

# APO Group appointed official Newswire of The Africa Tech Festival, a week of world-class tech events that includes AfricaCom

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*In 2022, AfricaCom is celebrating 25 years as the largest live tech event in Africa with more than 300 visionary speakers*



Including Anchor Events

**Africa  
Com**

**Africa  
Tech**

**25<sup>TH</sup> ANNIVERSARY**



APO Group ([www.APO-opa.com](http://www.APO-opa.com)), the leading Pan-African communications consultancy and press release distribution service, was today appointed the Official Newswire for Africa Tech Festival (<https://bit.ly/355VqMo>), a series of world-class tech events that includes AfricaCom, AfricaTech, the AHUB, the AFest and the AfricaCom Awards.

Africa Tech Festival runs from 7-11 November 2022 in Cape Town, South Africa.

Watch the video: <https://bit.ly/3L4xd8p>

As Official Newswire, APO Group will provide distribution and monitoring of all press releases, images, video and soundbite content issued by the Africa Tech Festival.

Over the past 24 years, Africa Tech Festival has become the biggest telecoms and technology event on the continent, connecting business leaders, policy makers and experts across all sectors of the technology industry, including connectivity and communications, enterprise digital transformation, ICT policy, broadcasting and digital media.

The festival is a celebration of Africa's vibrant, diverse community of technology champions, and is designed to inspire a better, more inclusive digital world.

The anchor event of Africa Tech Festival 2022 is AfricaCom - the meeting place for Africa's growing community of tech champions. AfricaCom is the largest live tech event in Africa with more than 300 visionary speakers and 16 premium conference tracks, each with razor-sharp focus, exploring the hottest connectivity and enterprise tech trends.

In total, Africa Tech Festival 2022 will host 10,000+ attendees, and 300+ sponsors and exhibitors over a week of strategic events.

APO Group is the obvious choice to distribute and monitor the performance of all news content generated at a festival of this magnitude. With a powerful media network (<https://bit.ly/36DUYVN>) including more than 450,000 journalists working in Africa or writing about Africa, APO Group is able to reach every corner of the continent, as well as targeting international technology journalists interested in the festival.

News content distributed by APO Group is also automatically published on 320 African news websites, international platforms like Bloomberg Terminal, Thomson Reuters Eikon, Lexis Nexis, and Factiva, hundreds of RSS readers, News Industry Text Format (NITF) readers, Google News, and social media channels.

After news content has been distributed, monitoring is essential for showing evidence of media engagement and coverage. APO Group's media monitoring reports (<https://bit.ly/3JvLrip>) are the most comprehensive available in the press release industry, and include unique features such as print monitoring and Google impressions.

The biggest players in the African technology space choose APO Group because it has the network and expertise to help them thrive in Africa's diverse media landscape.

APO Group works with some of the largest technology organizations in the world, helping them establish and develop their African operations. These include multinational companies such as Facebook, Netflix and Orange – and also the biggest African-owned tech organizations such as Liquid Intelligent Technologies and Phase3 Telecom.

"APO Group's African media credentials are unparalleled," said James Williams, event director of Africa Tech Festival. "As Official Newswire of Africa Tech Festival 2022, APO Group will be able to bring fantastic visibility to our events, exhibitors, and speakers, helping us to deliver the best technology content to audiences in Africa and internationally."

"African Tech Festival is the biggest on the continent, and a meeting place for the most influential players in the African tech sector," said APO group founder and chairman, Nicolas Pompigne-Mognard ([www.Pompigne-Mognard.com](http://www.Pompigne-Mognard.com)). "It is a privilege for APO Group to be the Official Newswire for the festival, and a chance for us to show the world that the tech industry in Africa is stronger than ever."

*This is a joint press release by APO Group and Africa Tech Festival.*

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#### APO Group

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