

# ECOMMERCE EXPO AND CONFERENCE ZAMBIA 2023

In Partnership With



Ministry of Technology and Science



Republic of Zambia  
SMART Zambia  
Institute



# 2023 Brochure



**ika**  
Simplying Business

**CRO**  
TELEVISION

**prime**  
Television



**ERITE**  
EAFRICA Research Institute  
for Technology and Economics

## ZAMBIA ECOMMERCE EXPO & CONFERENCE

CO-LOCATED WITH  
**ZAMBIA ECOMMERCE AWARDS**

### 13TH OCTOBER 2023

#### AWARDS

The Zambia Ecommerce Awards are Zambia's premier ecommerce awards event that rewards excellence in ecommerce

#### EXHIBITION

The Zambia Ecommerce Expo is the only nationally recognized event that show cases innovation in the ecommerce industry

#### CONFERENCE

The Zambia Ecommerce conference features leading experts in the ecommerce industry giving you expert industry insight

CONTACT: +260 97 3341212 | +1 682 558 3526

Website : [www.eafricaexpo.com](http://www.eafricaexpo.com) | Email : [info@eafricaexpo.com](mailto:info@eafricaexpo.com)



# Note of Thanks

Dear Esteemed Partners,

On behalf of the EAfrica Research Institute for Technology and Economics (ERITE), the host of the Zambia Ecommerce Expo, Conference, and the Zambia Ecommerce Awards, I extend my deepest gratitude to all of you. These significant events have been brought to life through your unwavering support and enthusiasm.

In recent years, our annual gathering has evolved into Zambia's premier ecommerce event, setting new benchmarks in ecommerce standards and instilling renewed confidence in the Zambian ecommerce industry. It is inspiring to witness our mission—accelerating economic growth in Zambia and Africa through the promotion of ecommerce—coming to fruition, thanks to your relentless support and the commitment of numerous partners who share our vision.

Now in its sixth year, the Zambia Ecommerce Expo & Conference and the Zambia Ecommerce Awards have experienced exponential growth in participation. We now host a variety of activities throughout the year, including the quarterly Ecommerce Indaba, the Student Ecommerce Meet-Up, the E-Startup Competition, and the Women in Ecommerce Incubation Program. This expansion of our reach would not have been possible without the dedication and commitment of our esteemed sponsors, partners, and exhibitors like you. We are also profoundly grateful for the strategic partnerships we have established with the SMART Zambia Institute and the Ministry of Technology and Science. These collaborations underscore the importance of our mission to our diverse stakeholders.

This pre-event brochure provides an overview of the wide-ranging activities we undertake to promote ecommerce and the numerous ways you can partner with us for the 2023 event and beyond. For additional details about our plans for the event or any other inquiries, please do not hesitate to reach out to our dedicated team. We are always ready to offer our support wherever we can. Once again, we extend our sincerest gratitude for your invaluable support.

Best Regards,



Dr. Caleb M. Fundanga  
**ERITE Board Chairperson**



## YEAR ESTABLISHED

Since its inception in 2018, The Zambia Ecommerce Expo and Conference and the Zambia Ecommerce Awards have become Zambia's premier ecommerce event.

## EVENT NAME

Zambia Ecommerce Expo and Conference (ZEEC)

## CO-LOCATED WITH

Zambia Ecommerce Awards (ZEA)

## ABOUT THE EVENT

The EAfrica Expo event was established with the sole purpose of promoting eCommerce in Africa as an avenue of fast-tracking economic growth. The EAfrica Platform brings together under one roof, the regulators of businesses, the businesses that offer e-commerce services, the businesses that use e-commerce services, SME's that use e-commerce services, and individuals that are looking at starting an e-commerce business.

## OBJECTIVES

- Develop a platform for active discussion and implementation of e-commerce ideas and innovations
- Provide assistance to businesses and individuals in the e-commerce industry by helping them leverage services from major industry players
- Empower women-led businesses and those by vulnerable and marginalized populations
- Offer a comprehensive resource for e-commerce education
- Provide evidence-based solutions through research to foster growth in the e-commerce industry
- Facilitate interaction between government agencies and stakeholders for better policy development and implementation in e-commerce

## DATE OF NEXT EVENT

October 13, 2023

## HOSTED BY

EAfrica Research Institute for Technology and Economics (ERITE)





# Thank you to Our 2022 Sponsors and Partners



## STRATEGIC PARTNERS



Republic of Zambia  
SMART Zambia  
Institute



Ministry of Technology  
and Science

# Congratulations! 2022 Winners



ONLINE EDUCATION  
SERVICE PROVIDER  
**UNICAF University  
Zambia**



AGRICENTRIC E-COMMERCE  
BUSINESS  
**Zambia Industrial  
Commercial Bank**



BEST ONLINE INSURANCE  
SERVICE PROVIDER  
**Professional  
Insurance Corporation Zambia**



BEST DATA  
SERVICE PROVIDER  
**MTN Zambia**



BEST E-COMMERCE  
APP  
**On-Cart Smart  
Shopping App**



BEST E-COMMERCE  
INNOVATION  
**Radian Stores  
Retail Limited**



BEST BANKING APP  
OF THE YEAR  
**ZANACO**



BEST DELIVERY & LOGISTICS  
SERVICE PROVIDER  
**Mercury Express Logistics Zambia**



BEST FINTECH  
INNOVATION  
**MTN MoMo Pay**



BEST E-COMMERCE  
STARTUP  
**Plus 260 Tech  
Solutions**



BEST B2C E-COMMERCE  
WEBSITE  
**On-Cart Shopping Zambia**



BEST ONLINE REAL ESTATE  
WEBSITE  
**Zambezi Diamond**



BEST MOBILE MONEY  
SERVICE PROVIDER  
**Airtel Zambia**



E-COMMERCE LEADERS  
AWARD  
**Mwangala Muyoyeta**



BEST MOBILE MONEY  
SERVICE PROVIDER  
**Airtel Zambia**



BEST ONLINE FOOD  
DELIVERY SERVICE  
**UlenDo Eats**



BEST FINANCIAL INCLUSION  
INITIATIVE  
**SPENN Zambiaa**



WOMEN  
IN E-COMMERCE  
**Chilufya Mutale  
(Premier Credit)**



ECOMMERCE  
**EXPO**  
AND CONFERENCE  
ZAMBIA — 2022



**Gold Partner**



**13 TH OCTOBER 2023**



# 2023 Sponsorship Opportunities

## 2023 PARTNERSHIP PACKAGES



## 2023 ZAMBIA ECOMMERCE EXPO CONFERENCE & AWARDS

*"SECURE CASHLESS TRANSACTIONS—A KEY TO SUSTAINABLE DIGITAL TRANSFORMATION"*

IN PARTNERSHIP WITH:



Lusaka /Zambia  
info@eafricaexpo.com



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# WHAT'S IN THE PACKAGE?

P

## PLATINUM SPONSOR

### THOUGHT LEADERSHIP

- ✓ Panel discussion host
- ✓ Access to registered attendees list
- ✓ Product showcase
- ✓ Stand alone presentation
- ✓ Keynote Speech

### BUSINESS TRACTION

- ✓ Corporate video
- ✓ Company write up
- ✓ Priority listing

### BRANDING & MARKETING

- ✓ Email Blast to event database
- ✓ Branding on registration Page
- ✓ Branding on all event materials
- ✓ Post event activities branding

### POST EVENT

- ✓ Women Incubation Program
- ✓ E-commerce Indaba
- ✓ Quarterly e-commerce meet-ups

ZMW 250,000

G

## GOLD SPONSOR

### THOUGHT LEADERSHIP

- ✓ Access to registered attendees
- ✓ Product showcase
- ✓ Stand alone presentation
- ✓ Speaking slot

### BUSINESS TRACTION

- ✓ Corporate video
- ✓ Company write up

### BRANDING & MARKETING

- ✓ Email Blast to event database
- ✓ Branding on registration Page
- ✓ Branding on all event materials

### POST EVENT

- ✓ Women Incubation Program
- ✓ E-commerce Indaba
- ✓ Quarterly e-commerce meet-ups

ZMW 150,000

D

## DIAMOND SPONSOR

### THOUGHT LEADERSHIP

- ✓ Product showcase
- ✓ All options customizable\*

### BUSINESS TRACTION

- ✓ Corporate video
- ✓ Company write up

### BRANDING & MARKETING

- ✓ Branding on registration Page
- ✓ Banner/logo on virtual event

### POST EVENT

- ✓ Quarterly e-commerce meet-ups
- ✓ Mailing to attendees

ZMW 100,000

S

## SILVER SPONSOR

### THOUGHT LEADERSHIP

- ✓ Product showcase
- ✓ Some options customizable\*

### BUSINESS TRACTION

- ✓ Company write up

### BRANDING & MARKETING

- ✓ Branding on registration Page

### POST EVENT

- ✓ Quarterly e-commerce meet-ups

ZMW 70,000

B

## BRONZE SPONSOR

### THOUGHT LEADERSHIP

- ✓ Some options customizable\*

### BUSINESS TRACTION

- ✓ Company write up

### BRANDING & MARKETING

- ✓ Branding on registration Page

### POST EVENT

- ✓ Quarterly e-commerce meet-ups

ZMW 50,000

C

## CATEGORY SPONSOR

### THOUGHT LEADERSHIP

- ✓ Some options customizable\*

### BUSINESS TRACTION

- ✓ Company write up

### BRANDING & MARKETING

- ✓ Branding on registration Page

### POST EVENT

- ✓ Ecommerce Indaba

ZMW 25,000

D

## DATA SPONSOR

### THOUGHT LEADERSHIP

- ✓ Some options customizable\*

### BUSINESS TRACTION

- ✓ Company write up

### BRANDING & MARKETING

- ✓ Branding on registration Page

### POST EVENT

- ✓ Ecommerce Indaba

ZMW N/A

L

## LOGISTICS SPONSOR

### THOUGHT LEADERSHIP

- ✓ Some options customizable\*

### BUSINESS TRACTION

- ✓ Company write up

### BRANDING & MARKETING

- ✓ Branding on registration Page

### POST EVENT

- ✓ N/A

ZMW N/A



EXPO

+



# ZAMBIA

# ECOMMERCE EXHIBITION

The Zambia Ecommerce Exhibition is part of the Zambia Ecommerce Expo and Conference (ZEEC)



+

[www.eafricaexpo.com](http://www.eafricaexpo.com)

## 2023 EXHIBITION PACKAGES

SS

### SPONSOR'S SLOT\*

#### ACCESSORIES

- ✓ 3 X 3 Booth
- ✓ 1 X Power Adapter
- ✓ 2 X Chairs
- ✓ 2 X Branded T-Shirts
- ✓ 2 X Branded Caps
- ✓ 1 X Display table

#### REFRESHMENTS

- ✓ 4 X Bottles of water
- ✓ 1 X lunch

#### BRANDING & MARKETING

- ✓ Logo and synopsis on website
- ✓ 1+ Minute radio or TV interview
- ✓ 1X Classified Advert in newspaper

#### POST EVENT

- ✓ Post Event report feature

ZMW 0.00

\*Upgrade available @ ZMW 2,999.00

VIP

### EXECUTIVE SLOT

#### ACCESSORIES

- ✓ 6 X 6 Booth
- ✓ 1 X Power Adapter
- ✓ 4 X Chairs
- ✓ 4 X Branded T-Shirts
- ✓ 4 X Branded Caps
- ✓ 2 X Display table

#### REFRESHMENTS

- ✓ 8 X Bottles of water
- ✓ 1 X Tea break + lunch

#### BRANDING & MARKETING

- ✓ Logo and writeup on website
- ✓ 5+ Minute radio or TV interview
- ✓ 2X Classified Advert in newspaper

#### POST EVENT

- ✓ Post Event report feature

ZMW 8,999.00

STD

### STANDARD SLOT

#### ACCESSORIES

- ✓ 3 X 3 Booth
- ✓ 1 X Power Adapter
- ✓ 2 X Chairs
- ✓ 2 X Branded T-Shirts
- ✓ 2 X Branded Caps
- ✓ 1 X Display table

#### REFRESHMENTS

- ✓ 4 X Bottles of water
- ✓ 1 X lunch

#### BRANDING & MARKETING

- ✓ Logo and synopsis on website
- ✓ 1+ Minute radio or TV interview
- ✓ 1X Classified Advert in newspaper

#### POST EVENT

- ✓ Post Event report feature

ZMW 4,999.00

SME

### SME HIGHWAY

#### ACCESSORIES

- ✓ 1 X Chairs
- ✓ 1 X Display table

#### REFRESHMENTS

- ✓ 2 X Bottles of water

#### BRANDING & MARKETING

- ✓ N/A

#### POST EVENT

- ✓ N/A

ZMW 2,499.00

For inquiries call + 260 973341212 or email : [info@eafricaexpo.com](mailto:info@eafricaexpo.com)



ECOMMERCE  
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AND CONFERENCE  
ZAMBIA 2023





# Customise

Don't see what you like?

We understand that not all packages fit every business's marketing needs because all YOUR business is unique. Customized packages are tailor-made to your business need and can start from ZMW15,000

We Are  
Here to Meet Your Needs

**Customise  
Your Package**

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39 Nalikwanda Road Woodlands, Lusaka, Zambia.

Hosted by





# 2023 ZAMBIA ECOMMERCE AWARDS

The Zambia Ecommerce Awards is Zambia's premier ecommerce event that recognizes individuals and businesses making a difference in the ecommerce industry.

GALA TICKETS AVAILABLE AT K399

CORPORATE PACKAGES AVAILABLE @ K1000 FOR 4

**Call: +260 973341212**

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# ZAMBIA ECOMMERCE AWARDS 2023



NOMINATIONS

1<sup>ST</sup> MAY 2023

1

PUBLIC VOTING PHASE

3<sup>RD</sup> JULY 2023

2

AWARDS DAY

13<sup>TH</sup> OCTOBER 2023

3

# 2023 INCUBATOR PROGRAM

12TH FEBRUARY - 10TH JUNE

- ✓ LEARN ABOUT ENTREPRENEURSHIP & INNOVATION
- ✓ DESIGN A BUSINESS MODEL CANVAS
- ✓ DESIGN A VALUE PROPOSITION CANVAS
- ✓ DEVELOP & TEST A MINIMAL VIABLE PRODUCT (MVP)
- ✓ CONDUCT A BUSINESS PITCH



STARTS AT  
ZMW50,000



+260 760883234



info@eafrikaexpo.com



www.eafrikaexpo.com

# Ecommerce Indaba

visit our website for more  
[www.eafricaexpo.com](http://www.eafricaexpo.com)

Advancing E-commerce for All



The E-commerce Indaba initiative was conceived in 2021 by the Insitute for Finance and Economics (IFE) Zambia and SMART Zambia Institute. The Ecommerce Indaba provides a platform for different stakeholders to come together and have conversations aimed at shaping policies around eCommerce and includes participants from regulatory bodies the public and private sector institutions.

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# STARTUP

Unleashing Ecommerce

[www.estimate.africaexpo.com](http://www.estimate.africaexpo.com)

Competition  
Opens

**FEB.19**



Kaembe Chisenga  
2022 eStartUp Competition  
WINNER

# eStartUp Competition 2023

e-Startup Competition is aimed at students currently enrolled at any university. Students are required to submit their ecommerce business idea to stand a chance to win up to \$2000\* in seed funding.

**Sponsorship Opportunities are available starting at ZMW30,000**



[info@africaexpo.com](mailto:info@africaexpo.com)



\*T&C's Apply  
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+1 682 558 3526



**SPONSORSHIP  
OPPORTUNITIES  
AVAILABLE**

# 2023 E-MEET UP

The E-Commerce Enthusiast Forum

The E-Meet Up is a student-centric event held every quarter at university campuses in Zambia. The E-Meet Up is a forum that brings together enthusiastic eCommerce students to learn from each other, share their ideas, and create networks



EAFRICA

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