













DAY 1 - 19 October

TIME	TOPIC	SPEAKER	
8h00	Networking and opportunity to visit the exhibition area		
8h00	Welcome and introduction to the strategic role of the Independent Trade Forum		Natasha Smith – MD, Trade Intelligence
CONNECT Independent Trade Overview & Focus on the Shopper			
8h45	Independent Trade Overview – The importance of the independent sector, market dynamics and trends at play The independent trade plays an important role in the retail industry as a route to market, forming an important link in South Africa's food chain and supporting economic empowerment. Changing dynamics within the independent sector are creating growth opportunities and influencing the trends at play within South African FMCG retail.		Andrea du Plessis – Senior Retail Analyst, Trade Intelligence
			Thobeka Magubane – Retail Analyst, Trade Intelligence
9h15	Shoppers Within the Independent Trade – Understanding their shopping needs and missions GG Alcock's Kasinomics business offers consumer insights, marketing strategies and route-to-market solutions into the informal markets of Southern Africa. GG will unpack the shoppers of the independent sector, i.e., informal traders and consumers, as understanding their purchasing behaviour, shopper needs, and missions is essential when engaging with this sector for investment and growth opportunities.		GG Alcock – Author, Entrepreneur, Informal Market Strategist
9h45	Partner showcase, networking, and opportunity to visit the exhibition area		
10h00	BREAK		
10h15	Voice of the Trade: Feedback on the impact of the unrest on the informal traders and long-term support requirements With an estimated loss of R50bn, many South African businesses have not recovered from the recent riots and looting, and some never will. Trade Intelligence, in collaboration with Consumatech and SOMSA Marketing and Distributors, will be sharing feedback on the impact of the unrest on the informal trade and what long-term support is needed by informal traders.		Thobeka Magubane – Retail Analyst, Trade Intelligence
			Abirizak Ali Osman - Owner SOMSA Marketing and Distributors and former Secretary-General of Somali Community Board of South Africa
10h45	Loyalty and reward programmes in the independent wholesale trade Retail Engage, a wholly owned subsidiary of 2Engage, offers unique solutions that focus on connecting brands, retailers, and consumers in the main market, through the aggregation of the independent market information/data via digital and physical channels. Learn how it does this through its rewards solution which goes beyond connecting stakeholders, but also provides much-needed business and marketing insights for the independent sector.		Andrew Weinberg – CEO, 2Engage
11h15	Connected Store: Attracting shoppers in the informal trade and shopper behaviour insights Barrows Global has decades of experience in the formal retail trade and has recently embarked on applying those learnings in the informal trade. One of its newest offerings, Connected Spaza, sits within the company's Barrows Connected Programs, the aim of which is to elevate informal retail and deliver products and services that improve the trading environment. Barrows will share the insights that have been gathered on this new offering.		Graeme Brooks - Strategic & Creative Lead, Barrows
			Musa Zwane - Product Manager, Barrows
11h45	SMOLLAN showcase		

12h00	Networking and opportunity to visit the exhibition area	
12h15	BREAK	
	ALIGN Routes to Market - Reaching the shopper	
12h30	Servicing the Informal Channel: How to get your product into the informal trade How building advocacy and growth in the informal market, that is not hindered by last mile blockages, can be maintained through innovative technology and relationships. Richard Dunn will be covering examples and case studies including connecting wholesale to informal retail, how to grow demand through spaza trade rebates and a lot more.	 Deon Morgan – Head of Business Development, Diplomat SA
13h00	Winning in Hyper-segmentation: The role of wholesale and retail formats in the independent trade Kit Kat Cash & Carry originated as a small family business and has grown to be one of the largest independently owned retail companies in South Africa. The growth of the business resulted in the expansion of wholesale and retail formats, answering the needs of both trader and consumer shoppers. Kit Kat CEO Riaz Gani will share insights into the development of these diverse formats that have been key to the success of the independent trade.	 Riaz Gani – CEO, Kit Kat Group
13h30	Acceleration of E-Commerce: Innovative approaches using e-commerce and B2C solutions Yebo Fresh is an award-winning e-commerce platform, active in over 30 different townships across Cape Town and Johannesburg. Jessica will share insight into the business' focus on servicing South Africa's informal market through B2C and B2B e-commerce solutions.	 Jessica Boonstra – CEO and Founder, YeboFresh
14h00	The emergence of midi wholesalers in the independent trade Midi wholesalers are fast becoming a key player in the FMCG industry and most importantly in the independent and informal sector. Abdullahi Ibrahim, National Treasurer of the Somali Community Board of South Africa will unpack the historical evolution of midi wholesalers and define the various formats. Explore the formalisation of midi wholesalers, hear insights and opportunities for suppliers and plans for future growth.	 Abdullahi Ibrahim – MD, Hamafro Marketing and National Treasurer of the Somali Community Board of South Africa
14h30	Closing, networking and opportunity to visit the exhibition area	
15h30	CLOSE	

DAY 2 - 20 October

TIME	TOPIC	SPEAKER
8h00	Networking and opportunity to visit the exhibition area	
8h00	Welcome to Day Two	Natasha Smith – MD, Trade Intelligence
	IGNITE Where to for Growth	
8h45	 Showcase	
9h00	Panel Discussion: Collaboration for growth enabled by an effective data strategy <i>Hosted by DataOrbis</i> Wayne Lebotschi - Growth & Innovation Director, DataOrbis Harley Caryer - Chief Growth Officer Riaz Gani – CEO, Kit Kat Group	Graham Rebello - Food Executive, Massmart Paul Loubser – Africa Trade Masters
9h30	Enabling the spaza shop market through digitisation, e-commerce, and last mile distribution solutions The Vuleka e-commerce and fintech platform is structured to support an entire trading ecosystem within the informal sector. The Vuleka mobile app facilitates bulk orders, purchases and distribution of goods, while the business also builds credit profiles for informal and unbanked business owners and provides them with credit to access stock. Brian will discuss how Vuleka has established a route-to-market solution for the sector through these initiatives, which is enabled by digitisation, e-commerce and a last-mile distribution solution.	 Brian Makwaiba – MD, Vuleka
10h00	Servicing the Informal Trader: Kasi last metre solution and e-wallet The informal retail sector has grown in relevance within the South African FMCG retail industry, increasing the need for a solid and comprehensive distribution model. Deon will share insights into the big strides Diplomat has taken in optimising distribution into the informal independent sector, as well as understandings gained into its impact and considerations for suppliers entering this sector.	 Richard Dunn – Chief Implementation Officer, M4Jam

10h30	Networking and opportunity to visit the exhibition area	
10h45	BREAK	
11h00	<p>Growth through Distribution Expansion: A case study</p> <p>Distribution within the independent trade remains challenging to execute; collaboration and partnership are essential to securing a route to market, from wholesaler to spaza shops. Twizza, in collaboration with Executrac and Inzuzu, will be sharing a case study on its journey to becoming a proudly South African soft drinks manufacturer and how it expanded its distribution footprint, from previously being a regional brand to a national brand, and partnering with Inzuzu and Executrac to further evolve the independent trade.</p> <div>  <div> Gavin Wheeler – Business Development Manager, Twizza </div> </div> <div>  <div> Marné Dirks - Commercial Director, Primary Market Insights </div> </div> <div>  <div> Eric Mutrie - Managing Director, Inzuzu Demand Creation </div> </div>	
11h30	<p>Innovating for growth in the informal trade</p> <p>As a global business, the Smollan group has created growth opportunities for brands in the informal trade through innovative approaches to suit the nuances and unique needs of markets around the world. Andre Lombaard will share insights gained through Smollan's experience in helping their clients grow within the informal trade, finding new routes to market through entrepreneurship and innovation.</p>	 <div> Andre Lombaard – Customer Experience Executive, Smollan </div>
12h00	<p>Succeeding in Africa's unstructured markets</p> <p>Africa is the home of unstructured markets. From Accra to Zanzibar, Gauteng to Lagos, you cannot travel up to three miles without finding an informal sector business activity. Anyone serious about business on the continent knows the markets are ubiquitous and account for over 70% of Sub-Saharan Africa's workforce. Unstructured markets are economic activities operating largely within the continent's informal sector. As the African Continental Free Trade Area creates opportunities on the continent, it is important to understand what it takes to win in unstructured markets.</p>	 <div> Dr Uchenna Uzo – Owner, Afritail and Faculty Director, Lagos Business School </div>
12h30	Partner showcase, networking, and opportunity to visit the exhibition area	
12h45	Closing	
13h00	Networking and opportunity to visit the exhibition area	
14h00	CLOSE	

Note: Forum speaker and agenda are subject to change

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