

# On-Line Retailing Conference back in Cape Town

The fourth On-Line Retailing Conference and Exhibition will be held in Cape Town, 10-11 October 2012, at the Tsogo Sun Cape Sun. It will explore current innovations of the online retail sphere, future predictions and how delegates can benefit from the expected rise in the trends of online retailing.

An independent study, held by one of the largest retail groups, show that retail conducted online accounts for only 0.5% of the total retail sales in South Africa. When this is compared to figures of other European and Asian countries, these statistics can jump up to 10% of total retail sales.

Not only does this show the potential of the online market but also dictates as to where the Southern African market will be in the future as innovation, secure payment methods and an online retail culture develop. Furthermore, studies suggest that 80% of online retailers are profitable with a mere 1% of business running a loss online.

## Speakers

- Amanda Cromhout, MD at Truth
- Leon Lategan, MD at Purple Cow
- Tim Bishop and Lynette Hundermark, Prezence Digital
- Wesley Lynch, founder and CEO at Realm Digital
- Dup Venter, director at Pay@
- Craig Ballantyn, MD at Fast Moving
- Avinesh Pillay, Declan Hollywood and Deshen Naidoo, Google
- Warren Moss, CEO at Demographica
- Andre De Wet, GM at PriceCheck
- Danie Strachan, partner at Adams & Adams
- Fred Roed, CEO at World Wide Creative
- Karen Parkin, director at Britfire
- Brendon Williamson, CEO at Intercept Risk
- John Shickerling, online marketing manager at Want It All

Delegates who will benefit from attending include representatives from online retailers, traditional retailers and service providers dealing with web designing/hosting, content management, internet security and online payments.

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