

## Jump Shopping rebrands under new MD

Andy Higgins, founder and former MD of bidorbuy.co.za joined Jump Shopping in August 2012 and, together with the company's founder, Jaco Roux, has evolved it into [uAfrica.com](http://uAfrica.com).



The company has been operating in the ecommerce space since 2004, originally best known for building the online price comparison engine, jump.co.za. Expanding on the original concept of price comparison, aptly renamed to uPrice.co.za, the company is also an accredited co.za.domain name registrar with Uniforum South Africa, providing domain name registration and management services through uWeb.co.za.

The company also specialises in providing ecommerce consultancy for all aspects of running an ecommerce business, conducts ecommerce research, ecommerce training and will furthermore hold an annual ecommerce conference.

"I'm very excited to take on this project. Ecommerce is constantly evolving in South Africa and together with the collective knowledge and experience in ecommerce that this venture brings, I believe it will be instrumental in growing ecommerce in South Africa" states Andy Higgins, Managing Director of uAfrica.com.

The company is also home to the annual South African ecommerce awards, an initiative to recognise and reward companies that demonstrate excellence operating in the ecommerce space within South Africa. The awards are currently in their seventh year of operation.

"Year on year we have a front row seat to this ever growing industry. Ecommerce in South Africa continues to exceed our expectations and the company intends to ensure that this trend continues," says Jaco Roux, technical director.