

# Platinum sponsor for GSMA Mobile 360 Series - Africa

GSMA Mobile 360 Series - Africa, taking place at the V&A Waterfront in Cape Town from 5-7 November 2014, has MTN Group as a platinum sponsor.

The event will attract key stakeholders from mobile and adjacent industries to examine practical steps to help bring about collaboration, including coordinating and enabling policies to promote digital and financial inclusion.

## Development of mobile industry

MTN Group President and CEO Sifiso Dabengwa will also deliver a keynote address on the opening day of the conference. He will share his thoughts about the development of the industry and the role of telecoms in the further growth and evolution of the African continent.



Commenting on the partnership with the GSMA, Executive for Corporate Affairs at MTN Group, Chris Maroleng said, "The group is at the coalface of the mobile evolution underway in the majority of its markets, where it is enabling customers to access financial and digital services through mobile devices. The sponsorship of the event gives the group an opportunity to take an active role in engagements that seek to move the continent closer to realising the promise of mobile."

## Looking at mobile in Africa

Mobile 360-Africa serves as an extension of previously established GSMA events, including the Mobile for Development Summit and the Mobile Money for the Unbanked Leadership Forum. These events are featured as co-located programmes, showcasing the progress of initiatives already benefitting millions within the region.

"Sub-Saharan Africa is one of the fastest-growing regions globally, with the number of unique mobile subscribers growing by 18% annually over the last five years and it's also a diverse environment. We're looking forward to Mobile 360-Africa and exploring how mobile is driving digital and financial inclusion in the region, for the benefit of citizens, businesses and governments alike," says Michael O'Hara, Chief Marketing Officer, GSMA.

For more, go to [www.mobile360series.com/africa](http://www.mobile360series.com/africa).

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