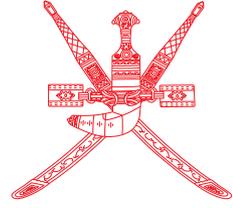


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**inovexic**

In Partnership With



وزارة التجارة والصناعة  
*Ministry of Commerce and Industry*

# BRINGING THE **DIGITAL**

# CHANGE



**16-17 SEP 2019**  
**OMAN CONVENTION & EXHIBITION CENTER**

PLAY VIDEO



Under The Patronage Of

**HIS EXCELLENCY DR. ALI BIN MASOUD AL SUNAIDY**  
Minister Of Commerce And Industry

## CHANGING THE FUTURE OF

eCOMMERCE  
eEDUCATION  
eHEALTH  
RETAIL  
LOGISTICS  
PAYMENTS  
FINTECH

It's not just a Conference.  
It's a changed digital  
society in making.  
Attended by thought  
leaders, global audience  
and think tanks

**Bringing the largest event in Middle East with  
one focus **EVERYTHING ONLINE****

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Customers have **CHANGED** the way they shop  
Businesses have **CHANGED** their strategies  
Customers have **CHANGED** thier online behavior  
Businesses have **CHANGED** thier online Models

**LEADING THE WAY  
FOR FUTURE  
GROWTH**

**CHANGE NOW  
WE  
NEED  
TO**

On behalf of the Ministry of Commerce and Industries we are pleased to extend our cordial invitation to all the stakeholders parties, organisations and institutions working in the e-commerce field locally, regionally and internationally to attend and participate actively in Oman's first E-commerce conference (OEC) 2019. The event hosted and organised by the Ministry of Commerce and Industry in coordination and partnership with Inovexic which shall be held in September 2019 at the Oman Convention and Exhibition Centre – Sultanate of Oman.

The Conference offers a wonderful platform to learn, share and discuss emerging opportunities in the field of e-commerce, retail and digital trends to look out for in the future while sharing the best practices of the e-commerce ecosystem. The Conference will witness a high level participation of dignitaries, decision makers and well-known players in the field of e-commerce locally, regionally and internationally.

Various sessions would provide an opportunity to discuss challenges in real time while also revealing high level information about national objectives and regulatory framework enhancing transparency, reliability and consistency for the entire business community. The sessions would cover a wide range of topics on eCommerce, logistics, digital trends, payments, fintech, health and education, and many other related topics.

The event will present opportunities for the local and international service providers as well as investors who actively seek investment opportunities to further strengthen the economy and create a robust digital commerce ecosystem.

We look forward to working closely with all the stake holders to strengthen the bilateral and global trade while improving investment ties. We invite you to be a part of OEC -2019 as great learning, connections and experience await for you in Oman.

Best Wishes,



H. E. Dr. Ali Bin Masoud al Sunaidy  
Minister of Commerce and Industry



## General Information

### Official Language

The official language of the Conference will be English

### Date and Venue

The opening ceremony of the Conference will be on September 09th 2018 followed by other sessions

### Exhibition

An exhibition will be held at the Venue, companies interested to exhibit or sponsor contact us at [partner@inovexic.com](mailto:partner@inovexic.com)

### Entry Visa and Accommodation

Attending dignitaries are requested to contact Customer Service desk at [entry@inovexic.com](mailto:entry@inovexic.com). Entry visa will be arranged upon payment (The visa fee will be paid by the participant) however kindly allow us three weeks for this process.

## Change in Middle East

Middle East has seen a major upward trend in online shopping and has grown by 1500% over the last decade. The countries of the Middle East are seeing rapid growth of online retail sales pointing towards the major improvements in infrastructure and enhanced Internet connectivity.

The Middle East e-commerce market is heating up as competition accelerates and, the market will grow by 16.4 per cent over the next three years, according to a report and a forecast for the e-commerce market in the region is expected to grow to a tune of \$48 billion in 2021, up from an estimated \$26 billion in 2018.

## eCommerce Change



The e-commerce explosion has drastically changed the global retail market. However the upward trend, that has transformed the crescendos of consumer behavior and business simulations in retail, remains untouched in the Middle East and offers immense potential for industry players. Only 15% of the businesses in middle east have an online presence and around 90 percent of the online purchases in the region are imported from other countries. The retail market is on the threshold of digital disruption, with industry players undertaking a essential shift from conventional in-store concept to digital channel with the adoption of digital technologies. This trend gives a major boost to the ecommerce segment with a lot to explore and encash.

## Logistics



On time delivery of any product or service is of utmost importance and hence logistics cannot be neglected, and the obvious role for e-commerce companies is especially in the logistics segment and more important is also the last mile delivery. Logistics techniques and technology are developing fast, however are not fully connected with the development of AI and IOT today. eCommerce and logistics should have a co-ordinated relationship that helps new eCommerce companies to develop well.

## Fintech



Across the Globe, many cities are competing to be fintech centers, often with government and regulatory support, in many jurisdictions the development of fintech sandboxes to accelerate innovation. The governments all across have realised and have begun to recognize the potential benefits of new fintech business models in the payments and wealth management market, and let the companies grow the value chain

The number of fintech start-ups in the MENA region has been increasing drastically. Between 2013 and 2015, the number more than doubled from 46 to 105, and the region is expected to see a total of 250 fintech start-ups launch by the year 2020, according to the Wamda report.

## Change in eCommerce and Digital Trends

Digital is not a temporary trend: it is a revolution that is happening right now and picking up speed every day. In the Middle East and around the world. digital technologies are disrupting every aspect of business, government and individuals lives.

The Middle East and North Africa [MENA] region is ranked second in the world by number of daily YouTube videos views at more than 310 million. the MENA region is the fastest-growing consumer of videos on Facebook: Middle East Will only further boost the digital adoption rate in the coming years. By 2019, it is estimated that the Middle East and Africa will have the world's leading cloud traffic growth rate, at 41 percent. Come 2020, projections suggest that there will be around two zettabytes of data in the Middle East



## ReTail Change

We all know retail isn't dying any time soon – it's bringing a change. Technology has transformed all industries to change, and retail is no exception. The change is bringing about a new phase of opportunities for smart retailers in every other industry including transportation, manufacturing, communications. When the urbanization happened there was a boom in departmental stores and retail outlets and cars created suburbs and shopping malls. And now we're facing a new change. Today, retail stores don't need to be built to materialize a transaction. Because transactions can happen anywhere in a store, in customers' home, or on their way to work – the retail space now has an all new purpose.



## Payments

The consumer payment trends is undergoing a major transformation. The conventional role of payment service providers (PSPs) is becoming redundant. Innovative and digitally sophisticated startups are offering customers new age, value added services that compliment payments execution and shift consumer expectations primarily. The entire financial industry has changed rapidly, Around the world, businesses, banks, and consumers are making a major change in the way they exchange value.

It is a thrilling future for smart bankers who appreciate the power of technology to enhance the client experience, their businesses and bottom line. Personalized mobile services, advanced digital wallet capabilities, social media leverage and the capability to provide segmented client experiences throughout delivery channels are just a few of the advances that is creating the future which is exciting while empowering us to recreate banks that are more relevant than ever before. The future of banking is mobile and the customers may never have to see the inside of bank buildings and those that do will be visiting smaller digitally centric style café branches.



# CHANGE Highlights

**Stellar  
Speakers**

**Hear from inspiring speakers, celebrities and entrepreneurs as they share their expertise on how succeed in online platforms**

**Solution**

**Experience the latest technology and innovative services to create seamless CX, increase sales and deliver efficiently across your on-line and in-store operations**

**SHOWCASE**

**Innovation**

**Meet the most innovative start-ups disrupting retail, logistics and online business transactions.**



**Gain insights from the experts with one-on-one meets and understand how to seriously maximize your impact online and increase your profits**

**Expert  
Advice**

**Understand from the digital trends experts regarding the positioning, branding of your company with focused hands-on workshops**

**Workshop &  
Certification**

**Spin  
Networking**

**Network with over 1,000 professionals from across Middle East, Asia, Europe and the World. Meet the biggest industry names**

**Peer learning: Hear how your peers are succeeding and draw inspiration from their digital strategies**

- Source 100's of new products & services
- Be inspired by future commerce innovators
- Ascertain the technology changing retail
- Make informed business evaluations
- Network with industry peers
- Benchmark your procedures against industry best-practice
- Explore the latest and future trends
- Meet 100's of innovative start-ups
- Learn from experts

## ATTEND WHO SHOULD

Digital natives to digital migrants, businesses doing online business and businesses aspiring to reap on the online benefits, Businesses with retail outlets, business with payment solutions, businesses that need to enhance on-line visibility and every organization that needs to know the next big change in the online revolution should attend.

## DELIVERING ON YOUR OBJECTIVES WITH A FOCUSSED STRATEGY

PLAY VIDEO 



## ATTEND WHY

Digital reinvention for your business. The very theme of the congress, its mission and core focus are the reason enough to attend. Businesses of B2B and non B2B executives are facing a mammoth and urgent challenge to transform their sales and marketing operations, to digital platforms that can acquire and serve customers' needs online. B2B buyers are increasingly focusing their spending to companies that offer them the efficiency of purchasing online. This conference is devoted to helping B2B executives manage the business transformation that the digital revolution requires and show the investors the Middle East potential to ensure they have safe investment environment.

## TAKE AWAY FOR ATTENDEES

Attendees will have access to a number of educational sessions on current and emerging digital trends, retail experience, creating new business geographies and eCommerce practices, ranging from business sustainability, secure payments, information security, risk mitigation. fraud, and corruption. It will also present best industry case studies in addressing common challenges, as well as knowledge - sharing opportunities

The Congress focuses on topics such as the shopping experience of the future, the evolution of the retail store, on-demand delivery and logistics. shifting eCommerce trends, the next generation of direct-to-consumer companies, engaging customer experience, the impact of artificial intelligence (AI) in new age business modules and much more.

**Conference Attendees Include**

Buyers from multiple countries  
 CIOs/COOs/CTOs/CFOs/IT Directors/CISOs or various organizations  
 Key decision Makers from of SME's and Startups  
 Entrepreneurs from various industries  
 Customer Experience heads  
 Sales Directors  
 Investors  
 eCommerce Heads  
 Digital Marketing Head  
 Logistics head  
 eEducation Lead  
 eHealth Lead

Heads of Government, eCommerce, Logistics, Payment, Fintech, eEducation, eHealth, Investment Houses, Strategic Consulting, Startups, Incubators and everyone who is interested or is a part of the eCommerce eco system.



**Industries that will attend**

eTailers	Retail	FMCG	Logistics & Delivery	Digital Payments & Security	Banks
Telecom	Hospitality	Entertainment	Manufacturing	Automotive	Shopping Malls
Financial Institutions	Investment Houses	Ports & Airports	Warehousing Companies	Delivery Companies	Media

THE **CONGRESS**  
 ATTRACTS **SPEAKERS**  
 AND **ATTENDEES**  
 ACROSS THE **GLOBE**





# DISCUSSION TOPICS

- Superior integration of ai and machine learning
- Augmented reality edges closer to the mainstream
- Epayments - securing the transactions
- Improving domestic trade in the region
- Blockchain | is the future reliable?
- Explosive progression in mobile check-out and iot
- Voice search everywhere:
- The rise of ropo
- Oman - a gateway to the middle east
- The rebirth of brick and mortar: the retail outlets are not dead
- Big Data and Analytics are more defined
- Mobile Usage will add a lot more to the eCommerce
- Supply Chain Management is more Intellectual
- Omni Channel CX a Must in the Digital World
- Better UX/UI for Intensified eCommerce Utility
- Same-Day or Next-Day Delivery: The Express Delivery Era
- Business without Boundaries: Cross border for more business
- Human Intuition v/s Big Data
- Data Science for AI & ML
- Can crypto be a payment method?
- The future of Delivery
- Customer Service Automation

## SPONSOR?

Position your company as an Industry Leader & Innovator in the evolving **Digital Transformation** and **eCommerce** Space

Network with peers and make and share ideas on how to move the market forward through advancement in technology

- To create and highlight your leadership position in the Middle East
- Meet the key decision makers and entities including government heads who are looking at sourcing solutions for enhancing the digital economy
  - To meet, ideal partners and do business with the greatest retailers, ecommerce companies and payments companies across Middle East
- Be at the forefront of exciting changes in the rapidly evolving eCommerce market and Fintech
- Launch new products and initiatives with the relevant audience and prospects
- To generate new leads
- To establish right partnerships and collaboration

**Leverage with our extensive and exclusive marketing campaign much before the event and reap great benefits, mileage and exclusivity.**

Integrate with our exclusive marketing campaign that kicks off 09 months before the event that uses and leverages digital media to its full extent

### SPONSORSHIP OPPORTUNITIES

**eCommerce Change 2019 has created a few sponsorship packages keeping you in mind | Kindly check out our sponsorship brochure attached separately**

**To know how you can be involved at this conference and benefit reach out to Khalid M and let us know how we can position you  
+44 20 86385656 | email [khalid@inovexic.com](mailto:khalid@inovexic.com)**

SEPTEMBER

16 - 17

2019

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CONVENTION  
& EXHIBITION  
CENTER MUSCAT

## Partners



## Participating Companies



## Radio Partners



## Invited & Confirmed Speakers

### Mona Ataya

CEO and Founder  
Mumzworld

### Matthieu Guinard

CEO Glambox

### Bart Denolf

CEO Sacoor Brothers

### Wijnand Jongen

CEO Thuiswinkel

### Pratik Gupta

CEO and Co-funder  
Wadi

### Elhadi Boucharab

CTO Louis Vuitton Moët  
Hennessy

### Mohammed Sajjad

VP eCommece Azadea  
Group

### Geoffroy van Raemdonck

CEO Neiman Marcus

### Dharmin ved

CEO 6th Apparel

### Ulugbek Yuldashev

CEO Awork

### Erik Nordstrom

CEO Nordstrom

### Majed M Al Tahan

CEO Danube



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AN EXPERIENCE CREATED FOR YOU

We all have a responsibility when it comes to celebrating difference and enhancing business ambitions out of the silos that stifle digital thinking. Great minds need not think alike in the digital world every thought is unique and can be implemented. Nurturing change is not only knowing the industry better than someone else, but stepping outside it and taking in the bigger picture and implementing innovative ways to change. Transforming your business begins with you.

**LET'S TALK**

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