

#eComConfex provides key customer insights

The third eCommerce MoneyAfrica Confex kicked off on 22 to 23 February at the Cape Town International Convention Centre. The conference brought together decision-makers in online retail payments, customer insights and logistic business opportunity across Africa.











Speakers included Manuel Koser, MD of Silvertree Capital, Marek Zmyslowski, CEO of HotelOga and Chris Folayan, the CEO MallForAfrica, as well Vincent Hoogduijn, CEO of eCommerce for Media24 and James McCormick, principal analyst: customer insights at Forrester.

Read more about Folayan's crash course in cross-border e-commerce [here](#) and McCormick's analysis on digital intelligence for future business development [here](#).