

E COMMERCE SHOW

Middle East 2016

31 May – 1 June 2016

Dubai International Convention
and Exhibition Centre, Dubai, UAE

#ecommerceme



**HELPING BUSINESSES
BUILD, ENHANCE &
DELIVER THEIR
ECOMMERCE STRATEGY**

INNOVATION
DISRUPTION
OPPORTUNITY

10,000 attendees | **300** exhibitors | **45** countries | **200** speakers | **27,000** sqm expo

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“

The ultimate ecommerce event. I would score 10/10!

”

Ruben Corsiga, Area IT Manager,
DUFY



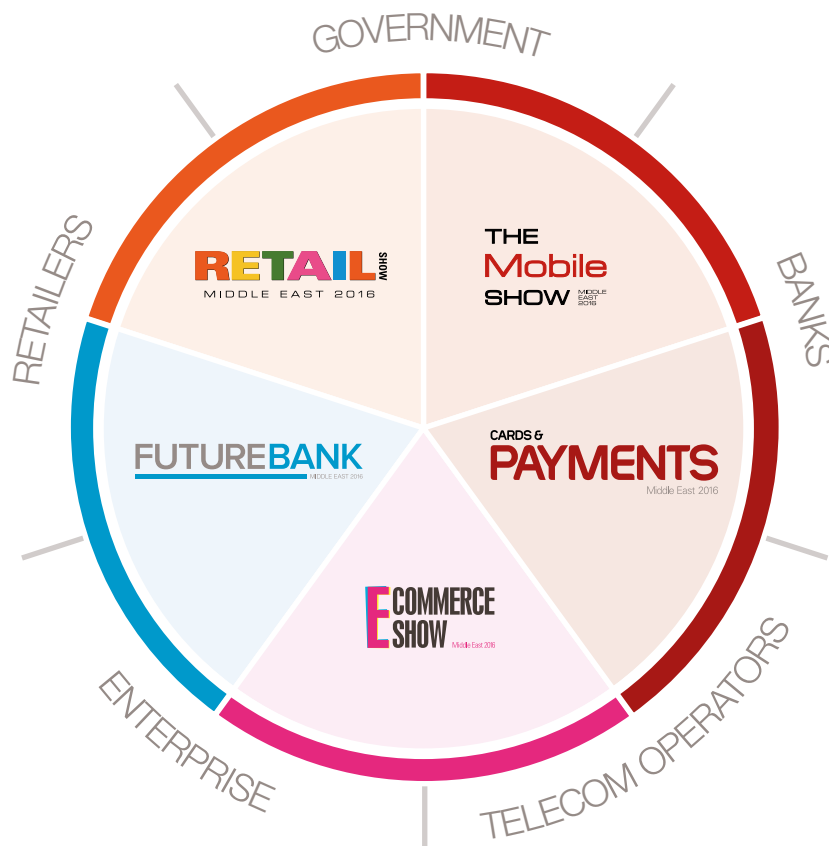
OUR STORY

The ecommerce show has proven that there is both an appetite and need for a large scale conference, series of workshops, seminars and exhibition covering all aspects of the ecommerce ecosystem.

Commerce is constantly evolving and technology continues to transform the way consumers, businesses, citizens and governments connect, shop, buy and transact.

Future purchases will be dominated by connected devices that will provide seamless transactions whilst generating exponential amounts of data. Smart devices will anticipate customer's needs and save them time by purchasing products for them.

We bring the entire ecosystem together with five leading events under one roof. Send your entire team to the region's largest commerce and payments event to prepare your business for this digital revolution.



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“

I got to network with very interesting people, amazing 2 days!

”

FATIMA PARUK, Owner, **Cakebox.me**



E-COMMERCE SHOW

Middle East 2015

THE CONFERENCE

■ ECOMMERCE: THE RACE IS ON

There is no denying that there is mammoth ecommerce potential in the MENA region. The evidence is in the 1500% increase in ecommerce over the past year 10 years.

Now, more than ever, new ecommerce players are racing into the competitive landscape and disrupting traditional players. This is why you cannot afford to miss the Eastern Hemisphere's largest ecommerce event.

The Ecommerce Show takes place in Dubai, the epicentre of regional ecommerce evolution for the Middle East, Asia, Indian Subcontinent and Africa.

We bring together the biggest global innovators, trailblazers and gurus that have exploded into the ecommerce landscape in recent years to inspire attendees from the entire ecommerce ecosystem.

Join us in Dubai as we reinvent the way you do business online.

■ THE HOTTEST TOPICS

CONSTANT COMMERCE
CUSTOMER JOURNEY
PREDICTIVE ANALYTICS
DIGITAL MARKETING
SOCIAL COMMERCE
MILLENNIALS
DYNAMIC PRICING
MOBILE-FIRST
MAJOR DEAL DAYS
USABILITY **MERCHANDISING**
LOYALTY **CONTENT PAYMENTS**
CONVERSION OPTIMISATION

CONSISTENTLY
INNOVATING AND
IMPROVING... NEW TO
THE ECOMMERCE SHOW
IN 2016

- 2 dedicated ecommerce streams of content
- 1 full day Delivery and Fulfillment Summit
- A beginner's workshop for ecommerce rookies
- 5 full day advanced workshops
- Twice as many roundtable sessions
- Additional geos for a BIGGER show

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FIRST 100 SPEAKERS ANNOUNCED



Derek White
Global Chief Design & Digital Officer,
Barclays
& London Technology Advisor to the
Mayor of London
UK



David Rose
award-winning entrepreneur, author of
'Enchanted Objects: Design, Human Desire and the Internet of Things'
and instructor
MIT
USA



Dr Bernd van Linder
Managing Director
Saudi Hollandi Bank
Saudi Arabia



Michael Rolph
CEO
Yoyo Wallet
UK



Akshaya Gaur
CIO
Mashreqbank
UAE



Gopi Krishnan
CIO
Qatar Islamic Bank
Qatar



Sabahattin Can Bukulmez
Regional Product Manager
Verifone
Turkey



Sergey Butyrsky
Senior Consultant,
Banking Technologies
BPC Banking Technologies
Russia



Vinny Lingham
CEO & Founder
Gyft
USA



François Chaffard
Director Banking Solutions & Services
Gemalto
UAE



Alpesh Doshi
Founder
Fintricity
UK



Sergey Yusupov
Co-Founder
umbrella
UAE



Austin Alexander
Head of Business Development
Kraken
USA



Ola Doudin
CEO & Founder
Bitoasis
UAE



Paul Boots
COO
Beehive
UAE



Devadas Krishnadas
CEO, **Future-Moves Group**
author, **"Sensing Singapore"**
former Deputy Director,
Ministry of Finance
Singapore



Linnar Viik
former ICT advisor,
Prime Minister of Estonia, Governing Member, **European Institute of Innovation and Technology**,
Advising Member,
Nordic Investment Bank
Estonia



Prof. Jonas Hedman
Associate Professor,
Copenhagen Business School
Expert on Cashless Society and Future Payments
Denmark



Faiq Sadiq
Group Head of Payment Services
Habib Bank Limited
Pakistan



Brad van Leeuwen
Chief Partnerships Officer
dopay
UK



Dr. Hasan Alkhatib
CTO
International Smart Card
Iraq



Sucharita Mulpuru
Vice President, principal analyst,
Forrester Research
author, **"The State of Retailing Online"**
USA



Mark van Rijmenam
Best-Selling Author,
'Think Bigger - Developing a Successful Big Data Strategy for Your Business'
and **'top global Big Data influencer'**
Netherlands



Erik Mierhoff
CSO
Rakuten
Germany



Karl Magnus Olsson
MD & Founder
Careem
UAE



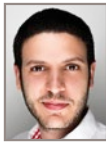
Alix Murphy
Senior Mobile Analyst
WorldRemit
UK



Rodrigo Kuri
Managing Director,
Bank of the Future
Santander
Spain



Ambareen Musa
CEO
Souqalmal
UAE



Moussa Beidas
Co-Founder and CEO
Bridg
UAE



David Mountain
Chief Commercial Officer
Network International
UAE



Samer Soliman
EVP-Product & Innovation
Network International
UAE



Christopher Dessi
CEO
Silverback Social,
Best-selling author,
'Your World is Exploding: How Social Media is Changing Everything'
USA



Ruth Annus
Head of Migration and Border Policy Department
Ministry of the Interior
Estonia



Bhairav Trivedi
CEO
Network International
UAE



Minakshi Srivastava
Vice President
Bank of America
USA



Michael Dooijes
Global Head of Innovation
Rabobank
Netherlands



Serge Elkiner
CEO & Founder
YellowPepper
USA



Nigel Dean
Global Marketing Director
Spire Payments
UK



Suvo Sarkar
SVP & Group Head – Retail Banking & Wealth Management
Emirates NBD
UAE



Suvrat Saigal
Managing Director and Head of Global Retail
NBAD
UAE



David Power
Group Chief Retail & Private Banking Officer
Kuwait Finance House
Kuwait



Jin Zwicky
VP Experience and Design
OCBC Bank
Singapore



Asil Okan
Director of Direct Banking
Odeabank
Turkey



Tim Phipps
Vice President Product Marketing
HID Global
UK
















































Fraz Chishti
Chief Innovation Officer
Noor Bank
UAE







Aref Al-Ramli
VP, Head of Electronic Banking & Innovation
Mashreq
UAE



 Saeid Hejazi CEO & Founder Wally.me UAE	 Abdulrahman Alonaizan CIO Arab National Bank Saudi Arabia	 Ali Alomran DGM, Technology Services Arab National Bank Saudi Arabia	 Dr. Haroun Dharsey SVP Head of Technology & Projects Dubai Islamic Bank UAE	 Aly Mustansir Chief Marketing Officer Bank Alfalah Pakistan	 Brian McBride Chairman ASOS ex CEO Amazon.co.uk UK
 Phillip Smith Head of Ecommerce, Beauty & Cosmetics Chalhoub Group UAE	 Mohammad Sajjad Ecommerce Director eXtra Saudi Arabia	 Narendra Kumar Creative Director Amazon India & Founder Narendra Kumar India	 Amer Shriedi Managing Director Halalat Saudi Arabia	 Mona Ataya CEO & Founder Mumzworld UAE	 Alex Golshan VP Global eCommerce & Omnichannel BCBG Max Azria Group USA
 Alan Dempsey CFO MarkaVIP UAE	 Andrea Casalini CEO Eataly Net Italy	 Rabea Ataya CEO Bayt.com UAE	 Dr. Mohammad Shoab Hai Director of Supply Chain & Logistics Majid Al Futtaim Fashion UAE	 Shailen Shukla Head of Logistics Division Jumbo Electronics UAE	 Balvinder Singh Head of Ecommerce Apparel Group UAE
 H.E. Mohammed Abdul Rahim Al Fahim CEO Paris Gallery Group UAE	 Mark Pilkington Chief Executive Officer Kamal Osman Jamjoom Group UAE	 Nisreen Shocair President Middle East & North Africa Virgin Megastore UAE	 Mark Anthony Lack CEO Fucom Group (Geant) UAE	 Parerna Bahl Head of Buying and Merchandising Al Futtaim Group UAE	 Mohamad Jaber CMO Paris Gallery Group UAE
 Usama Qasem Digital Marketing IKEA Middle East UAE	 Mohammad Alawi CEO Red Sea Markets Co. Saudi Arabia	 Nicolas Raffin Head of Strategic Marketing & Innovation Oberthur Technologies France	 Craig Lee Former Group Head Customer Experience & Brand Emirates Airline UAE	 Hani Saif CIO eXtra Saudi Arabia	 Sumit Bathla General Manager IT Al Futtaim Group UAE
 Pierre Debayle Regional General Manager Nestlé Nespresso UAE	 Khaled Zaatarah Brands Operations Leader (Luxury Brands) - Middle East & Africa Procter and Gamble UAE	 Abdeslam Alaoui Managing Director HPS Morocco	 Raghu Malhotra President, Middle East and Africa MasterCard UAE	 Sebastien Slim Head of Marketing HPS UAE	 Chris Zaske Global Vice President, Strategic Operations Verint Systems UK
 Robert Courtneidge Global Head of Cards and Payments Locke Lord UK	 Mohammad Al Madani Chairman and CEO Al Madani Group UAE	 Amin Nasser CEO Gulf Marketing Group UAE	 Ananth Narayanan CEO Myntra India	 Azzam Jarad Co-Founder & CTO/COO Wysada Jordan	 Jane Drury CEO Middle East Digital Group (Cobone.com & ExpatWoman.com) UAE
 Joseph Yuen Chairman Hong Kong Federation of Ecommerce Hong Kong	 Sarah Jones Founder and CEO Mini Exchange UAE	 Eddy Farhat Principal Analyst, Retail & eCommerce, MENA Google UAE	<p>For speaking opportunities, contact Joseph Ridley at +971 (0)4 440 2536 or email joseph.ridley@terrapinn.com</p>		

AGENDA AT A GLANCE

WORKSHOPS & SUMMITS				
09:00 - 17:00	GovPay Summit	Delivery and Fulfilment Summit	Luxury Retail Summit	Omnichannel workshop
DAY ONE - THURSDAY				
				
09:00	OPENING KEYNOTE The Commerce of things			Official Opening
10:20	Exhibition Visit, Registration			
11:00	Accelerating payments within commerce	Analytics	Design and touchpoints	Acquisition and the customer journey
12:20	ROUNDTABLE Now's your chance to get really interactive! Simply pick one of our roundtable topics and join the debate.			
13:00	Networking			
14:20	Security	Blockchain	Reimagining product	Content and digital marketing
15:40	ROUNDTABLE Now's your chance to get really interactive! Simply pick one of our roundtable topics and join the debate.			
16:20	Exhibition Visit, Registration			
17:00	OPENING KEYNOTE Design, innovate, connect			Official Opening
19:00	Networking			
19:30	Smart Card & Payments			
DAY TWO - FRIDAY				
				
09:00	OPENING KEYNOTE The ultra-connected and socially savvy customer			Official Opening
10:20	Exhibition Visit, Registration			
11:00	Alternative payments	Transfers and remittances	Security, fraud and regulation	Experience and service
12:20	ROUNDTABLE Now's your chance to get really interactive! Simply pick one of our roundtable topics and join the debate.			
13:00	Networking			
14:20	The connected life	B2B payments	The digital future	Loyalty
15:40	ROUNDTABLE Now's your chance to get really interactive! Simply pick one of our roundtable topics and join the debate.			
16:20	Closing			
WORKSHOPS & SUMMITS				
09:00 - 17:00	Big Data workshop			

5 SHOWS, 7 WORKSHOPS, 200 SPEAKERS, 60+ ROUNDTABLES

ALL IN 4 DAYS

MONDAY, 30 MAY 2016

Internet of Things workshop Digital Banking workshop Ecommerce 101 workshop

TUESDAY, 31 MAY 2016

Exhibition opening



OPENING KEYNOTE
The rise of omnicommerce

OPENING KEYNOTE
The future of the workplace

Networking & Refreshments

Analytics and data

Multichannel Retailing

Merchandising and pricing

Tools & technologies

DISCUSSION SESSION

Numbers will be limited at each table, to ensure everybody gets their chance to participate in the discussion.

Lunch & Exhibition Visit



DISCUSSION SESSION

Numbers will be limited at each table, to ensure everybody gets their chance to participate in the discussion.

Networking, Refreshments

OPENING KEYNOTE
Social and mobile

Drinks Reception

Awards and Gala Dinner

WEDNESDAY, 1 JUNE 2016



OPENING KEYNOTE
The ultra-connected and socially savvy customer

OPENING KEYNOTE
The ultra-connected and socially savvy customer

OPENING KEYNOTE
Securing your enterprise

Networking & Refreshments

Merchandising and pricing

Loyalty and marketing

Globalisation and localisation

Device management

DISCUSSION SESSION

Numbers will be limited at each table, to ensure everybody gets their chance to participate in the discussion.

Lunch & Exhibition Visit



DISCUSSION SESSION

Numbers will be limited at each table, to ensure everybody gets their chance to participate in the discussion.

End of conferences

THURSDAY, 2 JUNE 2016

Social Media workshop

Digital Payments workshop

THE RISE OF OMNICOMMERCE
Master of Ceremonies: Florian Akinbiyi

- 09.00** **Constant commerce: the digitisation of everything**

 - How will the convergence of commerce across physical, digital, and social dimensions affect your business?
 - Serving the anytime consumer when the barriers of when, where and how they shop are removed
 - Deploying the Commerce of Things: connected objects can become shoppable
 - Providing customers with contextually relevant interactions via new commerce touchpoints
 - Adopting big data analytics to take the human frailty out of consumer decisions transactions

David Rose, award-winning entrepreneur, author and instructor, **MIT**
- 09.30** **Will ecommerce kill the high street?**

 - Mobile as the anchor to the omnichannel experience
 - Creating new buying experiences to explore, learn, buy, try and recommend
 - Utilising social media to engage with the millennial generation
 - Creating a seamless, integrated and personalised experience
 - The bottom line: engaging customers with great service and incentives

Brian McBride, Chairman, **ASOS**, ex CEO, **Amazon.co.uk**
- 10.00** **Bridge the gap between offline and digital channels**

 - How to implement technology that connects consumers across devices
 - Embracing an innovation culture
 - Adjusting to your newly hyper-empowered customers
 - Phigital: integrating the physical experience with the digital experience using mobile
 - Catering to the omnichannel consumer with Cloud based POS, beacons, wearables, augmented reality, 3D printing and mobile payments

Tim Oakhill, Worldwide Executive Marketing Strategist and SME, **IBM**
- 10.20** Speed networking

ACQUISITION & THE CUSTOMER JOURNEY
Host - **Christina Ioannidis**, CEO, **Aquitude**

DELIVERY & LOGISTICS
Host - **Florian Akinbiyi**, Master of Ceremonies

MULTICHANNEL RETAILING
Host- **Naheed Chowdhry**, CEO & Founder, **Rainmaker Consulting**

11:00

INTERVIEW: Pre-purchase customer acquisition

- Driving traffic to your website
- Boosting visits with social and content
- Lead generation: converting website visitors into customers
- Establishing the pain points that can lead to a problem with the sale
- Recognising the gaps in the journey, devices, channels and departments
- Which online advertising strategy is right for your business? PPC or CPA

Dr. Eyad Alkassar, Co-Founder & Managing Director, **Rocket Internet Middle East**

11:00

CLICK & COLLECT: Serving the omnichannel consumer

- What is click and collect
- The global rush to collect in-store
- Evaluating your click & collect strategy against the consumer's wants and needs
- Serving an omnichannel consumer with in-store pick up, ship-to-store and same day delivery
- Installing a firm and reliable timescale for customers picking up goods from in-store

Mohammad Sajjad, Ecommerce Director, **eXtra**

11:00

CEO PANEL: Retailing in the digital age

- Adapting your models to generate unique, brand-defining experiences that keep customers coming back
- How to deliver a heightened consumer expectation in a connected world
- Enabling digital discovery in-store
- Designing destinations and communities
- Understanding how people learn about, evaluate and buy products
- Providing a highly personalised, connected experience with recommendations and offers
- Exceeding expectations to generate repeat sales

H.E. Mohammed Abdul Rahim Al Fahim, CEO, **Paris Gallery Group**
Mohammad Al Madani, Chairman and CEO, **Al Madani Group**
Mark Pilkington, Chief Executive Officer, **Kamal Osman Jamjoom Group**
Amin Nasser, CEO, **Gulf Marketing Group**
Nisreen Shocair, President Middle East & North Africa, **Virgin Megastore**

11:20

Customer retention strategy

- Increasing satisfaction by keeping track of a customer's entire journey
- Storing customer information and interactions in one place
- Effectively using loyalty programmes and support systems
- How to arm your staff with the latest information about the client
- Valuing customer complaints and acting upon it
- Reducing basket abandonment

Erik Mierhoff, CSO, **Rakuten**

11:20

Revolutionising last mile delivery

- Adapting with rising customer expectations for same day delivery
- Overcoming challenges of consumer ID, logistics infrastructure and political regulations
- What are the implications of failed deliveries: cost, travel and emissions
- Providing tighter routing and higher productive stop rates to improve final mile value
- What role will drones play in ecommerce delivery?

Zaher Farra, Co-founder, **Trolley.ae**

11:40

Making omnichannel work for your retail business

- Creating a seamless, integrated and personalised experience
- Synchronising a retail experience where and when the customer wants it
- Capitalising on in-store mobile usage
- Integrating online and offline analytics
- How to ensure social media alignment
- Collaborative shopping carts and variable fulfillment

Andrea Casalini, CEO, **Eataly Net**

11:40	<p>Conversion optimisation</p> <ul style="list-style-type: none"> • Conversion Rate Optimisation: testing and optimising where and how customers use connected devices • How to use split A/B testing to optimise your online experience • Taking advantage of personalisation opportunities • Testing for over personalisation • Reducing the bounce rate to increase conversion • Adding video marketing to increase conversion <p>Kunal Kapoor, CEO, The Luxury Closet</p>	<p>Streamlining cross- border delivery</p> <ul style="list-style-type: none"> • Using local postal operators to implement a solution that meets the market needs • Pre-launch checklist: assessing your needs and choosing the right partner • Determining total landed price for the customer considering shipping time and cost • Zone skipping: going further to improve delivery times <p>Joseph Yuen, Managing Director, China Post Hong Kong</p>	<p style="text-align: center;">MERCHANDISING</p> <p>Using big data to create localised assortments</p> <ul style="list-style-type: none"> • Creating more localised and personalised offerings • Analysing a large amount of different data points, such as out-of-stock rates, price promotions and sell-through rates • Combining SKU data with customer data • Optimising local assortments to the individual customer segments in those locations • Using all digital touch points: kiosks, beacons, digital signage, smart phones, associate tablets <p>Mark Anthony Lack, CEO, Fucom Group (Geant)</p>
12:00	<p>Customer acquisition and journey in an international context</p> <ul style="list-style-type: none"> • Ecommerce in MENA: think international • How international are you and how international are your customers? • Finding and servicing customers in multiple “local” markets = the key to conversion • Creating maintainable and scalable international structures <p>Robert Hein, Co-founder and CEO, 004 E-Commerce Group</p>	<p>Revolutionising traditional logistics models for the “always-on” consumer</p> <ul style="list-style-type: none"> • Drive sales by adding ship-from store and in-store pickup to fulfillment strategy • How to successfully implement a cross-chain fulfillment model by leveraging fulfillment centers and physical stores • Beyond technology: excelling in inventory allocation, retail order management, intelligent routing, in-store operations execution • Making decisions, predicting sales and placing automatic orders with data forecasting <p>Dr. Mohammad Shoaib Hai, Director of Supply Chain & Logistics, Majid Al Futtaim Fashion</p>	<p>The science of assortment optimisation and what it means for your profits</p> <ul style="list-style-type: none"> • How to offer the right product, right time, right place to the right customer • Success through optimised product selection, placement and timing • Achieving the highest efficiency and profits with the most profitable mix of products • Using predictive analytics and forecasting to avoid overspending or under-achieving • How to roll out performance analysis and comparison <p>Pareena Bahl, Head of Buying and Merchandising, Al Futtaim Group</p>

12.20 ROUNDTABLES

- Bringing digital commerce innovation to market - **Nile Younis and Amol Natu, MasterCard**
- Shari ecommerce: software as a service - **Ahmad Al Zein, Sr. Manager, Service Operations, emaratech**
- Delivering success by working with partners - **Mike Bainbridge, Chief Digital Technologist, Rackspace**
- The essential tools in creative store design to elevate physical customer experience - **Mohamad Jaber, CMO, Paris Gallery Group**
- How to better connect with the omnichannel customer - **Alex Golshan, VP Omnichannel, American Apparel**

13:00 Networking Lunch

14:20	<p style="text-align: center;">CONTENT & DIGITAL MARKETING</p> <p>Unifying content and commerce</p> <ul style="list-style-type: none"> • Focusing on integrating content into ecommerce journeys • Focusing on content that romances the customer • Engaging customers and build trust well ahead of a sale to ensure success and reduce price sensitivity • What content fuels conversation? How can you capitalise on this? • Affiliate marketing: establishing partnerships between ecommerce platforms and online publishers to boost site visits <p>Narendra Kumar, Creative Director, Amazon India & Founder, Narendra Kumar</p>	<p style="text-align: center;">SIMPLE PAYMENTS</p> <p>PANEL: Easy payments that encourage conversion</p> <ul style="list-style-type: none"> • Providing a safe, secure and user-friendly online and mobile platform • Ensuring payments and infrastructure are both up to scratch • Collecting data to understand buying patterns • Creating a convenient experience with the same practicality as paying physically • Reducing basket abandonment • Utilising new payment platforms: Case studies from Facebook, Twitter, Snapchat <p>Moderator: Florian Akinbiyi Stephen Leeds, Vice President- Ecommerce, Network International Prince Thomas, Director - Digital Marketing & New Business, Ooredoo Oman Moussa Beidas, Co-Founder & CEO, Bridg</p>	<p style="text-align: center;">BLEEDING EDGE TECHNOLOGY</p> <p>3D printing in retail</p> <ul style="list-style-type: none"> • Prototyping for actionable insight • Creating and delivering products in small quantities in real time • Production on demand, where it is wanted and needed • Localising manufacturing and reducing supply chain costs • Providing personalisation and customisation • Overcoming the ramifications for retailers, suppliers and partners <p>Ashish Panjabi, Chief Operating Officer, Jacky's Retail</p>
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14:40

Content marketing to drive ROI

- Connecting with the right people
- Creating and delivering relevant content that evolves with each individual
- Make it simple, engage and build relationships
- Knowing your audience, know what content works and drive content marketing ROI
- Telling stories about your products and company
- Making your content compelling and up to date

Byron Koller, COO, **Souqalmal**

14:40

Making augmented reality a reality in retail

- Bringing images, labels and displays alive
- How to stand out in a crowded marketplace
- Enriching the shopping experience
- Boosting conversion, while minimising returns and reducing the number of unhappy customers
- How to use visualisation tools for a perfect fit including AR interactive mirrors, 'visualisers' on tablets and mobile apps
- Case studies in fashion, jewellery and furnishings

Usama Qasem, Digital Marketing, **IKEA Middle East**

15:00

Social media marketing

- Redefining real time marketing
- How to focus on the right time instead of real time
- Allowing video to become the content of choice
- Producing a fun, human, entertaining and interactive brand persona
- Delivering content that is targeted and consistent in message, voice and branding
- Generating better engagement that drives conversions and sales

Mona Ataya, CEO & Founder, **Mumzworld**

15:00

In-app ecommerce and payments

- Capitalising on your captivated audience
- Providing a quick and desirable in-app purchasing experience
- Engaging, processing and fulfilling a customer transaction immediately within any app on any device
- Integrating loyalty program points and rewards at the point of payment
- Apple Pay: reshaping and simplifying in-app payments

Omar Soudodi, Managing Director, **Payfort**

15:00

Contextual technology: the whys and hows of retail context

- Essential elements: sensors, mobiles, social, data, location-based
- Providing timely and relevant messages at the right place, right time with location-based communications
- Integrating wearables into your contextual customer experience
- Building a dynamic infrastructure and create agile processes to deliver hyper-relevant experiences

Luke Horrocks, Engagement Manager, EMEA, **Shoppertrak**

15:20

Revamp your SEM efforts

- Breathing new life into your campaigns
- Increasing focus on conversations and quality content instead of keywords
- Making more of an impact with visual based SEO
- Fragmentation of search across platforms, devices, and channels
- Personalising using local and demographic data

Prince Thomas, Director - Digital Marketing & New Business, **Ooredoo Oman**

15:20

Securing and protecting against online fraud

- Maximising revenue growth with secure platforms
- Educating the consumer and create customer confidence
- Combating against online fraud using data, analytics and intelligence
- Verifying quickly, accurately and seamlessly with everyday activities
- Guaranteeing the identity of your online and mobile customer

Mohammed Hassan Saduddeen, COO, **Paytabs**

15:20

MALL OF THE FUTURE

Reinventing the shopping mall

- Competing with online shopping platforms
- Providing convenient, online shopping fulfilment with Click-and-Collect services
- Integrating bleeding edge technology to increase foot fall for bricks and mortar retailers
- Creating an ultra-personalised shopping experience with apps and beacons
- Guaranteeing retailers an easier, more profitable relationship with the customer
- Offering customers an immersive purchasing experience with virtual shopping services

Mohammad Alawi, CEO, **Red Sea Markets Co.**

15:40

Welcome address by refreshment sponsor

Ajay Singh, Business Relationship Manager, **Tata Consultancy Services**

SOCIAL AND MOBILE

Host- Naheed Chowdhry, CEO & Founder, Rainmaker Consulting

16:10

Social commerce

- Reimagining the new realms of social media in commerce
- Don't just showcase products, sell them
- Real-time social commerce: purchasing directly from a social feed
- Buy now button: reducing the number of steps needed to complete a transaction
- Image recognition: transforming a static object into a shoppable one

Sandeep Kumar Arya, Global Business Development Director, **Samsung Pay**

16:30

Maximising on the mobile mind shift

- Adding context to your customer experience using mobile devices
- Making mobile the channel of choice for customer relationships
- Preparing for the inevitability of a mobile-only customer experience
- Understanding the dynamics of screen size and resolution for CRO
- Activating greater customer engagement, satisfaction and advocacy
- Incorporating mobile across the customer journey, including mobile payments, beacon technology, mPOS, loyalty apps and mobile ordering

Alex Golshan, VP Global eCommerce & Omnichannel, **American Apparel**

17:00

Close of day one



BRING YOUR TEAM FROM JUST \$450 PER PERSON
www.terrapinn.com/ecommerceme

THE ULTRA-CONNECTED AND SOCIALLY SAVVY CUSTOMER

Master of Ceremonies: Richard Dean, Presenter Business Breakfast, Dubai Eye

09:30

The connected contextual customer journey

- Amazing your customers: give them what they want, when they want it, how they want it
- Viewing the customer journey as one fluid movement, free of channel restrictions
- Providing contextually relevant interactions throughout the journey
- Gaining a deeper understanding of the customer and farm those insights
- Recognising the power of data and the fine line between ultra-convenience and privacy
- Eliminating customer confusion, remove inefficiencies and reduce costs

Sucharita Mulpuru, Vice President, principal analyst, Forrester Research, author, 'The State of Retailing Online'

10:00

How to win your customer with predictive analytics

- Predictive analytics in a changing society
- From big data to mixed data to understand your customer
- Creating a segment of 1 to win you customer
- Recommending the right product at the right moment via the right channel for the right price at the right location
- Securing your customer for life using predictive analytics

Mark van Rijmenam, Best-Selling Author, 'Think Bigger - Developing a Successful Big Data Strategy for Your Business'

10:30

Millennials: the digital natives, the big opportunity

- Serving the heightened expectation of the connected and demanding consumer
- How to win over socially-conscious and less brand-loyal consumers
- Increasing the speed of service
- Generating content, social and digital media that drives millennial brand loyalty
- Hyper-relevancy: how to create tailored content to their individual interests

Sabu Gopinath, Director, IBM Cognitive Solutions Team, IBM Middle East & Africa

10:50

Networking break

EXPERIENCE AND SERVICE

Host- Christina Ioannidis, CEO, Aquitude

MERCHANDISING AND PRICING

Host- Florian Akinbiyi

CONTENT, MARKETING & THE CUSTOMER

Host- Naheed Chowdhry, CEO & Founder, Rainmaker Consulting

11:20

Designing a digital consumer experience

- Building for mobile, don't adapt
- Implementing a more responsive display
- Visualising how the ideal end-to-end response looks
- Designing an easily navigable platform and organisational structure to keep up with digitalisation
- Enhancing interpersonal relationships, don't replace them
- Preparing for TV-Commerce

Ananth Narayanan, CEO, Myntra

11:20

Dynamic pricing

- Remaining competitive with 24/7 price monitoring and changes
- Decreasing prices to increase sales when they're slow
- Increasing prices to generate more profit when they're booming
- Finding the optimal market price with pricing intelligence software
- Appealing to a larger market with segmented pricing
- Taking advantage of fluctuations in demand with peak pricing

Azzam Jarad, Co-Founder & CTO/COO, Wysada

11:20

Emotional, humanised content

- Adding an emotional connection to the physical experience: tell a story
- Evoking an emotion: content that inspires, educates or entertains
- Engaging customers and build trust well ahead of a sale to ensure success
- Knowing your audience, know what content fuels conversation and drive content marketing ROI

Craig Lee, Former Group Head Customer Experience & Brand, Emirates Airline

11:50

Mobile-first customer experience

- Enabling all aspects of the customer relationship, from browsing to purchasing, online and on mobile
- Can apps offer a better experience for millennials?
- Be contactable: how to offer live chat and video chat
- Make checking out simple: one click or one touch purchases
- Ensuring your website is accessible to various screen sizes on mobile, tablets and TV

Michael Dooijes, Chief Executive Officer, MyOrder

11:50

Major deal days

- Will the Middle Eastern market see Black Friday, Cyber Monday and Singles Day come into play?
- Matching the online world with bricks and mortar shopping festivals to boost revenue
- Preparing your supply chains and inventory for the spike in sales
- Acquiring the products you need without overbuying items
- Utilising past sales history and current market trends
- What discounts should be offered?

Alan Dempsey, CFO, MarkaVIP

11:50

Customer journey mapping

- Gaining a deeper understanding of your customer and farming those insights
- Increasing satisfaction and retention levels by keeping track of a customer's entire journey
- Ensuring the customer journey is the same, regardless of the retail channel
- Asking the right questions: who, what, where and when?
- Eliminating confusion, remove inefficiencies and reduce costs

Nathen Mazri, Vice-President of Marketing and Branding, Mr Sub, Jugo Juice, and Van Houtte Café

12:20

Usability

- Rethinking usability testing
- Developing an ergonomic website that is easily navigable and responsive
- Using data to remove friction points throughout the experience
- Executing testing programmes to increase revenues
- Shaping customer experiences that drive conversions

Zaeem Mirza, Global Head Online Marketing Channel, Ecommerce, **Qatar Airways**

12:20

Sales and discounts: getting the right balance

- Winning new customers and boosting sales with first time offers, early-bird offers, buy-back, gift cards and social offers
- Are shoppers whose first purchase is induced by a discount less likely to make a second purchase?
- Can lower prices actually lead to brand loyalty?
- Employing a rule-based pricing strategy to remain a certain percentage above a competitor
- Protecting your brand value while staying in a reasonable market price range

Jane Drury, CEO, **Middle East Digital Group (Cobone.com & ExpatWoman.com)**

GLOBALISATION

International expansion

- Planning, implementing and optimising your omnichannel strategies to accelerate international retail growth
- Establishing market prioritisation and creating an international roadmap
- How to execute, where to invest and who to partner with
- Redefining optimal retail models for new and existing markets to realise international potential
- Overcoming international legal and regulatory barriers

Anita Baker, Director MENA, **Lush**

12:50 Networking Lunch

LOYALTY

14:00

Building brand evangelists

- Articulating your brand and establish a distinctive voice
- Educating your employees to sell the brand
- Boosting employee social media activity to increase brand exposure
- Reviews: protecting credibility and promoting your brand
- Building a tribe of followers that take your recommendations seriously
- How can your customers use their peer influence?

Rabea Ataya, CEO, **Bayt.com**

SUPPLY CHAIN AND INVENTORY MANAGEMENT

14:00

State-of-the-art distribution centres

- Serving the anytime, anywhere consumer with best-in-class warehouse management systems (WMS)
- How to optimise warehouse and facility management with innovative technology
- Sophisticated sorting for product data accuracy and expedited delivery
- Installing urban and rural distribution centres to support same-day delivery

Shailen Shukla, Head of Logistics Division, **Jumbo Electronics**

ANALYTICS AND DATA

14:00

Using big data to turn shoppers into big spenders

- Applying the range, volume and velocity of retail data
- Advanced modelling, forecasting and segmentation of data
- Cultivating and retaining loyal customers using internal and external data
- Optimising analytics in merchandising and demand forecasting
- Increasing store level profitability and competitiveness
- Using analytics to detect retail fraud

Hani Saif, CIO, **eXtra**

14:20

Social communities

- Developing a community that will sell your brand for you
- Creating an ecosystem that answers your customer's questions
- Encouraging people to share exceptional experiences
- Utilising social recommendations: customers don't listen to experts, they listen to friends
- The power of persuasion: post-purchase for one customer is pre-purchase for another

Andrea Casalini, CEO, **Eataly Net**

14:20

Supply chains across "Belt & Road" region

- Creating a more robust supply chain that will travel globally as well as survive locally
- Generating international collaboration
- Maximising your growth potential with advance planning
- Building strategic partnerships who support supply chain efficiencies
- Creating local supply chain hubs and sharing transport across regions

Joseph Yuen, Chairman, **Hong Kong Federation of Ecommerce**

14:30

Understanding your customers – the power of customer insight

- Using data to speak to a 'segment of one'
- Understanding who your MVCs (Most Valuable Customers) are and what they want
- Turning insights into actions at scale and speed
- Tailored up-selling and cross-selling using previous purchase history
- Customising your offering to match their needs and behaviour

Sumit Bathla, General Manager IT, **AI Futtaim Group**

14:40

Driving loyal customers to your site

- A start-up case study: acquiring customers and converting them into fans
- Structuring your business around meaningful, emotion-driven marketing material
- Evoking an emotion: content that inspires, educates or entertains your customers
- Humanising customer interactions
- Differentiating your offering, demonstrating the solution and delivering the ultimate experience

Sarah Jones, Founder and CEO, **Mini Exchange**

14:40

Omnichannel supply chain strategies

- Overcoming the current challenges for supply chain management in an omnichannel world
- Uniting order processing, fulfilment, pickup and returns so service is seamless
- Revising packing and shipping to enhance the delivery process and timeline
- Transforming your supply chain to be truly agile and responsive
- Building robust data and analytics capabilities

14:40

Utilising customer insights to boost conversion

- Prescriptive analytics: predicting and controlling customer behaviour with real time purchases and customer insights
- Conversion Rate Optimisation: testing and optimising where and how customers use connected devices
- Taking advantage of personalisation opportunities
- Utilising serious customer insights from connected machines
- Understanding who your MVCs (Most Valuable Customers) are and what they want
- Using continuous site optimisation, demographics, behavioural patterns and life preferences data
- Customising your offering to match your customer needs and behaviour

Sarah Jones, Founder and CEO, **Mini Exchange**

15:00 **ROUNDTABLES**

- Globalisation: building ecommerce experiences at a local level
Arne Heuschmann, CIO, **004**
- CSE: using Comparison Shopping Engines to your advantage
Zaeem Mirza, Global Head Online Marketing Channel, Ecommerce, **Qatar Airways**
- Omncommerce: building omncommerce solutions
Amgad Sanad, Ecommerce Apps Manager, **eXtra**
- Become a C2B business: put customers in the centre of your business with the power of personalisation
Yasir Siddiqui, IBM Marketing Solutions Brand Leader, **IBM Middle East, Turkey & Pakistan**

16:00 Close of conference

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NETWORKING

No other ecommerce event creates a show entirely around making sure you meet the right people to grow your business. We attract the most senior representatives from ecommerce, retail, government, and enterprise from across the Middle East, Africa, the Indian Subcontinent and Central Asia.

Combine this with hours of networking opportunities built into the agenda and we've created the perfect formula for you to make the business connections which will drive performance in 2016 and beyond.

ROUNDTABLES

Where else can you sit down with CxOs from ecommerce, retail, government, and enterprises? These interactive sessions are designed to introduce both the latest strategies and new techniques being implemented to build innovation.

VIP PROGRAM

Each year we host senior executives from ecommerce, retail, government, and enterprises from across the region to the conference. Hundreds of VIPs attend, making the Ecommerce Show the best attended event around.

SPEED NETWORKING

With hundreds of potential customers to meet, swap business cards every 3 minutes until you've managed to meet everyone in the room. Quick, efficient and fun, speed networking is great opportunity to establish valuable relationships in a crowd of potential.

NETWORKING PLATFORM

Take control of your time at the show by proactively contacting fellow attendees and arranging meetings in advance with our online platform. With an inbuilt matchmaking feature, it's easier than ever to find who you need to meet at the show and pre-arrange those vital meetings.



DO YOU QUALIFY FOR THE VIP PROGRAM?

Call **Andrew Shoesmith** on +971 (0) 4440 2522 or email andrew.shoesmith@terrapinn.com

WORKSHOPS 30 MAY 2016

PRE-EVENT WORKSHOPS | 10.00AM - 16.00 PM

EVERYTHING YOU EVER WANTED TO KNOW ABOUT "OMNICHANNEL RETAILING"

SUMMARY

Omnichannel retailing is one of the most talked about developments in the retail world today. What does it really mean? Why is it important? Who is doing it well? Participants will be presented data on the nuances of omnichannel investments, where the biggest opportunities lie, and what pitfalls to avoid.

4 TOP LEARNING OBJECTIVES

1. Understanding the various areas of omnichannel retailing
2. Learning about the best practices in omnichannel fulfilment
3. Discussing mobile as an omnichannel catalyst
4. Understanding the ROI of omnichannel investments

YOUR AGENDA

10.00-11.00 Overview of omnichannel

- What is omnichannel and where are retailers investing specifically?
- How does omnichannel relate to other digital investments?

11.00-11.30 Networking break

11.30- 12.30 Omnichannel fulfilment deep dive

- Current areas of omnichannel fulfilment
- Store operations and inventory issues.

12.30-13.30 Lunch

13.30-14.30 The digital store

- A discussion of digital innovation that helps stores connect with their best shoppers
- Drive incrementality

14.30-15.00 Networking break

15.00-16.00 The mobile omnichannel opportunity

- A discussion of mobile devices in stores
- Use cases for both customers and sales associates.



YOUR HOST

Sucharita Mulpuru, Vice President, principal analyst, **Forrester Research** and author, **'The State of Retailing Online.'**

ENCHANTING OBJECTS: INTERNET OF THINGS

SUMMARY

The world of Internet-connected-everything has arrived. Learn about the impact of this massive change in how we interact with technology and what it means for product design, pricing, distribution channels, partnerships strategy, and more.

4 TOP LEARNING OBJECTIVES

1. Understanding how the world of product design and service design are merging
2. Discussing design tradeoffs between price, miniaturization, battery life, and encryption/security protocols
3. Exploring new business models enabled by connectivity
4. Developing crowd-funding and strategic partnership deals for going-to-market with IOT at scale

YOUR AGENDA

10.00-11.00 What will you enchant?

- Psychology first: Learning from myths and fairy tales about latent human drives
- Pairing objects with services. What's the best match?

11.00-11.30 Networking break

11.30-12.30 IOT Ecosystem survey of Apple, Amazon, Google, Samsung, and the unicorns

- Design tradeoffs for power, interoperability, and modularity
- Playing nicely with other hubs and ecosystems

12.30-13.30 Lunch

13.30-14.30 How will your Enchanted Object be priced and distributed?

- Freemium models for objects
- Partnering for distribution, brand, and scale

14.30-15.00 Networking break

15.00-16.00 Crowdfunding and go-to-market strategies

- The craft of Kickstarting
- Self-revealing feature roadmaps



YOUR HOST

David Rose, award-winning entrepreneur, author of **'Enchanted Objects'** and instructor, **MIT**

ECOMMERCE 101

SUMMARY

Gain the ideas, answers and tools you need to create, build, enhance and deliver your ecommerce strategy. An ecommerce sales channel isn't a 'nice to have', it's an essential sales and marketing tool that delivers new customers and new revenue streams to your business. This workshop will cover everything from what is ecommerce to the current ecommerce landscape in the region, ensuring you leave with the knowledge you need to turn your website into a secure sales channel for your business

4 TOP LEARNING OBJECTIVES

1. Discover the essentials needed to practice ecommerce
2. Anticipate and overcome the typical obstacles
3. Drive traffic to your website
4. Bring ROI to your boardroom

YOUR AGENDA

10.00-11.00 What is ecommerce?

- How it works and how it could benefit you
- What can you sell online and to whom?
- What type of ecommerce is right for you and how might ecommerce change your business?

11.00-11.30 Networking break

11.30-12.30 Setting up ecommerce on your website

- Security and reliability issues
- Pricing models and shopping cart options
- Avoiding expensive mistakes

12.30- 13.30 Lunch

13.30-14.30 Overcoming the typical obstacles of the market

- Payment methods and platforms: which is right for your product?
- Delivery and fulfilment: couriers, cross-border and returns

14.30-15.00 Networking break

15.00-16.00 Promote and maintain your ecommerce facility

- Driving traffic to your website with digital marketing
- Recordkeeping and controlling your new data
- Bringing ROI to the boardroom

WORKSHOPS 2 JUNE 2016

POST-EVENT WORKSHOPS | 10.00AM - 16.00 PM

SOCIAL MEDIA FOR BRANDS

SUMMARY

During this session attendees journey with us through a brief the history of media. The story will recount media starting with the printing press and resulting in our complex interactive world we have today. It concludes that our current version of the Internet contains all media within it (print, radio, movies, phone), and, more importantly, consumers of this media are now generators of media. This paradigm shift is essential for businesses and executives to succeed in social media.

4 TOP LEARNING OBJECTIVES

1. Understanding of the impact that social media has on business and their personal digital brand identity
2. Discussing how this can affect sales
3. Improving your business' Facebook, Twitter, Instagram and LinkedIn interactions
4. Examining the major pillars of your business and discussing how social media has changed them

YOUR AGENDA

10.00-11.00 **Setting the stage for business in social media**

- The key elements of a successful social media marketing plan
- How powerful and ubiquitous social media can be

11.00-11.30 **Networking break**

11.30-12.30 **Social media fundamentals**

- Social media hype vs. real world reality
- Making money for your organisation via social channels

12.30-13.30 **Lunch**

13.30-14.30 **Brand advocates**

- Spread your gospel faster than ever
- Detractors can damage your brand equity more expeditiously than ever

14.30-15.00 **Networking break**

15.00-16.00 **What's next: the future of social media**

- Content Marketing, geo-location networks, social media listening
- Adding emotion to your social media platforms and marketing



YOUR HOST

Christopher Dessi, CEO, Silverback Social, Best-selling author, **'Your World is Exploding: How Social Media is Changing Everything'**

BIG DATA

SUMMARY

Discover how to use big data to drive revenue and increase customer engagement. Learn how you can manage, analyse and use rapidly growing volumes of data, essential for all banks, telecom operators and retailers.

4 TOP LEARNING OBJECTIVES

1. Applying data mining models on existing data to predict customer's buying patterns to create timely and compelling offers
2. Applying advanced data analytics and machine learning to revolutionise your business
3. Influencing every imaginable variable that impacts a customer's decision
4. Securing your data

YOUR AGENDA

10.00-11.00 **The big data revolution and its defining qualities**

- From quantity to quality – big data as a new lens to understand reality
- More, messy, correlations – big data's core qualities

11.00-11.30 **Networking break**

11.30-12.00 **The shift in the economic value of data**

- The data iceberg – and the shift from using once to reusing often
- Changing business models based on data's true value

12.00-13.00 **Networking lunch**

13.00-14.00 **Preparing your organisation for predictive analytics**

- Ingredients for predictive analytics: expertise, data, mind-set and how to get it
- The role of experts in organisations (and value chains)

14.30-15.00 **Networking break**

15.00-16.00 **User trust – data's biggest challenge and how to handle it**

- Why user trust is central and how it is vulnerable
- Strategies to create user trust, and to maintain it



YOUR HOST

Mark van Rijmenam, Best-Selling Author, **'Think Bigger - Developing a Successful Big Data Strategy for Your Business'** and **'top global Big Data influencer'**

MOBILE PAYMENTS

SUMMARY

This workshop will enable you to discover how mobile payments strategically fit and integrate to other products such as Mobile Wallets and Mobile Banking. It will also cover the possible strategic and business models for retailers and key technologies such as NFC, Bluetooth LE Beacons, QR codes and hybrid wallet models.

4 TOP LEARNING OBJECTIVES

1. Bringing mobile commerce to life and increasing customer engagement
2. Understanding the technologies at play
3. Changing consumer and merchant expectations to slot
4. Securing mobile payments and customer data

YOUR AGENDA

10.00-11.00 **Knowing the market, segments and definitions of mobile payments**

- Who are the big players and what is their hold on the market?
- Making mobile payments and banking a lifestyle to achieve mass adoption

11.00-11.30 **Networking break**

11.30-12.30 **Mobile commerce, payments and retail**

- Which technology will win?
- NFC, BLE beacons, QR codes and hybrid wallet models

12.30-13.30 **Lunch**

13.30-14.30 **Protecting and securing mobile payments**

- Appreciating the danger of customer data
- Solving the identification and authentication challenges

14.30-15.00 **Networking break**

15.00-16.00 **The future of mPOS**

- Lessons learned from existing mobile payments developments in emerging countries
- Revamping POS systems for the omnichannel customer



YOUR HOST

Christophe Vergne, Global Leader, Cards and Payments Centre of Excellence, **Caggemini**

ROUNDTABLES

Now's your chance to get really interactive. Simply pick one of our roundtable topics and join the debate. Numbers will be limited at each table, to ensure everybody gets their chance to participate in the discussion. Conquer your challenges, grab the opportunities and create the most efficient ecommerce platform.

Roundtables take place Tuesday 31st May at 12.30 and 15.40 and Wednesday 1st June at 12.20 and 16.00.

Integrating video into your client engagement strategy	1	2	Fast-lane your most valued customers: order/ purchase/ check-in ahead feature for loyal customers
Discover how to automate your marketing machine with three easy steps	3	4	Providing cheaper, smarter and safer ways to pay online
Identifying and overcoming the barriers for cross-border trade	5	6	Using social throughout the customer journey: acquire, engage and retain
Ensuring effortless interactions over web and mobile self- service channels	7	8	Making a habit of big data: the shift from using once to reusing often
Globalisation: building ecommerce experiences at a local level	9	10	Usability: creating an easily navigable and responsive platform
Facilitating social monitoring and customer feedback channels	11	12	The vital steps to reduce basket abandonment
Understanding your target consumer and offering them the solution to a problem	13	14	Gamification: adding an element of surprise to your customer experience
CSE: using Comparison Shopping Engines to your advantage	15		

BRING A TEAM FROM JUST \$450 PER PERSON
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WHAT'S NEW FOR 2016?

The Ecommerce Show Middle East attracts different functions with different interest levels and experience which is why we are running the following dedicated workshops and summits to delve deeper into these specialist topics:

- **DELIVERY AND FULFILMENT** (SUMMIT)
- **BIG DATA** (WORKSHOP)
- **SOCIAL MEDIA** (WORKSHOP)
- **OMNICHANNEL** (WORKSHOP)
- **INTERNET OF THINGS** (WORKSHOP)
- **MOBILE PAYMENTS** (WORKSHOP)
- **ECOMMERCE 101** (WORKSHOP)

Visit www.terrapinn.com/ecomconference for speakers and conference agenda

DIGITAL MARKETING PAVILION

A successful digital marketing campaign is one of the key pillars of success for any business looking to grow their ecommerce presence, that's why we have created a dedicated digital marketing pavilion.

Visit the pavilion to meet some of the most innovative companies in the region, eager to work with you and grow your business.

LAUNCHPAD

This is where genuine innovation is showcased as the latest products and services never before seen in the Middle East are unleashed.

A quick-fire series of 10 minute live demonstrations and product launches on the exhibition floor. This is the place where the freshest start-ups launch alongside the biggest market players in front of an audience of press and prospective buyers.

LIVE TV

Hear live interviews with the big industry game changers. They will share the best, biggest or boldest ideas on transforming ecommerce. Take a seat and take onboard forward-thinking ideas that will shape up the industry in 2016 and beyond.

BOOK NOW FOR BEST RATES
www.terrapinn.com/ecommerce

THE EXHIBITION

The internet has made global marketplaces smaller, more competitive and smarter with new technologies that are analysing, predicting and influencing customer purchasing decisions in real-time.

The Ecommerce Show will bring together thousands of your potential customers and partners who are searching for leading experts and solutions to help them build, enhance or deliver on their ecommerce strategy.

Now in it's 3rd year, the Ecommerce Show is a proven marketing and sales platform where the buyers come to make purchasing decisions.

YOU SHOULD SPONSOR ECOMMERCE MIDDLE EAST 2016 BECAUSE:

- You see the opportunity in the region and the growth of the market
- Your sales force is in need of high quality, decision making leads
- You need to educate your market about the possibilities created by your product or service
- You want to motivate senior business executives to grow their investment in technology and services

Does this sound familiar?

If so, call **Joseph** on **+971 (0)4 440 2536**

The Ecommerce Show Middle East is the benchmark for doing business when it comes to sitting down with the biggest buyers of your solutions.

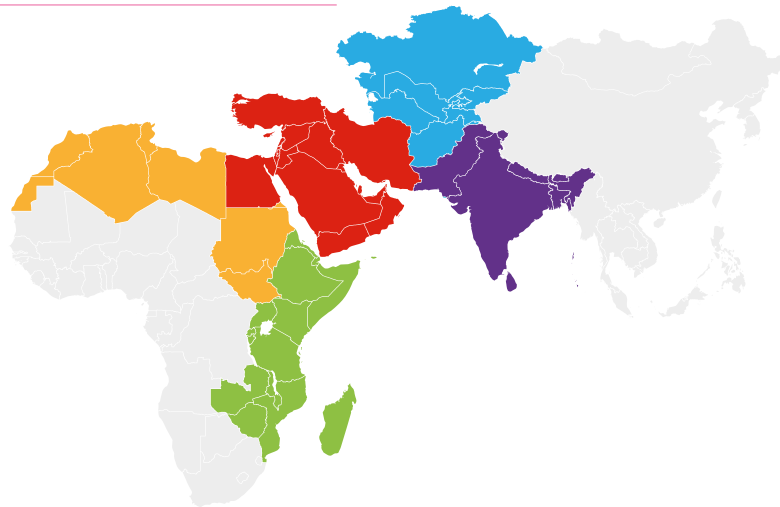
The exhibition will feature leading solution providers from:

Ecommerce platforms	Delivery and fulfilment		Digital marketing and search	Social media and advertising
Customer experience and call centres	Self service kiosks and lockers	Cloud solutions	Big data and analytics	CRM and loyalty
Government agencies and free zones	Telecom operators and managed services	Payments and checkout software	Security and authentication	Website design
Content management	Supply chain and inventory management	Packaging and labelling	Etailers and ecommerce sites	Consultants

WHO WILL YOU MEET?

GEOS

- 60%** ■ Middle East
- 10%** ■ Indian Subcontinent
- 10%** ■ Central Asia
- 10%** ■ East Africa
- 10%** ■ North Africa

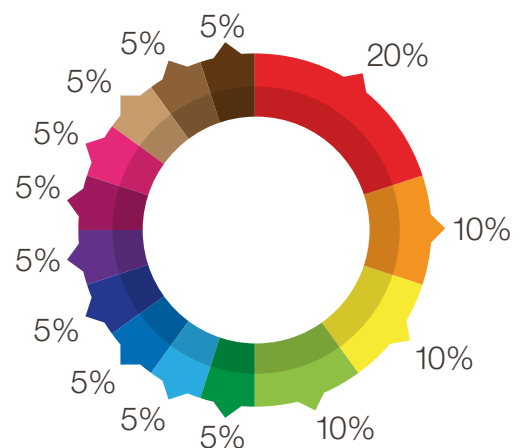


JOB TITLES

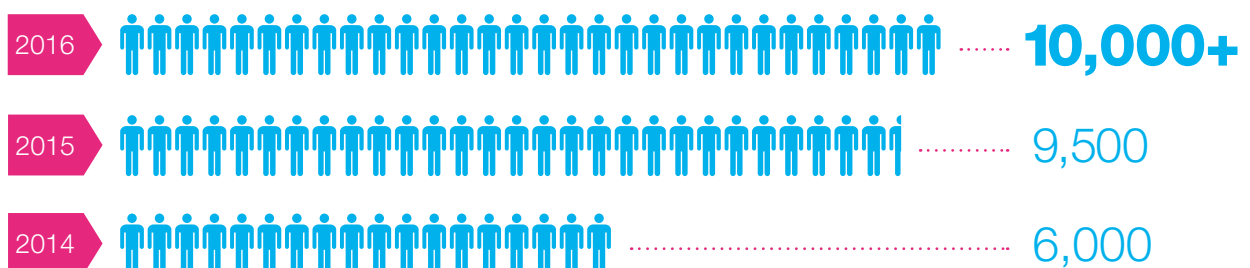
Chief Executive Officer	Project Manager	Heads of Sales
Chief Commercial Officer	Brand Manager	Heads of Brand Managers
Chief Financial Officer	Heads of IT	Heads of Customer Experience
General Managers	Heads of Marketing	Heads of Digital

INDUSTRY

- | | | |
|--|--|--|
| ■ Retailers and brands | ■ Banks and Financial Services | ■ Hospitality |
| ■ Family Groups | ■ FMCG | ■ Telecom Operators |
| ■ Dining and Quick Service Restaurants | ■ Delivery and fulfillment | ■ Leisure and theme parks |
| ■ Government | ■ Shopping malls | ■ Transportation |
| ■ Etailers | ■ Groceries and supermarkets | |



REMARKABLE ATTENDEE GROWTH



“

I was able to connect with lot of new people who gave me insights & demonstration on some of new technologies available in the markets which our organisation can leverage upon during coming years. I got connected with many people & partners from this exhibition which could provide me & my organisation in building & meeting our strategic & tactical initiatives related to ecommerce.

”

Ujjval Thakkar, Head - E-Commerce, **Abu Dhabi National Insurance Company**



WHY SPONSOR?

THOUGHT LEADERSHIP PRESENTATIONS

Deliver your message as a thought leader on a chosen topic to a room of up to 300 senior ecommerce professionals.

CASE STUDY PRESENTATIONS

Showcase your best customer case study to establish awareness and viability to a room full of prospects.

ON FLOOR SEMINARS

Demonstrate your technology as part of our on floor seminars, allow visitors to understand the full scope of benefits your product can offer them.

ROUNDTABLES

Host a roundtable of up to 15 industry professionals around a key topic. The format is a powerful forum to meet qualified attendees to debate a problem they have, that you can solve.

PANEL DISCUSSIONS

Join industry players in key panel discussions highlighting challenges and innovative solutions.

BRANDING

This event has a massive marketing campaign year running through out the year. The sooner you join, the more exposure you will get, via our website, digital channels, print media and online community.

LEAD GENERATION

This is a digital inbound marketing program that uses social marketing and CRM to create awareness for your product or services. It allows you to generate leads that you can add to your sales pipeline.

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2016 FLOOR PLAN



E-COMMERCE SHOW Middle East 2016

ZONES

- Retail Show
- E-Commerce Show
- Mobile Show

BOOTHS

- Reserved
- Sold
- Available
- Pavilions
- Featured

WHY EXHIBIT

SHOWCASE YOUR BUSINESS TO THE WORLD

The Ecommerce Show Middle East exhibition is designed to address the technology needs of regional retailers and partner them with leading solution providers.

The Ecommerce Show Middle East is designed to be the market place for retailers to come to:

- Evaluate new technologies
- Compare new products and solutions
- Demo the latest technology
- Engage with world class service providers
- Establish partnerships across the industry
- Buy their ICT solutions

WHO SHOULD EXHIBIT

Ecommerce technology and services

Ecommerce platforms

Ecommerce agencies and consultancies

Shopping portals and comparison sites

Shopping cart software

DIGITAL MARKETING

- Content management
- Email marketing
- Search engine marketing and optimisation
- Web analytics
- Website design
- Website performance monitoring

PAYMENT AND SECURITY TECHNOLOGIES

- Conversion solutions
- Hosting and data centres
- Point of sales solutions
- Payment processing
- Security and authentication technologies

DELIVERY AND FULFILMENT SERVICES

- Packaging solutions
- Order management systems
- Warehouse systems and services
- Supply chain management

CUSTOMER TESTIMONIALS



Truly an eye opener for emerging markets where retail and ecommerce still has a lot of ground to cover. Inspirational and motivating. All in all a fantastic knowledge bank, opportunity to network with peers and immense food for thought, I have my digital strategy looking clearer post event!

” **Yasin Paracha** | Managing Director | **Team A Ventures**



Inspiring, motivating and informative

” **Amgad Sanad** | Head of Ecommerce Apps | **United Electronics Co – EXTRA**



I found the keynotes to be very inspirational. The content was informative and forward-thinking.

” **Mansour Salameh** | Marketing Solutions MENA | **Facebook**



The roundtable sessions were very good for inspirational thinking and learning.

” **Stuart Nishikawa** | Head of IT, **THE One Total Home Experience** | IT Infrastructure, **Landmark Group IT**



It was interesting to see what is being done in the industry and what are the new expected trends. The roundtables were also a great occasion to share ideas with our peers.

” **Julie Calabrese** | Ecommerce Executive | **Accor**



This show also gives you the review of the current technology trends in the Middle East market versus what other global retailers and companies are doing in these same areas.

” **Moiz Tankiwala Manag**



The event brought together incredible technologies, partners and potential clients. The event managed to combine a good balance of interested parties and the ‘right’ technologies. Lead generation was outstanding, and the speaker session were insightful and relevant. We’re excited to see the retail community take a leap into the new world of consumer engagement from digital to door step.

” **Mims Talsi** | CEO | **DREAMBOX**

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SPONSORSHIP AND BRANDING PACKAGES

Package / benefits	Exhibitor	Silver	Gold	Platinum	Title
Content and thought leadership benefits					
Keynote speaking slot					1
Conference speaking slot			1 (Or a r/t)	1	1
Host a round table			1 (Or a conf pres)	1	2
Seminar speaking slot		1	1	2	2
90 Minute workshop				(On application)	1
Launch pad slot	(On application)	(On application)	(On application)	(On application)	(On application)
Lead generation benefits					
3 Minutes 3 big ideas video content				1	1
Invitation to contribute to the event e-book			1	1	1
Inclusion in a monthly community e-newsletter			1	1	1
Solo content email shot		1	1	2	2
Branding and profiling benefits					
Priority logo positioning on event promotions		Silver level	Gold level	Platinum level	Yes
Website listing - profile and logo	Yes	Yes	Yes	Yes	Yes
Visitor show guide listing - logo	Yes	Yes	Yes	Yes	Yes
Visitor show guide listing - profile	50 Words	50 Words	100 Words	250 Words	250 Words
Visitor show guide - advert		1/4 Page	1/2 Page	1 Page	1 Page
Delegate documentation - advert/whitepaper			Yes	Yes	Yes
Networking benefits					
VIP passes for your executives / clients	Discounted rate	2	4	10	10
Pre-arranged meetings with buyers		3	6	10	15
Use of networking app	Yes	Yes	Yes	Yes	Yes
Exhibition stand space	9+ m ²	36 m ²	48 m ²	64 m ²	64+ m ²
Investment required (usd)	\$805 / \$895 (Per sqm)	\$30,000	\$40,000	\$60,000	\$120,000

**Bespoke sponsorships and bolt-ons available on request

WE OFFER CUSTOMISABLE PACKAGES

Call **Joseph** at **+971 (0)4 440 2536** or email **joseph.ridley@terrapinn.com**

EXHIBITOR PACKAGES

OPTION 1: SHELL SCHEME PACKAGE, USD \$695 PER SQM

Standard shell scheme package is a good option for exhibitors looking for an entry level stand without incurring additional build costs. Shell scheme stands are available for 9sqm to 32sqm only, it is recommended that stands over and above 32sqm consider raw space or the hybrid package shown below.

Shell scheme package includes the following (for every 9sqm purchased): walls, fascia board, carpet, 1x power socket, 1x roundtable, 2x chairs, waste bin



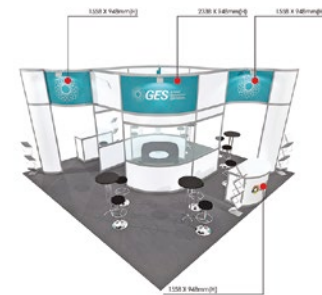
OPTION 2: RAW SPACE PACKAGE, USD \$605 PER SQM

Bring and build your own stand. We can recommend stand contractors to help you get quotes, design and build your stand if required.

Raw space exhibition stands larger than 48sqm receive a 20% discount reducing the rate per sqm to \$484 per sqm

OPTION 3: RAW SPACE + HYBRID PACKAGE, ADDITIONAL USD \$250 PER SQM (ON TOP OF THE RAW SPACE RATE)

For companies that do not want the hassle of building or buying their own custom built stand, but want something that looks a little better than the standard Shell scheme package we offer the Hybrid package. It is a great option for companies who want have a bigger presence on the exhibition floor whilst keeping build costs to a minimum.



Contact us on +971 4 440 2536 for a full quotation to suit your needs

	Shell scheme USD \$695 per sqm	Raw space USD \$605 per sqm	
9sqm (3x3m)	6,255	5,445	
12sqm (3x4)	8,340	7,260	
16sqm (4x4m)	11,120	9,680	
20sqm (5x4m)	13,900	12,100	
24sqm (6x4m)	16,680	14,520	
32sqm (8x4m)	22,240	19,360	
36sqm (9x4m)	N/A	21,780	
40sqm (8x5m)	N/A	24,200	
48sqm (8x6m)	N/A	23,232	Purchase 48+ sqm and receive a 20% discount on the stand space
64sqm (8x8m)	N/A	30,976	
72sqm (9x8m)	N/A	34,848	
80sqm (10x8m)	N/A	38,720	

TO EXHIBIT

Call **Joseph** at +971 (0)4 440 2536 or email joseph.ridley@terrapinn.com

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	BOOK BEFORE 13 MAY	2095	1415
3 DAY PASS	FINAL PRICE	2965	2005
	BOOK BEFORE 13 MAY	2830	1915
4 DAY PASS	FINAL PRICE	3405	2300
	BOOK BEFORE 13 MAY	3250	2195

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PRACTICAL INFO

VENUE

Sheikh Saeed Halls 3

Dubai International Convention and Exhibition Centre, Dubai, UAE

DATES

Conference and exhibition 31 May - 1 June 2016

Delivery & Fulfilment Summit 30 May 2016

Workshops 30 May 2016

Workshops 2 June 2016

Check www.terrapinn.com/ecommm-venue for venue details