

Frost & Sullivan offer free webinar on mobile money

Frost & Sullivan will host a complimentary webinar on transactional innovations driving service uptake beyond remittances on 17 September 2015 at 5pm (CAT). Lehlohonolo Mokenela, ICT Industry Analyst at Frost & Sullivan and Ambar Sur, Founder and CEO of Terra will present the briefing.



Image via [123RF](#)

Mobile money is paving the way for greater financial inclusion throughout Africa and transforming the way consumers transact with one other. The mobile money industry has been shaped by a robust ecosystem of network operators, technology partners and merchants. Recent innovations are leading the trend toward more transactional services, moving beyond basic peer-to-peer transfers.

"Mobile money has emerged from a need to close the financial inclusion gap that is faced by most of Africa. It is certainly becoming one of the fastest growth areas on the continent, providing financial services providers with the opportunity to tap into the largely unbanked and under-banked population," states Frost & Sullivan ICT Industry Analyst Lehlohonolo Mokenela.

This briefing will uncover some of the key trends leading the development of mobile money in Africa, service provider best practices as well as opportunities emerging from the evolution of the market.

- Hear from one of the leading mobile money technology partners
- Learn about the growth of mobile money
- Understand the innovation driving service uptake

A live Q&A session will follow the presentation.

This briefing will benefit product managers, sales and marketing managers and business development executives focused on driving mobile financial services presence in Africa. To receive a copy of the presentation slides and a link to the audio recording, email samantha.james@frost.com with one's full name, job title, company name, company telephone number, company email address and website, city, state and country.

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