Mobile Web Africa returns

A full spectrum of 220 attendees from the mobile industry gathered yesterday, 28 November 2012, at The Venue Melrose Arch, Johannesburg, South Africa for the fourth annual Mobile Web Africa conference. The event, which has been organised by UK-based All Amber, has been deemed a huge success with involvement from all the major stakeholders in what was a very interactive and output-rich first day.

Gustav Praekelt, founder of Praekelt Foundation, delivered a critical analysis of the mobile web and apps opportunity in sub-Saharan Africa. Praekelt's standpoint that universal access to information at a zero-cost basis is a basic human right was evidenced through examples of Praekelt Foundation's recent partnerships with Wikipedia and Vodacom.

Gift Mphefu, portfolio manager at Vodacom, shared details of the leading mobile network operators strategic vision and future plans. Mphefu's presentation was followed by significant addresses from Prezence Digital, Afrinnovator, the Indigo Trust, and a host of other local and international speakers in a day that has revealed a huge amount of information in relation to the potential that exists in the development of the mobile technology sphere and the routes that can be followed to further stimulate growth.

All Amber CEO, Matthew Dawes, commented, "For a fourth successive year the event has delivered, and the major reason behind that is the subject area. Stimulating access, products and services on mobile devices opens up a plethora of opportunities across society - it's vital. That is what this event has been about since 2009."

Day 2 (29 November 2012) also promises to be rewarding, with presentations from key industry players including 2go, MXit, biNu and Yookos.

By the close of the conference, attendees will have had the opportunity to gain and exchange knowledge surrounding maximising the mobile web and apps opportunity on handheld devices in Africa from the experts who are leading the development.

For more, go to www.mobilewebafrica.com.