

"Micro-Generations and AI: Navigating the Future of Human Behaviour in an AI-Driven World"



**SACSC**  
South African Council  
of Shopping Centres

"The Rise  
of Cult  
Brands  
and the  
Future  
of Retail  
Desire"



**CAPE TOWN  
CTICC**

**SACSC  
CONGRESS**

# **BACK TO THE FUTURE**

PAST PRESENT FUTURE

**5-7 AUGUST  
2025**

**PEOPLE • PLANET • POSSIBILITIES**



## **DRAFT PROGRAMME**

"Retail -  
Yesterday, Today  
and Tomorrow"



"LEADING FOR THE  
GREATER GOOD"

"The World's Coolest Retailers"

# 5 AUG TUESDAY

**10:00 – 17:00**  
Registration  
& Info Desk

**10:00 – 20:30**  
Exhibition  
Open

## Networking Lunch (12:00 - 14:00)

12:00

### From Gold to Growth: Olympic Insights of High-Performance Teams in a Changing World

Discover what it takes to perform at the highest level, from the Olympic podium to the boardroom. Join James Thompson (SA Olympic Champion 2012) and Luc Van der Hofstadt (Executive Business Coach) for an energising session revealing the mindset and team dynamics that drive elite athletes, and how these can be applied to build high-performance teams in today's business environment.



**James Thompson**  
Olympic Gold Medalist & Business Coach  
**MENTALLY FIT**



**Luc van der Hofstadt**  
Executive Business Coach  
**MENTALLY FIT**

## Session 1 (15:00 - 17:00)

14:45

### Congress Opens

**Gugulethu Mfuphi**  
MC

15:00

### SACSC Welcome

SACSC President

15:10

### What Cult Brands Like Jellycat Can Teach Us About the Future of Retail Desire

Plush bunnies, K-beauty serums, and stainless steel tumblers aren't just products - they're cultural phenomena. Jellycat, Glow Recipe, and Stanley have mastered modern storytelling, transforming everyday items into coveted status symbols. This keynote explores how shopping centres can apply these principles to create spaces that inspire belonging, buzz, and emotional connection. Aligned with the "Back to the Future" Congress theme, we'll reveal how to transform retail spaces into tomorrow's cult destinations.



**Kate Ancketill**  
CEO & Founder  
**GDR CREATIVE INTELLIGENCE** (International Speaker)

15:45

### Rebel Sport Emporium: Redefining Flagship Retail – Honouring Heritage, Shaping the Future

This presentation tells the unique story behind Rebel Sport's award-winning flagship store at Emporium Melbourne - a project that redefines what flagship retail can be. By drawing on the brand's rich sporting heritage and deep understanding of its loyal customer base, Rebel Sport has reimagined its future, blending tradition with innovation to create a store that is both a tribute to its legacy and a blueprint for tomorrow's retail. In an industry-first collaboration between retailer, property owner, and creative agency, we explore the bold engagement process that led to a bespoke, holistic, and inspiring approach to store development - creating something never seen before. At its core, this story showcases the transformative power of partnership and the value of looking back to move forward, aligning perfectly with the Congress theme of Back to the Future. It invites us to contemplate new ways of working together while honouring the roots that define us.



**Reid Nakou**  
Chief Experience Officer & Head of Design  
**THE GENERAL STORE** (International Speaker)

16:40

### Now You See Me, Now You Don't

Want to know more about the rapidly evolving global trends driving consumer behaviour, retail models and retail disruption? James Stewart's high energy presentation will deliver the insights you need to inform your shopping centre strategy, how consumers are changing, and the evolution of technology on retail models. A session not to be missed!



**James Stewart**  
Former National Sector Lead, Consumer & Retail  
**KPMG AUSTRALIA** (International Speaker)

17:30 – 20:30




### Cocktail Party

# 6 AUG WEDNESDAY

**07:00 – 16:30**  
Registration  
& Info Desk


**07:00 – 16:30**  
Exhibition  
Open (Halls 6&7)

## Session 2 (09:15 - 11:40)

09:15	<b>Welcome Day 2</b>	<b>Gugulethu Mfuphi</b> MC
09:30	<p><b>Retail - Yesterday, Today and Tomorrow</b></p> <p>The more things change, the more they stay the same. The same is true for Retail. A discussion of lessons learnt and how it shapes future thinking on trading stores from bricks and mortar.</p>	
	 <p><b>Sean Summers</b> CEO <b>PICK N PAY</b></p>	
10:05	<p><b>How to Innovate in an Era of AI - Unlocking the Future: AI Trends, Tools, and Tactics to Automate, Enhance, and Accelerate Your Business</b></p> <p>Let's explore the power of AI and how it's transforming business across industries like retail, shopping centres, and beyond. Whether you're a tech novice or an experienced innovator, this session will lower the fear surrounding AI and show how you can harness its power to streamline operations, improve customer experiences, and fuel growth. From simple, accessible tools that automate daily tasks to forward-thinking strategies that drive big-picture innovation, this presentation will equip you with the latest trends and practical insights to bring AI into your business. Expect contagious enthusiasm, data-driven insights, and actionable takeaways that will ignite your imagination and drive real results.</p>	
	 <p><b>Sean Watson</b> Tech Trend Forecaster, Futurist, SVP of Special Projects <b>TREND HUNTER</b> (International Speaker)</p>	
10:55	<p><b>Disrupting Retail: Lessons from SHEIN and Temu on Redefining Consumer Engagement and Supply chain innovation</b></p>	
	 <p><b>Maxwell Kahn</b> President <b>CORESIGHT RESEARCH</b> (International Speaker)</p>	

11:40 – 12:40 **Lunch** **Halls 6 & 7**

## Session 3 (12:40 -14:10)

12:40	<p><b>Beauty as Belonging</b></p> <p>For today's tweens, skincare isn't just self-care - it's self-definition. With a background in global youth research at YPulse, Anastasia Pelot explores how early beauty rituals are shaping identity, belonging, and brand loyalty - and why malls must become spaces where young people feel seen.</p>	
	 <p><b>Anastasia Pelot</b> Cultural Strategist &amp; Generational Insights Speaker (International Speaker)</p>	

# 6 AUG WEDNESDAY

13:10

## "TikTok Made Me Buy It": Why Shopping Centres and Retailers Can't Afford to Ignore the Rise of Community Commerce.

Forget everything you thought you knew about online shopping. A new era where entertainment, community connection, and shopping are seamlessly blended. If your brand or shopping centre isn't tapping into platforms like TikTok, you're not just behind. You're invisible to a whole generation of shoppers.

In this session we'll unpack:

- How community commerce is transforming impulse into influence (and transactions into trends)
- Why TikTok is the new mall for digital natives
- What the evolution from commerce 1.0 to 3.0 means for your customer journey, footfall and tenant mix
- Simple ways to start leveraging interactional commerce without needing a tech degree
- Whether you're a retailer, centre manager or marketer, this is your guide to staying relevant in the age of scroll-to-shop.



**Carl Jordan**

Head of Sales, Sub Saharan Africa  
**TIKTOK**

13:45

## Immersive Retail in the Experience Economy

In a world of scrolls, swipes, and AI, the brands that stand out are the ones that make you feel. This talk explores why retail is becoming theatre and how the best brands build moments, not just stores. We explore real examples that reflect sensory retail, emotional engagement and the value of slowing down in-store for immersive interaction.



**Hylton Bannon**

Managing Director  
**TOY KINGDOM & BUILD-A-BEAR**

14:10 – 14:50

**Refreshment break**

**Halls 6 & 7**

## Session 4 (14:50 - 16:30)

14:50

## From Algorithm to Impact - How Loop Became the Engine of SA's Retail Delivery Revolution

How an algorithm turned into Loop, the delivery tech platform helping South Africa's largest retailers like Checkers deliver groceries in under 60 minutes. Loop is helping companies grow, optimise, and adapt in a fast-changing world. In this founder's story, Kimberley Taylor shares raw, honest insights from her journey – from university student to leading a fast-growing tech company. Expect lessons learned, mistakes made, and the moments that changed everything. This talk goes beyond surface-level inspiration to explore what it really takes to build something meaningful, scalable, and future-proof in the world of retail and logistics.



**Kimberley Taylor**

CEO  
**LOOP**

15:20

## Weathering the Storm

Trump's "second coming" to the White House was always expected to be bumpy, but his tariffs have introduced levels of uncertainty and volatility into world markets that investors are finding very hard to navigate. On top of that, at a time when we should be pulling together as a country to fight the global onslaught, our GNU decided to go to war ~ with themselves. Hopefully the "eye of the storm" has passed, and things are feeling a bit better. Or are they? Join us as we try to give some insight into how investors should be charting a course through this turbulence, and what to expect going forward.



**Jeremy Gardiner**

Director  
**NINETY ONE**

16:15

**Wrap Up Day 2** (additional networking time)

18:30 – 22:00

**Offsite Social Event**

**Cabo Beach, V&A**

# 7 AUG THURSDAY

**07:00 – 10:00**  
Registration  
& Info Desk

**08:00 – 13:00**  
Exhibition  
Open

## Session 5 (08:45 - 11:00)

08:45	<b>Welcome Day 3 / Recap Day 2</b>	<b>Gugulethu Mfuphi</b> MC
09:00	<p><b>The World's Coolest Retailers</b></p> <p>As shopping centre owners and developers, it has never been more critical to keep our finger on the pulse as it pertains to retain innovation and brands leading the future of our sector. This inspiring presentation showcases the Top 10 World's Coolest Retailers and explores why 'cool' counts more than ever in our fast-evolving industry. Supporting this, we'll unpack strategic criteria to define 'cool' and explore the key themes shaping the future of retail more broadly.</p>	
	 <p><b>Reid Nakou</b> Chief Experience Officer &amp; Head of Design <b>THE GENERAL STORE</b> (International Speaker)</p>	
09:35	<p><b>Leading for the Greater Good</b></p> <p>This presentation explores the groups journey of Leading for the Greater Good, including the Spur Brand Evolution, Panarotti's repositioning, Doppio Collection recent acquisition and various other group initiatives which support our purpose of creating a place at the table for all. We take learnings from the past to be relevant in the future.</p>	
	 <p><b>Val Nichas</b> CEO <b>SPUR CORPORATION</b></p>	
10:05	<p><b>Micro-Generations and AI: Navigating the Future of Human Behaviour in an AI-Driven World</b></p> <p>Generational behaviour is defined by shared cultural, technological, and societal experiences that shape values and habits over time. As AI increasingly becomes embedded in daily life, it is creating a new shared experience across age groups, reshaping how different generations interact with the world. This keynote delves into the concept of micro-generations—smaller, more nuanced groups within traditional generational categories—and how AI is influencing their behaviours, values, and expectations.</p>	
	 <p><b>Armida Ascano</b> Generational Trends Expert, Futurist, and Chief Insights Officer <b>TREND HUNTER</b> (International Speaker)</p>	
11:00 - 12:00	<b>Brunch</b>	<b>Halls 6 &amp; 7</b>



# 7 AUG THURSDAY

## Session 6 (12:05 - 14:00)

12:10

### Unlocking the Next Frontier of Sustainable Growth

Bulelani's firsthand experience in nurturing township entrepreneurs positions him to shed light on the untapped potential of township economies. This topic aligns with the 'People' and 'Possibilities' aspects of the Congress theme, emphasizing inclusive growth and innovation. We take a look at the economic potential of township retail markets, discuss strategies for integrating township businesses into mainstream retail supply chains, and provide recommendations for retailers to engage authentically with township communities



**Bulelani Balabala**

Founder  
TOWNSHIP ENTREPRENEUR'S ALLIANCE (TEA)

12:45

### KasiNomic Unleashed: The Evolution of the Informal Economy & its People & the Possibilities this Offers

A closer look at trends and changes in lifestyles and household dynamics that are positively influencing shopper and consumer behaviour. Tech & payments revolution is bringing unique forms of ecommerce, noncash payments and financing to the masses. The informal economy is booming in both rural and urban areas, find out which sectors are driving growth, the different dynamics of each sector and the opportunities they represent.



**GG Alcock**

Marketer | Speaker | Author | Entrepreneur  
KASINOMICS

13:30

### Congress Wrap Up

**Gugulethu Mfuphi**  
MC

13:45

### Congress Ends