

The MENA region's First E-Commerce Summit Launches in Egypt This Year

The first event of its kind focusing on the latest e-commerce trends, innovations and future technologies

- MENA's E-commerce market is expected to reach a value of US\$ 2.7 billion by 2020
- 35% of the millennial population have started or planned to start their own business
- Hussein Mohieldin: "Our aim is to inspire established companies to embrace digital technologies, and empower start-ups to innovate in the field"

Cairo, Egypt – 05 September, 2018: For the first time in Egypt, the launch of a dedicated e-commerce summit invites industry leaders to celebrate the success of various digital implementations and deliberate on the future of the business landscape in the region. The event – first of its kind – is set to become an annual destination for retailers to explore e-commerce solutions, the latest trends and innovations and future technologies transforming the retail market in the MENA region. International retailers and respective speakers from a diverse set of industries are invited to share their experiences, and deliberate on the investment and growth opportunities within the e-commerce market. The event is held in the Nile Ritz Carlton Hotel on the 26th of September 2018, with the intention of holding the function on an annual basis.

The growing accessibility to internet platforms, coupled with growth in the numbers of internet users in Egypt, and advances in retail experiences has led to increased proliferation of e-commerce. The number of e-commerce websites in Egypt has reached a total of 450 different online retailers and marketplaces in Egypt in 2015, and the B2C E-Commerce turnover showed a 22% growth in 2017.

The e-commerce event is hosting a wide range of international subject matter experts and practitioners as speakers, to stir up discourse on how to harness and realize the untapped potential of utilizing e-commerce as a key pillar of business strategy. Organizing the event is leading tech agency, robusta, targeting retail groups, corporates in different sectors and industries, brands and supporting and complementary functions ranging from payments and logistics to branding and advertising..

robusta's Managing Director, Hussein Mohieldin, commented on the launch of the event stating, "We've been strong advocates of e-commerce for more than a decade, seeing the sheer volume of retail transactions, and the mobility of a more tech savvy generation demanding instant gratification, we knew it would be a matter of time before e-commerce became a main channel for retail groups. Our aim is to inspire established companies to embrace digital technologies and empower start-ups to innovate in the field". Mohieldin added, "To understand the potential of e-commerce we should benchmark our progress against developed markets, for instance online transactions account for only 2% of total sales today in Egypt vs. 20% in the US, this is where we need to be".

The event will have various tracks addressing all attendees. A startup competition will be held to stimulate entrepreneurs to become innovators in the e-commerce sector. Egypt with 50% of its population under the age of 30 is well-placed to utilize e-commerce as a driver for economic growth. Lastly, an awards ceremony will be held to recognize the efforts of established corporate leaders and influential figures in the Egyptian market who pioneered to utilization of e-commerce as a core business strategy.

Paramount visionary companies in Egypt are collaborating with robusta to the success of E-Commerce Summit, leading the innovative ambition of the future of e-commerce. B.TECH, the largest retailer for home appliances and consumer electronics in Egypt, is the Titanium Sponsor. Fawry, the pioneering e-payment network in Egypt is participating as the E-Commerce Awards Sponsor. While Wuzzuf, the leading online marketplace that connects jobseekers with employers in Egypt, holds place as the Platinum Sponsor. And finally, Nestlé, the world's largest food and Beverage Company, is the Gold Sponsor for E-Commerce Summit.

The event will host companies from a diverse set of industries including the market's leading banks, e-payment networks facilitating growth in the market, telecom operators with payment solutions and partners, and even real estate giants that have transformed the market of buying and selling property in the region. Companies are invited to become partners of the journey of exploration through speaking engagements, sponsorships, and research contribution to contribute in raising awareness about the potential of the e-commerce market in Egypt and the region.

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About robusta

robusta is a leading tech agency, founded in 2007 in a local coffee shop and named after the robusta coffee bean, building omnichannel experiences for businesses and developing their digital transformation. The creative development of services robusta provides ranges between e-commerce solutions, web design and development, business management tools, mobile apps and VR & AR solutions, pioneering the technological landscape in the country across a wide range of industries & sectors. From a coffee shop to offices in Cairo & Stuttgart, Germany, as of 2017, robusta now operates Egypt's first e-commerce summit bringing in businesses from a diverse set of fields to experience innovation and inspire the future of digital.

For more information: <https://robustastudio.com/>