

A peek into the fifth annual eCommerce Africa conference

The fifth annual eCommerce Africa conference took place at the CTICC from 19-20 March 2019. It got underway with a [keynote session](#) by the founder of BrandLove, Chantel Botha. Founder of the Billybo Group, Mike Joubert, delivered a talk titled '[Why your story matters](#)', highlighting the importance of brand storytelling. Below are some images of the event.







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