

# The Cape Town MMA #MobileRocks event

On 27 August, [The Mobile Marketing Association of SA](#), hosted the #MobileRocks event at the Inner City Ideas Cartel in Cape Town. Biz Takeouts show host, [Warren Harding](#) donned a tie and gathered the Biz Takeouts camera crew to see what was going on at #MobileRocks Cape Town. We chatted to the speakers and the innovation pitch winner and tried to find out what are the most popular apps for Cape Towns mobile elite.

The event workshop covered an in-depth view on innovation in Africa with fascinating, supporting research. Speakers included the GFK team who presented on industry insights and the intricacies of mobile measurement. We also had a presentation from the founder of Mobile Monday Germany, Mark Wächter, an internationally well respected Mobile Media speaker, who looked at a global snapshot on mobile.

The event also called on mobile innovators to come forward and pitch their product and ideas to stand a chance to win a trip the M-Days, an event on mobile business hosted annually by Messe Frankfurt, in Frankfurt Germany. The innovation pitches included:

Apptitude Solutions

[Go Metro](#)

Lab41

RC Agency

Sideways

Zuzazzi

[M4Jam](#)

In the end, M4Jam and [Andre Hugo](#) took the top honor and won the innovation pitch and a trip to M-Days 2015.

To find out more about M-Days and how you can attend next years event, please visit here:

<http://www.messefrankfurt.com/frankfurt/en.html>.

For more, visit: <https://www.bizcommunity.com>