

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



PLAY

Dylan Piatti

Deloitte Africa

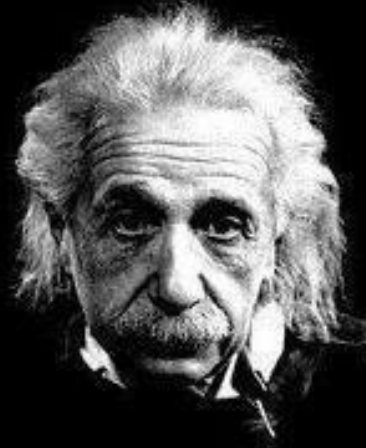
Snr Chief of Staff: Consumer, Retail & Manufacturing

Chairman of the Board: Africa Ecommerce Forum

Futurist

@dylanpiatti

"WE CANNOT
SOLVE OUR
PROBLEMS
WITH THE SAME
THINKING WE
USED WHEN WE
CREATED THEM"



What am I seeing

3 Paradigms

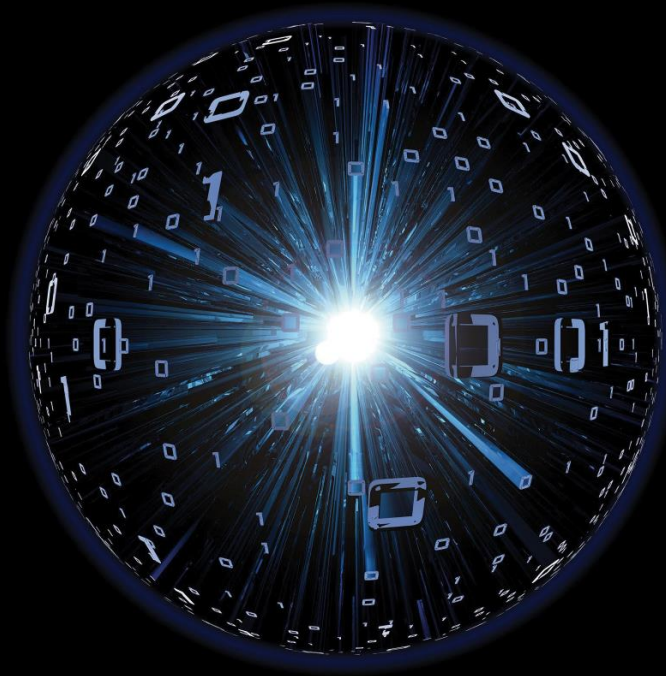
- **Transformation & Disruption**
- **Value**
- **Leadership**

The time is now for
eCommerce in Africa to think
and sell differently



what
are we *doing?*

Deloitte.



“
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



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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.”



Initiated by Ecommerce Europe, we now cooperate with 50+ associations worldwide

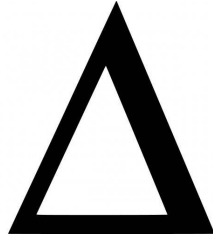


Ecommerce Forum Africa

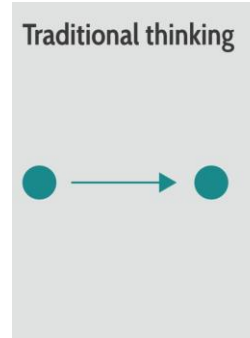


Safe.Shop™

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

