

How to deploy new concepts to reinvent the shopping experience!

Issued by [Terrapinn](#)

29 Jan 2013

Sandton Convention Centre, Johannesburg
11-12 March 2013

Join the discussion with Zando's Managing Director and Co-Founder, Peter Allerstorfer at Retail World Africa 2013.

Peter will discuss - **What is needed to capitalise on the E-commerce explosion** on Monday the 11th March and again on Tuesday 12 March - **How to deploy new concepts to reinvent the shopping experience**.

The retail industry is at the centre of a dramatic shift in the way consumers shop and interact with retailers. After hundreds of years of customers 'going to the store', the store is now coming to the customer and retailers need to know how to operate in this digital world. Peter will be sharing his knowledge and firsthand experience on how you can capitalise on the E-commerce explosion as well as sharing my tips on how to reinvent the shopping experience for your customers.

If you're looking to win in this digital world, this presentation will help you discover innovative ways to establish an online presence.

The other retail experts speaking at Retail World Africa include:

Unilever Africa
Nestle Southern Africa
Procter and Gamble South Africa
Stuttafords South Africa
Zando South Africa
Uchumi Kenya
Capacity Holdings, South Africa
LuxLife, South Africa
Bid or Buy, South Africa
Mercedes Benz, South Africa
Swop and Shop, South Africa

P.S. Book online now <https://secure.terrapinn.com/V5/rCalc.aspx?E=5465&p=1> or register for the free seminars and exhibition online www.terrapinn.com/retailafrica.

Register today! For more information contact Bianca Allen at bianca.allen@terrapinn.com or call +27 (0) 11 516 4038.