

# How the industry is poised to evolve after receiving a shot of adrenalin

In the fourth and final episode of our E-commerce Focus geared towards the launch of E-commerce Day on Wednesday, 10 March 2021, we chat to Anita Erasmus and Jaco Roux, who are the business manager and technical director (respectively) of uAfrica, an e-commerce tool provider assisting companies with streamlining order fulfilment and shipping processes. They share what their company focus is, how Covid-19 has affected the business, as well as the impact of the Africa Continental Free Trade Agreement on e-commerce and the need for sustainable development within the industry.

*The inaugural [E-commerce Day](#) launches on 10 March 2021, with a [special editorial focus on Bizcommunity](#) for the week. E-commerce Day is an initiative by [ecommerce.co.za](#).*

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