Change is hard because people often overestimate the value of what they have and underestimate the value of what they may gain by giving that up”

(Flight of the Buffalo, 1994. James Belasco & Ralph Stayer)
"The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.

ALVIN TOFFLER"
Dylan Piatti
Deloitte Africa
Sr Chief of Staff: Consumer, Retail & Manufacturing
Chairman of the Board: Africa Ecommerce Forum
Futurist
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What am I seeing
3 Paradigms

• Transformation & Disruption

• Value

• Leadership
The time is now for eCommerce in Africa to think and sell differently.
what are we doing?
“Deloitte is perceived to be one of most capable of all firms worldwide at delivering the innovation, technologies, and strategies for the digital era.

IDC has ranked Deloitte #1 based on revenue and named Deloitte a leader for Digital Strategy Consulting globally, a Leader in the North America, a Leader in EMEA, and a Major Player in Asia Pacific based on strategy and capability their reports...
Ecommerce Forum Africa (EFA)

Driving the sustainable growth & development of Ecommerce in Africa
Ecommerce Forum Africa (EFA)

Driving the sustainable growth & development of Ecommerce in Africa

- Payments
- Regulatory, Tax & Legal
- Trust
- Research, Education, Skills Dev
- Africa & Global
- Distribution, Logistics, Infrastructure (e-fulfillment)
Ecommerce Forum Africa (EFA)

Key initiatives

1. MOU CGCSA
   - Consumer OMBUDS – Ecommerce specific consumer complaints governance

2. FSB Ecommerce Advisory Council

3. National Treasury ICT Forum Ecommerce Committee

4. Davis Tax commission

5. Legal fact pact

6. Ecommerce curriculum

7. Africa Digital CEO forum

8. ConnectAfrica initiative

9. UNCTAD Ecommerce Week Africa session
   - 1st Global Ecommerce Association meeting
   - Working with WTO, WCO, ITC, WEF, eWTP, etradeforall.org

10. UNIDO BRICS Ecommerce Program

11.…. and 1st African Ecommerce Trust Mark
“The EFA considers digital trade or ecommerce an essential enabler for the socio-economic growth and development of intra-African and global trade.

The context of the digital age (Industry 4.0), global disruptive technological innovations, the African youth dividend, increased connectivity (driven through mobile in Africa) of online consumers, is opening up access to new markets, new sellers, and new buyers. As the relationship dynamics between producers, sellers and consumers evolve, the EFA supports and promotes increased investments in the digital economy and its constantly growing value chain across the continent.

The issue of “trust” as an impediment to the accelerated growth and adoption of digital trade, was the impetus for the creation of the Ecommerce Forum Africa.

The EFA intends to be a forum for all players in the Ecommerce ecosystem — working cohesively with each other to enrich digital trade for all in Africa.”
Safe.Shop, the Global Ecommerce Trust Mark

Without Trust there is no Trade
“The ambition behind launching the Ecommerce Africa Trust Mark is a Pan-African adherence to a code of conduct in line with Global Standards. Its objective is to stimulate the sustainable growth of national and cross-border Ecommerce in Africa through better protection for consumers and merchants by establishing common governance and compliance standards and by promoting and ensuring the clear communication of these standards.”
What do you need to do?

- Constantly evolve, disrupt, learn, relearn – embrace change
- Be a systems & ecosystems thinker
- Partnerships – think Africa & global Deloitte network
- Be a participant not a passenger & make an impact – join the EFA

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