

Arab Ecommerce Summit 2018

Monday, May 7, 2018
Hotel Al Bustan Roda, Dubai, UAE

Time	Agenda	Speakers
08:30	Registration and welcome tea/coffee	Main Pre-Function Area
09:20 - 09:25	Welcome note	Arora Vaibhav, Arab Ecommerce Summit, UAE
09:25 - 09:40	AES 2018 Opening Keynote: Essentials of successful Ecommerce	H.E. Dr. Ali M Al Khouri, Executive Director, UAE Ministry of Interior; Arab Economic Unity Council Advisor; and Chairman of the Arab Federation for E-commerce
09:40 - 09:50	AES 2018 Welcome by the moderator	David Fuller, Ecommerce Expert and Head of Digital, Aquitude International, UAE
09:50 - 10:10	Keynote Ecommerce in the Land of a Billion People: Experiences from India	Vedanarayanan Vedantham, VP Marketing, HealthifyMe, India
10:15 - 11:00	Panel Improving ROI and Enhancing Operations: The Way Forward <i>Probably one of the biggest questions that comes across when you talk to any ecommerce retailer is 'where is my return on investment for social, organic and other marketing?'. With the ecommerce industry getting competitive by the passing minute, it is imperative that the retailers expect optimum ROI for each dollar spent. The panel will explore the opportunities on improving ROI and enhancing your ecommerce operations in the most effective ways.</i>	<ul style="list-style-type: none"> Shiris Kumar, CEO and Co-founder, Telr Nader Bitar, Regional Deputy GM, MMP, UAE Sarah Jones, Founder and CEO, Sprii, UAE Moderator: David Fuller, Ecommerce Expert
11:00 - 11:30	Networking Tea/Coffee Break	
11:30 - 11:45	Sourcing The Challenge of Ecommerce Sourcing in Emerging Markets	Jitender Advani, Head of Fashion (Buying, Merchandising), RedTag, UAE
11:45 - 12:00	User Experience How to turn your product team into a customer experience powerhouse?	Kareem Mazhar, Customer Experience Manager, Dubizzle
12:00 - 12:15	Delivery Innovations & Trends in e-Commerce Delivery	Rabih Allaf, Growth Director, Fetchr

12:15 - 13:00	<p>Innovation Panel Take a Sneak Peak Into the Future</p> <p><i>Innovation is absolutely vital for the advancement of any industry and ecommerce is no exception to this rule. The ecommerce industry is changing fast and it is imperative to be acquainted with the latest advancements taking place in the field to make sure that you offer the best available shopping experience to your customers. The panel will take a look at the latest breakthrough innovations that are set to revolutionize the ecommerce industry</i></p>	<ul style="list-style-type: none"> • Elie El Tom, Founder & CEO, Yalla Pickup, UAE • Ulugbek Yuldashev, CEO, Awok.com • Julia Jackle, Co-founder, Creative971, UAE <p>Moderator: David Fuller, Ecommerce Expert</p>
13:00 - 14:00	Networking Lunch	
14:00 - 14:15	<p>Payments Making Seamless Payments a Reality for Your Customers</p>	<p>Mohammed Ali Yusuf, Director Emerging Products & Innovation, Visa</p>
14:15 - 14:30	<p>Startups 6 lessons I learnt from being a startup founder</p>	<p>Karl Naim, CEO and Co-founder, ChefXChange, UAE</p>
14:30 - 15:15	<p>Start-Up Panel Building Successful Start-Ups and Beyond</p> <p><i>Getting into ecommerce is a great way to start your own business, even if you do not have a lot of capital to invest. However, like any other business, ecommerce requires a lot of meticulous planning and careful execution. Listen from the experts who managed to successfully launch their ecommerce startups and create those into thriving businesses</i></p>	<ul style="list-style-type: none"> • Malik Shehab, Co-founder and Managing Director, Golden Scent • Vedanarayanan Vedantham, VP Marketing, HealthifyME, India • Omar Chihane, Founder, SellAnyHomes <p>Moderator: Jitender Advani, Head of Fashion, RedTag, UAE</p>
15:15 - 15:30	Closing Remarks	