



Arab E-commerce Summit 2017

15 May, 2017

Dubai, UAE

Agenda

0900 hrs **Registration Starts and Welcome Tea/Coffee**

0930 – 1130 hrs Keynote Session 1

0930 – 0940 hrs **Welcome Note by the Moderator**

0940 – 1010 hrs **Understanding the Arab E-Commerce Market**

By: Dubai Airport Free Zone

While e-commerce has become a model in some of the more developed regions around the globe, it is still a relatively new phenomenon in this part of the world. The session will introduce audiences to the nuances of the Arab e-commerce market and highlight the opportunities that exist in this part of the world

1010 – 1030 hrs **Innovations in Delivery Mechanisms**

By: Idriss Al Rifai, CEO, Fetchr

With 2017 promising to be the year that will revolutionize the e-commerce industry, it becomes imperative that business owners achieve the best in every aspect of their businesses. Delivery is one of the most crucial aspects of any e-commerce business that can make or break any setup. The session will talk about the best strategies in e-commerce delivery and the new innovations taking place in this area.

1030 – 1100 hrs **Will you survive the upcoming e-commerce disruption?**

By: Zak Nasser, Product Manager, Dubizzle

The expected lifetime of a company founded in 1960 was 55 years whereas, in 2015, that decreased to 20 years. E-commerce is entering a golden age with the advent of AI, drones and robotics that unlock new business models and minimize cost structures. After that, an unlikely competitor will challenge e-commerce same way it challenged brick & mortar stores. The session will introduce you to a framework that aids long-term strategy.



1100 – 1130 hrs **No More Excuses**

By: David Fuller, E-Commerce Expert

Ecommerce is here in the GCC. Customers demand it, and with the demographics of the region being young people who live on their smartphones, the growth will only continue. Malls will not go away, but overseas Ecommerce giants like Amazon have seen an opportunity and local retailers need to get moving. The excuses about payment gateways and deliveries and lack of digital talent have been, or are in the process of being dealt with - if your local curry house can sort delivery, then you can to. This is a 'sky is the limit' country, so why is Ecommerce any different?

1130 – 1200 hrs Tea/Coffee and Networking

1200 – 1330 hrs Keynote Session 2

1200 – 1230 hrs **Quality Instead of Quantity? Building a high-quality online brand in the international design trade**

By: Simon Fabich, Founder and Managing Director, MONOQI

This presentation will take a look at challenges for a start-up in an established market, the customer-oriented development approach of MONOQI, brand core values and possibilities. It will also look at the art of acquisition and retention - customer lifecycle in the community and how a startup grows up – building a sustainable corporate culture while internationalizing the brand

1230 – 1300 hrs **E-Payments: Challenges and Opportunities**

By: Omar Soudodi, Managing Director, Payfort

There are a lot of factors that you need to consider while selecting a payment gateway for your e-commerce store. While data security is a big issue, the ease of use is also of utmost relevance to both the user and service provider. The session will talk about e-payment options and the best of the lot.

1300 – 1330 hrs **Investing in Innovation is the Key to E-Commerce Success**

By: Albert Dias, Co-founder, Musafir

With the Ecommerce industry evolving rapidly, it becomes imperative that ecommerce players in the region keep up with the latest technology and invest in innovation to stay competitive. The presentation will look at how investment in innovation is the key to stay competitive in the challenging yet opportunity laden ecommerce market.

1330 – 1430 hrs Networking Lunch / 'Exclusive CEOs lunch' hosted by DAFZ



1430 – 1600 hrs Panel Discussion: Envisioning E-Commerce of the Future

With the e-commerce industry undergoing rapid transportation with each passing day, it becomes imperative that business owners and customers are prepared for what can be expected in the future. The panelists will discuss various aspects of the e-commerce business and how future changes will impact these.

Panellists:

Ulugbek Yuldashev, CEO, Awok

1600 – 1615 hrs Closing Remarks and End of Summit