

Kenya to host internet, digital marketing conference, Afri-Tech

NAIROBI: Afri-Tech will be held in Nairobi, Kenya from 15-18 June 2011. According to the chief executive officer of Afri-Tech Bernard Sanganza, all the speakers have confirmed participation for the meeting which is likely to be attended by Kenya's President Mwai Kibaki. The event aims to host marketing gurus from the UK, US, Asia and Africa.



"We are just waiting for the big day in Nairobi as marketing gurus converge to chart the way forward on digital marketing," Sanganza said. He said the realisation of 'Africa's dream' is finally coming to fruition, with significant support already confirmed from corporate firms in Africa, the Government of Kenya as well as universities.

Three weeks ago Afri-Tech hosted a curtain-raiser event at the Kenyatta International Conference Centre that was attended by industry captains across East Africa.

Africa needs to embrace modern technology

Catherine Ngahu, the chairman of the Kenya ICT Board lauded the brains behind the June meeting, arguing that Africa can only come out of the perennial problems of poverty when the continent embraces modern technology. "This was a well thought-out meeting for digital marketing. Indeed through such a platform, firms can reach millions of clients within the touch of a computer button. ICT board is ready to host Afri-Tech, and provide all the support it will need," Ngahu said.

Key subjects of discussion include the future innovations in internet and digital. This, the Afri-Tech president says will focus on the latest innovations in digital, what the future holds for investors and what one should look out for in the ever-changing communications landscape.

"More interesting will be the building of brands through a digital platform. Here, experts will take a look at the agency's role traditionally companies built brands in the offline world through television and print media. But today, some of the most well known brands; Google, Facebook, Skype all originated online. How can agencies help organisations build a successful online brand and are they currently equipped well enough to do so?" Sanganza said.

For more information, go to www.afri-tech.com.