

Mark Zuckerberg visits Nigeria, Kenya - 5 Sep 2016

BY LOUISE MARSLAND

Facebook dominated the news in Africa last week as founder and CEO Mark Zuckerberg made his first trip to the continent, visiting start-up hubs and entrepreneurs in both Nigeria and Kenya.

By all accounts, he was suitably impressed with the level of innovation, passion and ideas that he encountered. He chose [Nigeria as his first stop](#) as it has the largest Facebook audience on the continent: 18 million users; as well as for its entrepreneurial energy and potential, he said in an address to entrepreneurs, streamed live.

His core message was to go out there and "create"; and he wanted to emphasise the importance of the internet and accessibility. He said: "The world needs to see the energy here. In Lagos, and across the continent, things are shifting really quickly from a resource to knowledge-based economy. This story and the entrepreneurial spirit in the country and continent is under appreciated by the world. There is a vibrant developer and entrepreneur ecosystem that exists in this country."

Zuckerberg added Kenya to his itinerary to see how technology innovation is changing the country; learn more about what mobile entrepreneurs are doing with the latest technology; and find out how Facebook can better support small businesses, developers and content creators across growing markets. He visited [Kenya's iHub and The Community Space](#). He was reportedly impressed by how engineers there were using mobile money to build businesses and help their community.

Have a great week!

Louise Marsland

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