

# PROGRAMME

## Conference Facilitators: Gugulethu Mfuphi & Bronwyn Nielsen

07:00	<b>Registration and Info Desk Open</b>	
07:30	<b>Refreshments</b>	
08:30	<b>SACSC Welcome</b>	<b>Stephan Le Roux</b> SACSC President
08:35	<b>Sponsor Address</b>	<b>Nomzamo Radebe</b> CEO, Excellerate JHI

### SESSION 1 - 08:45 to 10:25

08:45	<b>Facing Facts: The Economy and the Consumer</b> Implications for the economy and consumer in 2019 and beyond. What can be expected from the consumer and economy amid tax hikes or elevated debt levels.	<b>Naeem Tilly</b> Head of Research, Sesfikile Capital
09:20	<b>State of the Retail Market</b> Overview of the retail market. Critical retail analysts overview taking into account variables. A closer look at retailers that are geared to perform well in the current environment and changing consumer behaviour and the effect on our major players.	<b>David Smith</b> Equity Analyst, Investec Securities
09:55	<b>Are SA Retailers Ready for the Connected Retail Revolution?</b> Retailers globally are being disrupted by digital, yet less than one-quarter of retailers are actively doing anything about it. The changing retail landscape is driven by exponential changes in technology, innovative business models and changing customer expectations. This disruption is both an opportunity and a threat for retailers. Deloitte shares a case study on a recently established physical 'connected retail experience' at its Greenhouse innovation space in Cape Town.	<b>Mike Vincent</b> Consulting Leader, Consumer, Deloitte Africa
10:25 - 11:00	<b>Refreshments</b>	

### SESSION 2 – 11:00 to 12:35

11:00	<b>Leroy Merlin South Africa: In Conversation with the CEO</b> Property and stores are no longer the most important to increase footprint. CEO of Leroy Merlin South Africa shares how to re-invent the future of retail.	<b>Cedric Sennepin</b> CEO, Leroy Merlin SA
11:30	<b>The Death of Physical Retail... and Why We Have Opened 4 Physical Stores</b> After spending 12 years building South Africa's best purely online store, Yuppiechef went against the trend and started opening physical stores. What does this say about the state of physical retail in South Africa, the reality of e-commerce, and what retail in the future is going to look like?	<b>Andrew Smith</b> Co-founder and CEO, Yuppiechef



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12:00 **The Age of the Afripolitan** **GG Alcock**  
Marketing to African Consumers – understanding & communicating to a modern African Consumer, with best practice case studies of some of the most successful marketing campaigns of the decade. Founder, Minanawe Marketing Author, KasiNomics, Third World Child, Kasinomic Revolution

12:35 – 14:00 **Lunch**

## SESSION 3 – 14:05 to 15:15

14:05 **Determinants of Shopping and Buying Behaviour: A Case Study at Durban Shopping Malls** **Dr Ankit Katrodia**  
A case study highlighting factors that influence consumer buying behaviour in malls situated in Durban. The findings of the research will help in the formulation of new strategies that can retain the consumer base and enhance the service quality of the retailers in the shopping malls of Durban. Post Doctoral Research Fellowship, Graduate School of Business and Leadership, UKZN

14:40 **April 2029: Let's go to the Mall!** **Doris Viljoen**  
An overview of how emerging technologies and South African realities could shape shopping centres over the next 10 years. Senior Futurist, Institute for Futures Research

15:15 – 15:50 **Coffee Break**

## SESSION 4 – 15:50 to 17:00

15:50 **The Role of Influencer Marketing in the Retail Sector** **Jess Jorgensen**  
While many industries use influencer marketing to increase top-of-mind knowledge about their products and services, the retail industry is seeing success further down the purchase funnel. This presentation explores: What SA youth want from influencer/brand relationships; How influencers impact of every stage of the sales cycle; How to find influencers that fit your brand; How to generate trust online; How to impact the path-to-purchase; How to get customers to take action and How to build authentic, credible and believable partnerships. Director, Instant Grass International

16:25 **Growth and Innovation in Plant Based Foods** **Jessica Pastore**  
There has been a distinct shift in consumer preferences in the U.S. Growth of alternative meat, dairy and egg products is outpacing total U.S food sales by 10x. This presentation explores the use of syndicated data, Google analytics, qualitative research of dietary patterns, monitoring international retailers to evaluate these changes in customer demand. We also discuss the driving forces behind this movement: influence of global trends, restaurants, and media, as well as highlight unique products gaining traction in the plant-based space. Senior Analyst - Competitive Intelligence, Whole Foods Market

17:00 - 18:30 **Cocktail Party & Networking**