

KLA at MWA: Mobile Web Africa 2011

By [Thembelihle Tshabalala](#), issued by [KLA](#)

3 Nov 2011

Mobile technology is growing at a rapid rate in Africa as the line-up for the Mobile Web in Africa Conference 2011 proves. The conference runs 22 to 25 November at the Hyatt Regency in Rosebank and KLA will be there.



KLA research director Matthew Angus will be presenting '*The mobile device as a consumer insight portal - how to understand and harness the power*'; unpacking fascinating facts regarding mobile based research in Africa and exploring the advantages and pitfalls of using mobile platforms to access consumers across the continent.

Having spent 3 years living in Kenya and Ghana, Matthew Angus has significant experience in researching Africa, and is ideally placed to discuss the optimum use of mobile technology to research the pan-African mass market.

Come and visit us at the KLA stand during the conference, or send us an email to enquiries@kla.co.za to discuss your research objectives.

The conference will cover a vast range of mobile and mobile web issues currently impacting Africans. For more information on the conference please visit the Mobile Web in Africa 2011 website <http://www.mobilewebafrica.com/wp/>,

ABOUT THE AUTHOR

Lihle is a project manager at KLA specialising in qualitative market research. She has previous journalism experience working for both print and broadcast media. Subsequent to spending two years working as a reporter for the Mail & Guardian newspaper she spent a brief period working for eNews Africa. Lihle's interests vary from brands and innovation to people and politics. Follow her on Twitter [@lihetshabalala](#).

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