

# YourTechLive to offer latest consumer electronics, gadgets

The inaugural YourTechLive expo will run at Sandton Convention Centre from 21-23 November 2014, offering the latest technology and gadgets from existing manufacturers and distributors operating in Africa.



The expo, a wholly owned subsidiary of YourTech Media, will also be a channel for manufacturers looking to enter the world's fastest growing consumer electronics market and will challenge the industry to lose its complacency and give consumers what they know their counterparts in Europe and the US are already using.

A 2012 Deloitte & Touche report noted, "The consumer technology market in South Africa alone was worth \$9.4 billion in 2012 and is projected to rise to \$13.6 billion in 2016."

To assist in stimulating this sector to achieve these projections, the expo will combine trade and consumer days and encompass the development of business partnerships and supply-chains required to facilitate business and develop brand and product exposure to the consumer.

The show will provide a shop window for manufacturers, distributors and retailers to connect with each other and will create a platform for opening new distribution channels looking to trade in Africa whether through traditional models or online. Suppliers will also expose technology to new consumer markets and established technical audiences after a touch of the extraordinary.

Paul Dunne, CEO of Your Tech Media, believes that the time is right for a concept of this nature to enter the African business arena. "Over the past 24 months we have researched the consumer electronics market on the continent and spoken to numerous companies and experts. Our findings confirm that the market is ripe for innovation and disruption of the current status quo."

Supporting his hypothesis, Toby Shapshak, editor of Stuff magazine, adds, "As The Economist has noted, Africa is rising. There is no more exciting place to be in the world in terms of innovation and entrepreneurship than Africa, especially in the

mobile space. This event is not the extension of an international one, but is specifically focused on tech in Africa. That is stand-out in itself."

For more, go to [www.yourtechlive.com](http://www.yourtechlive.com).

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