



Nigeria Retail & E-Commerce Innovation & Tech Summit 2026

EVENT AGENDA



THEME

**Accelerating Digital Commerce
Transformation in Nigeria:
Innovation, Inclusion & Growth**



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Format:
Physical + Live Streaming

Audience:
**400+ Retail, E-Commerce, Fintech &
Marketing Leaders**



Overview:

The **Nigeria Retail & E-Commerce Innovation & Tech Summit 2026** is a flagship one-day in-person summit designed to empower Nigerian retailers, DTC (direct-to-consumer) brands, e-commerce operators, fintech innovators, logistics partners and digital marketers with actionable insights, strategies, and technology tools to scale in a rapidly evolving digital economy.

Set against the backdrop of Nigeria's booming young consumer market, widespread mobile adoption, and a rising digital payments ecosystem, the summit will showcase best practices that blend innovation, data-driven decision making, customer experience excellence, and operational efficiency—critical pillars for sustainable growth across the retail and e-commerce sectors.



Objectives:

- **Drive Digital Transformation** – Equip businesses with frameworks to adopt digital technologies that enhance competitiveness and customer value.
- **Elevate Customer Experience** – Share strategies for personalised engagement, loyalty building, and omnichannel optimisation tailored to Nigerian consumers.
- **Unpack Data & Analytics** – Highlight the role of customer data, predictive analytics, and AI in shaping marketing and operational decisions.
- **Address Operational Challenges** – Tackle real operational bottlenecks faced by Nigerian retailers and e-commerce firms (e.g., supply chain, logistics, returns management).
- **Foster Partnerships & Collaboration** – Strengthen the retail and tech ecosystem through curated networking, pitch sessions, and strategic matchmaking.

Target Audience:

- CEOs, Founders, Heads of E-Commerce & Retail
- Digital Marketing & Customer Experience Leaders
- Fintech and Payments Innovators
- Supply Chain & Logistics Decision-Makers
- Tech Startups & Solution Providers
- Investors and Industry Analysts

Summit Format:

- The event will feature a combination of:
- **Keynote Presentations** – Visionary leaders share insights on industry trends and future-proof strategies.
- **Panel Discussions** – Expert panels dive into practical approaches for customer retention, revenue growth, and technology adoption.
- **Fireside Chats** – Intimate conversations with innovators and disruptors on lived experiences scaling brands.
- **Roundtable Sessions** – Interactive dialogues on niche themes such as mobile commerce, customer lifecycle orchestration, and omnichannel execution.
- **Networking Sessions** – Facilitated breaks, match-making lounges, and lunch networking to spark partnerships.



Core Session Pillars:

- **Customer Engagement & Growth Marketing**
 - Building brand loyalty beyond transactions
 - Leveraging social commerce and influencer ecosystems
- **Data-Driven E-Commerce**
 - Applying analytics and predictive tools to inform product and marketing decisions
 - Leveraging customer insights to increase conversion and lifetime value
- **Payments & Fintech Integration**
 - Harnessing secure, scalable payment solutions for B2C and B2B commerce
 - Cross-border payments and financial inclusion opportunities
- **Supply Chain & Operations**
 - Smart tech systems for inventory, logistics, and reverse logistics
 - Innovating delivery ecosystems in Nigeria's diverse market
- **Omnichannel Retail Experience**
 - Integrating online and offline retail environments
 - Emerging formats: click-and-collect, experiential spaces

DAY 1–STRATEGY, GROWTH & CUSTOMER EXPERIENCE

8:00 – 9:00 AM: Registration

Registration & Networking Breakfast

Focus Areas: Exhibition Opens

9:00–9:15 AM: Opening Ceremony

Welcome Address & Industry Overview

Focus Areas: Nigeria retail outlook, digital economy trends

9:15–9:45 AM: Opening Keynote

The Future of Retail in Nigeria

Focus Areas: AI, omnichannel strategy, mobile-first consumers

9:45 – 10:35 AM: Panel Discussion

Growth Marketing in a Mobile-First

Focus Areas: Economy Social commerce, WhatsApp selling, influencer ROI, retention

10:35 – 11:00 AM: Networking Break

Coffee & Exhibition Tour

Focus Areas: Sponsor Activations

11:00 – 11:30 AM: Keynote

Payments as Growth Infrastructure

Focus Areas: Seamless checkout, embedded finance, cross-border payments

11:30 – 12:20 PM: Panel Discussion

E-Commerce Logistics & Last-Mile Innovation

Focus Areas: Delivery tech, warehousing automation, reverse logistics

12:20–12:45 PM: Fireside Chat

Scaling a Nigerian DTC Brand

Focus Areas: Founder growth journey & lessons

12:45 – 1:45 PM: Networking Lunch

VIP & Delegate Networking

Focus Areas: B2B matchmaking

1:45 – 2:15 PM: Keynote

Data-Driven Commerce & Personalisation

Focus Areas: Predictive analytics, customer segmentation

2:15 – 3:00 PM: Panel Discussion

Omnichannel Retail Strategy

Focus Areas: Integrating physical & digital retail

DAY 1–STRATEGY, GROWTH & CUSTOMER EXPERIENCE

3:00 – 3:30 PM: Break
Coffee & Exhibition Tour
Focus Areas: Product Demos

3:30 – 4:20 PM: Innovation Spotlight
Tech Showcase (4–5 Startups)
Focus Areas: AI tools, retail automation, fraud prevention

4:20 – 4:50 PM: CEO Roundtable
Building Africa’s Next Billion-Dollar Retail Brand
Focus Areas: Scaling strategies & capital access

4:50 – 5:00 PM: Closing Remarks
Day 1 Wrap-Up
Focus Areas: Announcements

DAY 2 – OPERATIONS, TECHNOLOGY & FUTURE COMMERCE

8:30 – 9:00 AM: Networking
Morning Coffee & Exhibitor Access

9:00 – 9:30 AM: Keynote
The Evolution of Nigerian Consumers
Focus Areas: Behavioral shifts, Gen Z buying patterns

9:30 – 10:15 AM: Panel Discussion
AI & Automation in Retail
Focus Areas: Chatbots, recommendation engines, inventory AI

10:15 – 10:45 AM: Masterclass
Conversion Rate Optimization
Focus Areas: Checkout UX, cart abandonment reduction

10:45 – 11:15 AM: Break
Networking & Exhibition

11:15 – 12:00 PM: Panel Discussion
Cybersecurity & Fraud Prevention in E-Commerce
Focus Areas: Payment security, data protection compliance

12:00 – 12:30 PM: Fireside Chat
Cross-Border E- Commerce & AfCFTA Opportunities
Focus Areas: Export growth, logistics partnerships

DAY 2 – OPERATIONS, TECHNOLOGY & FUTURE COMMERCE

12:30 – 1:30 PM: Lunch

Strategic Networking

Focus Areas: Investors meeting

1:30 – 2:15 PM: Workshop Track A

Retail Digital Transformation Framework

Focus Areas: Step-by-step implementation model

1:30 – 2:15 PM: Workshop Track B

Building a High- Performance E- Commerce Team

Focus Areas: Talent, KPIs, operational excellence

2:15 – 3:00 PM: Panel Discussion

Fintech x Retail: Embedded Finance & BNPL

Focus Areas: Credits, wallets, consumer financing

3:00 – 3:30 PM: Break

Coffee & Partner Demos

3:30 – 4:15 PM: Investor Session

Retail & Commerce Investment Landscape 2026

Focus Areas: VC outlook, funding models

4:15 – 4:45 PM: Closing Keynote

The Future of Commerce in Africa

Focus Areas: Innovation roadmap 2030

4:45 – 5:00 PM: Closing Ceremony

Awards, Partner Recognition & Group Photo



Expected Outcomes:

- Practical playbooks and frameworks attendees can implement immediately.
- Strengthened partnerships between retailers, tech providers and investors.
- Increased adoption of data-led strategies across Nigerian commerce.
- A vibrant community committed to elevating the retail and e-commerce landscape in Nigeria.

Thank You

