

More speakers added to 2015 Mobile 360 - Africa conference

The 2015 Mobile 360 - Africa conference, scheduled for 7-9 October at the African Pride Crystal Towers Hotel and Spa in Cape Town, has announced additional speakers for its lineup...

These include executives from organisations such as China Mobile, Huawei, the Internet Society, MasterCard, MTN, Orange and UNICEF. In addition to the main conference, which includes keynote addresses, fireside chats, pitch sessions and panel discussions, the conference will incorporate additional programmes that highlight the initiatives and activities undertaken by the GSMA Mobile for Development programme.



"Mobile connectivity is playing a key role in enabling the inclusion of the underserved in the social and economic development of many African countries," said Michael O'Hara, Chief Marketing Officer, GSMA. "Sub-Saharan Africa is an exciting and fast-growing mobile market and at the Mobile 360 - Africa, we will focus on the critical issues facing Africa in areas such as connectivity, mobile money and digital identity, among others. The event will provide an invaluable opportunity for attendees to share their experiences and expand the positive impact of mobile throughout this vibrant region."

Jumpstart pitch platform participants selected

Jumpstart is new to Mobile 360 - Africa and will link the mobile industry together with entrepreneurs and start-ups from across sub-Saharan Africa. The event will combine a keynote session and an energetic pitch stage, with an informal networking reception. The Start-Up Pitch Platform will showcase companies including African Renewable Energy Distributor, Be-Bound®, GiftedMom, Oolu Solar and The Haller Farmer's App, who will each give a brief five-minute pitch to a panel of operators and to the audience. The Pitch Platform offers a unique opportunity for start-ups to pitch for potential business and possible partnerships with mobile operators.

Connected Women Summit

Co-located with Mobile 360 - Africa, the Connected Women Summit will explore how the mobile industry can realise the socio-economic benefits of greater inclusion of women. The Connected Women conference programme, featuring an opening keynote by Dr Nasser Marafih, Group CEO, Ooredoo, will examine a range of crucial issues, including how to increase women's access to mobile phones, enabling women's financial inclusion, enhancing digital literacy for women,

addressing the global digital skills gap and how to attract more girls to the tech industry.

O'Hara added, "Increasing women's access to and use of mobile can deliver significant socio-economic benefits. The GSMA estimates that bridging the gender gap in mobile phone ownership and usage in low- and middle-income countries could unlock an estimated \$170 billion market opportunity for the mobile industry by 2020. Mobile phones also help women feel safer and more connected, save time and money and access life-enhancing services such as mobile money."

The full conference agenda and list of speakers is available at www.mobile360series.com/africa/#agenda.

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