

## DHL renews partnership with eCommerce Africa

DHL Express in sub-Saharan Africa (SSA) has announced that the company has once again signed on as lead sponsor for the 2019 DHL eCommerce Africa Conference and Exhibition, which will be held at the Cape Town International Convention Center from 19-20 March 2019.



Steve Burd, Vice President: Sales for DHL Express Sub-Saharan Africa.

Source: [www.dhl.africa-newsroom.com](http://www.dhl.africa-newsroom.com)

The eCommerce Africa Conference and Exhibition, delivered by DHL, is hosted by South African conferencing company, Kinetic, and is one of Africa's biggest opportunities to bring stakeholders in the e-commerce sector together. Later in the year, Kinetic will also bring the conference to Kenya, with the eCommerce East Africa Edition, also delivered by DHL, set to take place in Nairobi on the 12th and 13th of June 2019.

This year's event offers participants an opportunity to learn from world-class thought leaders, both from Africa and the rest of the globe, on the innovative strategies that will unlock e-commerce opportunities over the years to come. Delegates from some of the continent's biggest tech, retail, banking and legal firms will be in attendance to share their experience and engage with attendees to exchange knowledge.

According to the McKinsey Global Institute's report, Lions Go Digital, e-commerce and fintech represent two of Africa's biggest growth opportunities, with the growth of the mobile technology market driving both of these sectors. "More than half of urban African consumers already have Internet-capable devices and this number is increasing. Online shopping in Africa could account for up to \$75 billion in retail sales by 2025."

Steve Burd, vice president of sales for DHL Express Sub-Saharan Africa, explains that the ongoing partnership between DHL and eCommerce Africa is a good fit. "As the market leaders in express logistics in Africa, we have extensive first-hand experience of the positive impact that e-commerce has on the continent. The massive growth in cross-border and international e-commerce in Africa sees DHL working with thousands of more customers across the continent each year, helping them to expand their brand across borders."

He adds that the development of e-commerce in Africa continues to unlock major opportunities for growth. "E-commerce allows entrepreneurs and SMEs to connect with a large customer base and scale up rapidly, which accelerates the need for support services. E-commerce growth, therefore, has a ripple effect on many other industries on the continent."

"DHL's partnership with eCommerce Africa provides us with an additional platform to connect with organisations and help them to understand key logistics considerations, and learn how to plan for and overcome any logistical challenges," adds Burd.

Terry Southam, Kinetic Managing Director, says that the collection of thought leaders and the topics under discussion this year are aimed at creating an immediate impact for African e-commerce companies.

"From marketing to fulfilment, the world's best will be on stage sharing best practice and innovative hacks to drive online growth. It is quite remarkable to have all of these industry leaders on the same stage – not only willing to share but actively working to grow the industry and ensure African customers receive a world-class online shopping experience. This year's theme for the conference is 'Conquering Scale' and we couldn't be happier to have a market leader like DHL on board, to help us deliver 2 key e-commerce events on the continent this year," he concludes.

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