

AI provides interesting opportunities for the e-commerce industry

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"There is a lot of debate now about whether AI will take us to another level. Some argue that AI will dominate us while others support the use of AI."



Schoof said: *"People are intuitive, but not good at computing. Computers are good at computing. If you combine both aspects, you can get super-fast intelligence."*

He mentioned a clothing design company in India, they used AI in the design process of products. As a result, it significantly reduced the production time of garments. The machine is used to design clothing from data analyzing the trend that the machine has previously processed. There are also some design failures, most of them are successful, much more effective than usual.

On the other side: "We have launched a photo search application, where consumers can compare a product they like with thousands of our retail commercial products on display. Many factors are taken into account in this comparative classification process and are entirely due to AI'.

Jobs's Johan Nel said that the economy could be driven by e-commerce, but to do so, it has to focus on three things: internet access, internet access and education.

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