪ Implementing effective supply chain strategy</li><li>▪ Sharing best practice for combating and overcoming logistics challenges across Africa</li><li>▪ How to scale supply chain wins from giant retailers to SMEs</li><li>▪ Establishing and building a communications strategy with a credible network of suppliers, manufacturers and partners</li></ul>	
15:40	<b>AFTERNOON BREAK</b>	
16:10	<b>Retail Congress Africa Rising Star Award</b>  The first of its kind for the Congress, the Africa Rising Star Award celebrates young entrepreneurs and pioneers in Africa's dynamic retail market. The recipients are those that have demonstrated outstanding vision, perseverance and success in the face of a challenging landscape.  <b>Presented by: Ian McGarrigle, Chairman, <b>World Retail Congress</b></b>	
16:40	<b>Closing Keynote</b>	



**RETAIL  
CONGRESS**  
AFRICA

2-3 NOVEMBER 2016  
THE WESTIN HOTEL  
CAPE TOWN

FOSTERING THE FUTURE OF AFRICAN RETAIL

17:00

CLOSING OF THE CONGRESS