

# Retail Technology Forum returns to Western Cape

Following the success of its inaugural forum in Cape Town, African Retail Technology returns to the Western Cape on 29-30 October 2012 at the Arabella Hotel, Hermanus. The Forum provides the setting in which to learn about the latest IT trends, network with peers and explore solutions.

As one of the 'CIVETS' (Colombia, Indonesia, Vietnam, Egypt, Turkey and South Africa) group of countries and with a second-generation emerging market growing three times faster than developed countries, the eyes of the world's leading retailers are on South Africa.

The 2011 forum brought together the major retail brands from South Africa and further afield including Truworths International, Spar, Woolworths, Pick n Pay, Engen, BP SA, Shoprite Checkers, Ackermans, Choppies, Mr Price Group, Massbuild and Tiger Wheel & Tyre.

## Sponsor goes gold

Recognising the potential of this important region and the opportunity to meet and network with its retailers, leading retail software solutions company, Argility is increasing its profile from the position of silver partner last year, to gold partnership for the 2012 Forum.

Eric Van Heerden, marketing executive of Argility, which provides store based and corporate, packaged and custom software says, "Taking up gold partnership at the Forum 2012 was an important strategic decision. Our products and services, and brand will be front of mind to some of the biggest retailers in Africa both in the lead-up to and at the event."

No stranger to the Forum's format and effectiveness, he continued, "Getting to see key decision makers from this many retailers in such a short space of time is a great opportunity to strengthen existing and forge new relationships in the industry."

For more information, go to [www.openroomevents.com](http://www.openroomevents.com).