

Would you like to learn insightful e-commerce tips from inspiring entrepreneurs?

Attend ITC's first edition of its "E-commerce Story Pitch Contest" and vote for your favourite story!

To participate in the event, register [here!](#)

About the event

On December 16, 2020, from 16:00 to 17:15 (CET), the International Trade Centre (ITC) will be hosting the first edition of its "E-commerce Story Pitch Contest" virtually, during which entrepreneurs from Myanmar, Ghana and Kenya pitch their e-commerce stories.

In their pitch, finalists will provide practical e-commerce insights and innovative tips. Participants will vote and decide who wins. Let's get inspired, and learn about useful tools to boost online sales!

Agenda

16:00 – 16:05 | Opening remarks

16:05 – 16:15 | Motivational talk by Chris Folayan, Founder and CEO of Mall for Africa

16:15 – 16:55 | Pitches and Q&A

16:55 – 17:05 | Votes from the audience and results

17:05 – 17:15 | Awards, a message from the winner, and closing remarks

Meet the finalists

MYANiture | Myanmar



Founded in 2017 by Dorothy, a young engineer, MYANiture brings affordable and good quality IKEA furniture to Myanmar. So far, MYANiture has supplied furniture to more than 3,000 homes in Myanmar. Sales and promotions on Facebook have enabled Myaniture to keep operating during the Covid-19 pandemic. Through her business, Dorothy aims to empower young entrepreneurs, especially women, who, like her, had to face gender discrimination and inequality.

Booksie | Ghana



Booksie is a Pan-African book subscription service and book club for 3-12-year-old children. Founded by Edem, a young Ghanaian entrepreneur, Booksie offers a careful online curation of high-quality books written by African authors and a literacy programme through its Book Club in Accra that helps children fall in love with books.

Shop Nanjala | Kenya



Shop Nanjala is a one-stop e-commerce solution for home design, customized gift items and eye-catching potted plants, all sourced and made in Kenya. Teresa is the creative mind behind Shop Nanjala who has joined hands with small-scale artisans across Kenya to produce and deliver high quality handmade gifts for men and women.