



## DRAFT PROGRAMME

Conference Facilitator: **Fifi Peters**

07:00 Registration and Info Desk Open

**07:30 Refreshments**

08:15 SACSC Welcome

**Stephan Le Roux**  
President,  
SACSC

08:20 Sponsor Address

**Nomzamo Radebe**  
CEO,  
EXCELLERATE JHI

### 08:45 to 10:25 SESSION 1

08:30 **Retail Disruption. Challenges and Opportunities for Malls and Retailer**  
Main evolutions that are disrupting the Retail market and focus on two main shopping moods for final customers: emotional and rational. The presentation will be based on case studies, analyzed by the annual research "Retail Innovations", realized by Kiki Lab with the global network Ebeltoft Group.

**Fabrizio Valente**  
Founder and CEO,  
KIKI LAB - EBELTOFT  
ITALY

09:05 **The SA Economic Climate, Factors Affecting Consumer and Retail Market**  
Implications for the economy and consumer in 2020 and beyond. What can be expected from the consumer and economy amid tax hikes or elevated debt levels.

**Keillen Ndlovu**  
Head: Listed Property  
Funds,  
STANLIB

09:30 **Retailer Trends - A Retail Analysts Perspective**

**09:55 - 10:40 Refreshments**

10:45 **Consuming for a Purpose**  
Today's Consumers are spoilt for choice, most likely impacting an emerging trend, a desire to contribute to a bigger purpose through spending habits. In this digitally connected world, nobody can hide under the blanket of ignorance any longer. Let's explore how suppliers and retailers are adapting their strategies to sell the purpose behind their offerings. What story are you telling through your

**Isana Cordier**  
Sector Head for  
Consumer Goods and  
Services,  
ABSA



purpose driven strategy?

11:15

### South Africa's Top Million Households: An overview of the country's biggest shoppers

With combined spending power of over R700 billion, South Africa's top million households account for nearly 40% of all consumer spend and, despite the worsening recession, continue to see their incomes grow. Apart from their financial muscle, those inside this group are also key influencers and ultimately possess the power to make or break brands. The report is packed with new insights to provide marketers with a deeper understanding of this segment and the practical tools to connect.

**James Lappeman**  
Head of Projects,  
UCT LIBERTY INSTITUTE  
OF STRATEGIC  
MARKETING

11:45

### International Retailer

Research used to understand the consumer and determine which new markets to open in.

12:10

### Experience Marketing

12:35 –  
13:45

### Lunch

## 13:50 to 15:15 SESSION 3

13:50

### The Future of Retail Décor, Refurbishments and Beyond

In keeping with the global consumer shift towards a more ecological standpoint, retailers and architects alike are increasingly specifying lightweight and sustainable materials that also offer Creative innovation together with longevity. Innovatively leveraging the latest technologies allows faster turnaround times; quicker on-site installations with cost down benefits. These proven benefits reaped by early adopters in South Africa have influenced others around the world to embrace this material as a standard for the future.

**James Beattie**  
CEO and Founder,  
XANITA

14:15

### Unravelling the Complexities of Shoppers

Not only are shoppers looking for brands/services that have a purpose and offer value, but they also want convenience, choice, promotions and a great shopping experience! Retailers and manufacturers must keep up with shoppers' changing needs and demands so that they can adapt their offerings to be relevant and optimise share of wallet.

**Kim Reddy**  
Director: Consumer  
Insights,  
THE NIELSEN COMPANY

14:45

### Technology, Improving the Retail Experience

An overview of how emerging technologies and South African realities could shape shopping centres over the next 10 years.

TRENDS



CONSUMERS



TECHNOLOGY



15:15 -  
15:40

**Coffee Break**

## 15:45 to 17:00 SESSION 4

15:45

**Leadership that Inspires and Motivates - A New Generation that Succeeds**

16:20

**Investing the Future of Retail**

An overview of the most important retail trends. Trends contextualised thorough market research and robust data, to illustrate the shift taking place and the scale of the opportunity it presents. highlighting a variety of businesses who are already acting on each trend, providing inspirational ideas and a clear understanding of how one can adapt the trend to their own advantage.

**Cate Trotter**  
Head of Trends,  
INSIDER TRENDS

17:00 -  
18:30

**Cocktail Party & Networking**