eCommerce Day Africa 2023: A Pivotal Event in Nairobi, Focused on Digital Commerce

Nairobi, Kenya – September 20, 2022 - eCommerce Day Africa 2023, an event dedicated to advancing digital commerce across Africa, is taking place in Nairobi, Kenya. Supported by the U.S. Agency for International Development (USAID), the Alliance for eTrade Development ("eTrade Alliance"), and the American Chamber of Commerce in Kenya (AmCham), this inaugural event is significant for the continent's digital landscape.

Event Overview:

eCommerce Day Africa 2023 is scheduled for September 20-22, 2023. It will feature a hybrid format, with online activities on September 20 and 22, along with an in-person event on September 21 at the Emara Ole Sereni Hotel in Nairobi, Kenya. The event will also be live streamed for wider accessibility.

Agenda Highlights:

The event's agenda includes discussions on various critical topics, including:
- **SMEs' E-journey:** Exploring the experiences of U.S. and African SMEs in cross-border ecommerce.
- **Professional thematic workshop.**
- **Boosting intra-Africa trade for Marketplaces & SMEs online stores.**
- **Overview and Digital Commerce Opportunities.**
- **The evolving role of physical stores and the importance of the last mile in connecting online and offline consumers.**
- **The significance of data measurement in shaping KPIs, decision-making, and analysis.**
- **Creating a positive shopping experience across various touchpoints and sales channels: Unifying the customer's journey.**
- **Status and Trends of Digital Commerce in Africa.**
- **Success Stories.**
- **eCommerce awards.**
- **Retail Trends 2023:** Exploring New Concepts, Alternative Commerce, and the Metaverse

- **Digital Commerce Pillars, Main Tools, and Strategies for eCommerce Development.**

For a comprehensive overview of the event agenda, please visit: [eCommerce Day Africa 2023 Agenda](#)

Distinguished Speakers:

eCommerce Day Africa 2023 features a lineup of notable speakers, including Tim Steel, CEO of Copia Global, Charles Ballard, CEO of JUMIA Kenya, Twahir Mohamed of MPost, Juliet Kennedy, founder & CEO of Greenspoon Kenya, and representatives from companies such as BrighterMonday, DHL, Visa, Google, Purpinks Gifts, MYDAWA, WapiPay, Dotsavvy, dentsu, Kushite ICP Hub East Africa, Mastercard, BuyRentKenya & Pigiame.

Explore the profiles of our speakers at [eCommerce Day Africa 2023 Speakers](#)

Media Coverage Opportunities:

Media outlets are invited to participate in eCommerce Day Africa 2023, offering:
- Access to leading experts in the global retail industry
- Insights into the latest trends and case studies in e-commerce
- Networking with key players and industry-leading companies
- Reporting on insights and success stories
- Participation in thematic workshops
- Expansion of professional networks
- Opportunities for interviews with digital commerce experts

For media inquiries, interview requests, event coverage details, or sponsorship opportunities, please contact:

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