



## **E-BUSINESS : Challenges and Opportunities**

*Online and at Omono Hotel in Bonanjo Douala. Cameroon*

Saturday, 11th of June 2022 (09:30 - 13:00)

### **09:30 – 09:55 Welcome**

Evrard TCHAKOUNTE, Co-Founder Germany Africa Business Network, Cameroon  
Sandra Doempke, GIZ Business Scouts for Development Program, Cameroon

### **10:00 – 10:20 Driving financial inclusion and penetration via E-commerce platforms**

Speaker: Tracy MA-NDEP - Business Transformation Manager at MTN, Cameroon

### **10:25 – 10:45 Logistical requirements for a sustainable E-commerce in Cameroon.**

Speaker: Benoît ZE AMOUGOU – Logistic Director at Glotehlo, Cameroon

### **10:50 – 11:10 Challenges and success factors of e-commerce**

Speaker: OTI Ms. Esther ASANTE, CEO at Organic Trade & Investments, Ghana

### **11:15 – 11:35 B2B Market Place is the disruptive innovation also in professional markets**

Speaker: Gaetano Piermarocchi. Founder, MD at Agri Networking Tool, Italy

### **11:40 – 12:00 Coffee Break**

### **12:05 – 12:25 How can e-business develop the local activities of SMEs?**

Speaker: Edith TIALEU, Founder of Frida-54, Cameroon

### **12:30 – 12:50 E-commerce and data processing: a secure foundation for growth of African brands**

Speaker: Armel Fotso Kuruba, Co-founder & legal Director, Cameroon

### **12:55 – 13:00 Summarize Lesson Learned and next actions**

Moderation: Franck JIONGO, Co Founder GABN, Germany