

## M-Pesa pioneer for Digital Impact Awards Africa

Digital Impact Awards Africa will host Dr Nick Hughes, one of the pioneers of globally successful mobile financial service, M-Pesa. Hughes will deliver the keynote at the awards on 17 August 2016, at the Kampala Serena Hotel, Uganda.



Dr Nick Hughes

The keynote will focus on 'M-KOPA: Innovations and Business Models to optimise the use of Mobile Money in Africa'.

"It is an extraordinary honor, and privilege to have Dr Nick Hughes as a keynote speaker. Nick is one of the greatest digital and finance innovators of this generation. His work has transformed the lives of millions of Africans. His accomplishments in Africa's Digital space have inspired so many businesses and individuals.

"Just like Nick, Digital Impact Awards Africa (DIAA) is determined to further champion the Digital Agenda," said Innocent Kawooya, the DIAA Project director and CEO of HiPipo.

"I believe that Nick's address will inspire and motivate more innovations to deliver cost effective solutions to issues affecting our communities. We should never leave the digitalisation of Africa to only Nick and a few others. This is a challenge that we must all take on."

At the event, Hughes will, together with the other M-Pesa founders, Michael Joseph and Susie Lonie, receive Africa's Financial Inclusion Medals of Honor.

Strive Masiyiwa, the founder of Econet Group, will receive Africa's Digital Revolution Leadership Medal of Honor; while the founder of Huawei Technologies, Ren Zhengfei, will be awarded Africa's Digital Inclusion Medal of Honor.

Under the theme 'Maximizing the Digital Dividend', DIAA is a platform that promotes digital inclusion, financial inclusion and cybersecurity. The Awards seek to recognise and appreciate different individuals and organisations that are spearheading the use of digital mediums.

Digital Impact Awards Africa is organised by HiPipo in partnership with Cyberplc and AdBank.

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