

CHALLENGING THE FUNDAMENTALS OF RETAIL



RETAIL CONGRESS AFRICA

3-4 NOVEMBER 2015
WESTIN HOTEL | CAPE TOWN



Driving Retail
Growth And
Transformation
Across Africa

Join Cape Town's Retail in a Day

Retail Congress Africa Retail Study Tour - 5 November 2015

A guided full-day retail tour of what matters and what's new in Cape Town.

5 STAR SPONSOR:



www.retailcongressafrica.com

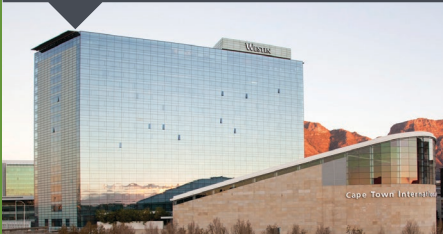
PART OF THE



BROUGHT TO YOU BY:



NEW FIVE STAR VENUE



The **Westin Cape Town** is the ideal location for the 2015 Congress offering attendees all the luxury amenities of a five star hotel along with state of the art conferencing facilities.

After a long day of business enjoy dinner at one of the hotels elegant restaurants from the brasserie-style Thirty7 to fine Sushi at The Grand.

For the health conscious there's a fully equipped gym and also world class spa facilities.

The hotel's fantastic glass façade allows clear views of the breathtaking beauty of Table Mountain, Lion's Head and the entirety of Table Bay. It's not surprising this luxury venue has been awarded **TripAdvisor's – Certificate of Excellence Winner 2015.**



WELCOME TO THE RETAIL CONGRESS AFRICA

Dear Colleague,

In talking to retailers around the world, there's growing interest and excitement about the development of retailing across Africa. There's recognition that rising prosperity in a number of countries is leading to a rise in the modern retail sector. It's leading to the growth of strong domestic retailers as well as opportunities for international retailers and brands.

Against this background, Retail Congress Africa has been growing in strength as it moves into its third year and a new location, Cape Town.

Over 300 international and regional retail experts will meet at the 2015 Congress to shape the future of retail in Africa. Retail Congress Africa is an important part of the World Retail Congress Global Series.

Interactive networking, private briefings and roundtables are all designed to ensure you make the most of face-to-face time with Africa's retail elite. Don't miss out on the Lifetime Achievement Award ceremony and the Retail Study Tour to take advantage of everything the Congress has to offer and maximize your time meeting potential new partners and retail experts.

Retail Congress Africa is the only high level international retail event in the African retail calendar that gives you and your business winning insights into this growing and very exciting region.

We look forward to welcoming you to Cape Town this November.

A handwritten signature in black ink that reads 'Ian McGarrigle'. The signature is fluid and cursive, with a long horizontal line underneath the name.

Ian McGarrigle | Chairman
WORLD RETAIL CONGRESS GLOBAL SERIES

Retail Congress Africa 2014 in numbers



312 ATTENDEES



50 INSPIRATIONAL SPEAKERS



35 PRESS



ENSURING THE CONGRESS IS EVER RELEVANT

One of the founding principles of the Congress has always been a commitment to developing an agenda and programme of events built by retailers and retail experts. Researched, tailored, tweaked and constantly verified by the very people it serves to support. A key element to this is the assistance and direction from the Advisory Board, made up of leading retail figures from around the World.

Thank you to the 2015 Advisory Board members for their dedication, insight and tenacity.

2015 Advisory Board

Frans Van Der Colff
HEAD OF AFRICA AND INTERNATIONAL
FRUIT & VEG CITY



Dr Edward Dakora
SENIOR LECTURER
HEAD OF RETAIL
BUSINESS MANAGEMENT
PROGRAMME
SOL PLAATJE UNIVERSITY



Paula Disberry
GROUP DIRECTOR OF
RETAIL OPERATIONS
WOOLWORTHS



Sue Fox
MANAGING DIRECTOR
ESTEE LAUDER
COMPANIES,
SUB-SAHARAN AFRICA



Titus Korir
FOUNDER AND CHIEF
EXECUTIVE OFFICER
INSIGHT RETAIL
EAST AFRICA



Manuel Koser
FOUNDING PARTNER
SILVERTREE CAPITAL



Boris Planer
CHIEF ECONOMIST
PLANET RETAIL



ATTENDEES FROM LAST YEAR INCLUDED:



Retail Congress Africa is recognised as the key industry event by major global brands

Each year brands such as The Coca Cola Company, L'Oréal, McDonald's, Mondelez International, Nando's, SPAR, The Walt Disney Company, and Unilever support the Congress by delegating senior representatives as keynote speakers. This year the following speakers will attend the Congress to share their knowledge of global retail industry trends and insights into local retail.



What is required of leaders today?

This compelling keynote from one of Africa's revered retail leaders will provide insights and ideas on some of the principles that underpin their everyday leadership to help embrace change, drive innovation and most importantly motivate their workforce.

Therese Gearhart, President, Southern Africa, **The Coca Cola Company**



Consumer focus: Identifying and attracting Africa's 'floating middle class'

Africa's burgeoning middle class is without doubt one of the key drivers behind the global retail interest in this market. Yet engaging with this 'floating middle class' isn't easy, given the disparate nature and uneven growth of this new consumer group. How can retailers appropriately target messaging and new retail experiences to this market as they start to enjoy more disposable income?

Geoff Whyte, Chief Executive Officer, Southern Africa, **Nando's**



Nigeria – Engaging with a vibrant retail sector

This session explores the current makeup of the retail industry in Nigeria, considering viable go-to-market strategies and the supply chain hurdles retailers need to master as they enter this market.

Idy Enang, Managing Director, Central West Africa, **L'Oréal**



How creative thinking and storytelling can deliver results

Evidence shows that creative thinking and out of the ordinary storytelling – done imaginatively and through the correct channels – can significantly raise awareness and push your brand message. Be inspired by some of the campaigns that have won the hearts of consumers, the ideas and planning that helped them take shape.

Christine Service, Senior Vice-President, Country Manager, South Africa, **The Walt Disney Company Africa**

Luke Roberts, Director Integrated Retail, **The Walt Disney Company Africa**



What's next for Africa's retail industry?

As retailers look on to witness rising income levels, rapid urbanisation, fast economic progress and a population explosion in many countries across the continent the opportunities for growth are numerous. Hear from leading retail figures to debate and discuss the trends and developments driving Africa's retail revolution.

Richard van Rensburg, Deputy Chief Executive Officer, **Pick n Pay**



You and your consumer: Thinking outside the box about how to excel in customer service and experience

How can retailers better connect to customers on an individual level? What tools can be used to help identify their needs? How can you capture and analyse all the correct data? How do you identify the key customer groups? All these questions, and more, will be considered in two case study presentations from leading retailers.

Suhayl Limbada, Director, Cadbury Mauritius, Regional Manager Indian Ocean Islands, **Mondelez International**



The push and pull of omni-channel trading

Though still a small percentage of overall sales, the growth of online purchasing is driving a shift to the 'omni-channel' mind set. Retailers are challenged with implementing structures for ensuring seamless and consistent integration as they seek to better connect with customers on multiple physical and digital channels. This plenary session will see one of Africa's leading retailers share their experiences and insight into the challenges and opportunities faced, as they progress on the omni-channel retail journey.

Paula Disberry, Group Retail Director,



SEIZING OPPORTUNITIES IN GROWTH MARKETS

Evaluate the latest strategies in retail in high growth markets across Africa. The Congress agenda will put the spotlight on Nigeria, Kenya and Ghana.

These three markets are the focus of significant investment and hold great potential for the expansion of retail businesses today. Each Country Case Study will look at strategies that established and new retail professionals can apply when growing their businesses. They take into consideration country-specific challenges and emerging opportunities. Speakers will share insights and hands-on experience of tapping into these fast growing economies. Attend the Growth Markets Business Streams to learn how increased urbanisation, strengthening of a middle class and rising consumption is transforming the retail landscape in these vibrant territories.



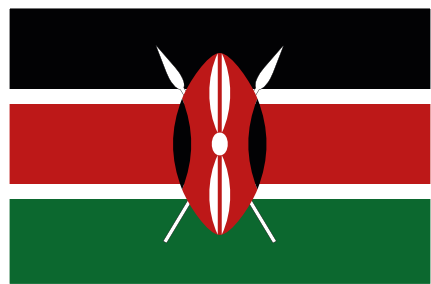
Engaging with a vibrant retail sector

As Nigeria's economy grows so does its retail prospects. Nigeria is considered one of the top, yet toughest Sub-Saharan African countries for retail business. This session explores the current makeup of the retail industry, considers viable go-to market strategies and looks at the supply chain hurdles retailers need to master as they enter this market.

Kofi Abunu,
Chief Development Officer,
Food Concepts



Idy Enang,
Managing Director,
L'Oréal Central West Africa



Vision 2030

Buoyed by the changing lifestyles of its citizens and positive economic growth projections, Kenya has seen a rise in the number of malls major/retail outlets encouraging international investment. This session will explore opportunities in Kenya considering: Which channels are winning or losing in the fight for consumers' money? How Kenya is best placed to support an entry strategy into East Africa? How the government's development programme 'Vision 2030' is supporting retail development.

Muchiri Wahome,
Chief Executive Officer,
Deacons



Suzie Wokabi,
Founder and Chief
Executive Officer,
Suzie Beauty



The gateway to West Africa

This session will offer in-depth analysis of Ghana's retail investment opportunities and its position as a gateway to retail in West Africa. Considering viable routes to market, manufacturing supply bases and favourable regulatory controls that make the country attractive as a retail investment venture.

Wiafe Kwame Boaitey,
Director, General Manager,
Sc Johnson



Frans Van Der Colff,
Head of Africa,
Fruit and Veg City





WORKSHOP SESSION

Developing successful entry models and partnerships in Africa

There are many different routes to market for domestic and international companies looking to expand across the board in Africa. As well as joint venture partnerships, the franchise model has also grown in significant popularity in recent years, as companies benefit from the leverage of joint partner assets, local knowledge, and the entrepreneurial drive of the owner/manager structure. This interactive, round table session brings together brands that have tried and tested different entry models, including joint ventures and franchise partnerships to share experiences on the pitfalls, successes and future opportunities.

Antonis Kyprianou, General Manager, Franchising, **Grupo Cortefiel**

Edward Dakora, Senior Lecturer and Head of Retail Business Management Programme, **Sol Plaatje University**

Get involved and suggest a topic for discussion
Email: natalie.gorohova@i2ieventsgroup.com



WORKSHOP SESSIONS

THINK TANK SESSION

Take advantage of this specialist peer to peer networking and learning exchange by delving into key issues central to retail best practice



Discussions will be conducted in small groups of 8–12 people to provide a platform for interactive questioning and debate. Participants will spend 20 minutes working together to answer pressing questions or scenarios, before moving to the next discussion.

Book today to secure your place at in-depth face-to-face discussions with high level retailers, a unique opportunity offered by the Congress.
Email: info@retailcongressafrica.com



THINK TANK SESSIONS

AGENDA AT A GLANCE

Tuesday 3 November

BREAKFAST

7.45am
Breakfast Briefings

To host a breakfast briefing
please contact
daniel.burridge@i2ieventsgroup.com

MORNING

9-11am
Morning Plenary Sessions
11.30am
Interactive Breakout Sessions

LUNCH

12.30pm
Lunch and Networking
Briefings and Private Meetings

AFTERNOON

2-4.10pm
Interactive Breakout Sessions
4.45-5.30pm
Plenary Sessions
Retail Congress Lifetime
Achievement
and Innovations Awards

EVENING

6pm
Drinks Reception in the
Exhibition Hall

Wednesday 4 November

BREAKFAST

7.45am
Breakfast Briefings

To host a breakfast briefing
please contact
daniel.burridge@i2ieventsgroup.com

MORNING

9-10.45am
Plenary Sessions
11.45 am
Interactive Breakout Sessions

LUNCH

12.45pm
Lunch and Networking
Briefings and Private Meetings

AFTERNOON

2-4.00pm
Interactive Breakout Sessions
4.30-5.30pm
Plenary Sessions

Thursday 5 November

9.30am-4.30pm
Retail Study Tour

Cape Town's Retail in a Day

**A guided full-day
retail tour of what
matters and what's
new in Cape Town.**

Join us on a tour of all that's
new and exciting about retail
in Cape Town, with a look at
a range of stores covering
everything from fashion to food.

To view the latest up-to-date agenda:
www.retailcongressafrica.com/agenda-speakers



2015 Sponsors

5 STAR SPONSOR ★★★★★



MASTERCARD (NYSE: MA), www.mastercard.com, is a technology company in the global payments industry. We operate the world's fastest payments processing network, connecting consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. MasterCard's products and solutions make everyday commerce activities – such as shopping, traveling, running a business and managing finances – easier, more secure and more efficient for everyone. Follow us on Twitter @MasterCardNews, join the discussion on the Cashless Pioneers Blog and subscribe for the latest news on the Engagement Bureau.
www.mastercard.com

3 STAR SPONSOR ★★★



The Consumer Business specialists in **DELOITTE**'s global network combine deep industry experience and understanding of regional markets to help retailers and consumer products companies around the world succeed wherever they operate. These professionals provide audit, tax, consulting, risk management and financial advisory services to both public and private companies, and they are unified by a collaborative global culture that fosters integrity, outstanding value to markets and clients, commitment to each other, and strength from diversity.
www.deloitte.com

2 STAR SPONSORS ★★



ERGONOMIC SOLUTIONS is an established, leading supplier of technology mounting solutions. Our application areas extend across PoS, Payment, Digital Signage, Self Service, Mobility, Warehousing and Distribution. Headquartered in the United Kingdom with its own manufacturing facility in Denmark, Ergonomic Solutions is a channel led business with a global customer and partner network. Ergonomic Solutions has an established partner network in South Africa and works closely with Technogistics, our Qualified Distribution Partner to fulfil customer and partner needs across South, Central, East & West Africa. Our SpacePole® solutions are proven in the field and modular, enabling cost effective upgrades and providing protection for hardware investments.
www.ergonomic-solutions.net



Adjacent to its traditional managed services business, Technogistics (TG) has, over 12 years, built a presence in niche product distribution with value-add on top of pick, pack and shipping services. TG's offerings include pre-sales engineering, innovative product, managed logistics, installation and support. To ensure collective success Technogistics aligns its business models closely with those of its niche technology vendors and its channel partners, often with non-competing multi-vendor offering's and creates demand for industry leading solutions with innovative product, value-added services and good overall customer experience. Key current markets served include Financial, Retail, Educational, Oil and Petroleum, Hotel and Leisure, Government and Food and Beverage. www.tg.co.za
www.ergonomic-solutions.net

Please get in touch to find out about the remaining sponsorship opportunities for 2015.

Contact **Daniel Burridge**, Event Manager **E: daniel.burridge@i2ieventsgroup.com T: +44 (0) 20 3033 2564**

Book early to secure the best rates for your team! Packages are available (see below for pricing).

For group bookings please email info@retailcongressafrica.com

Available Packages

	Platinum pass	Gold pass	Silver pass	Bronze pass	Study Tour
DELEGATE PACKAGES	This package is for those interested in attending the two day Congress in addition to the Retail Study Tour	This pass is for those interested in attending the two day Congress only, in addition to the networking events	For our delegates that are only able to make two days of the Congress plus the Congress Retail Study Tour	This pass is ideal for time-pressed delegates who are only able to attend one days of the Congress	Retail Study Tour in Cape Town
Price Before Friday 28 Aug	\$2,049	\$1,299	\$1,849	\$1,099	\$750
Price Before Friday 2 Oct	\$2,249	\$1,499	\$2,049	\$1,299	\$750
Standard	\$2,599	\$1,849	\$2,399	\$1,649	\$750
Non-Retailers (20 available)	\$6,500	/	/	/	\$1,499

All fees are in US Dollars. All prices are subject to local taxes where appropriate.

All content correct at time of print, may be subject to change.

5 STAR SPONSOR:



www.retailcongressafrica.com

PART OF THE



BROUGHT TO YOU BY:

