



Nigeria Retail & E-Commerce Innovation & Tech Summit 2026

EVENT BROCHURE



THEME

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



Content:

Overview

Objectives

**Target
Audience**

**Summit
Format**

**Core Session
Pillars**

**Expected
Outcomes**

**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



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

