

MEF launches African office

MEF, the global community for mobile content and commerce, has launched a dedicated regional office in association with Vodacom to help promote African mobile growth and showcase innovation.



The MEF Africa Office, headquartered in Johannesburg, South Africa, will serve as a hub for the trade association's growing African membership. A MEF member steering committee from across the African mobile ecosystem has already been constituted to drive the regional agenda.

Help drive mobile growth

With a mandate to help drive mobile growth and innovation at both a continental and country level, MEF Africa will advance regional market initiatives aimed at boosting consumer trust and promoting monetisation as well as providing business development and dedicated analytics across the Africa region.

MEF's Global Consumer Survey 2012, which will be released next week, will underline Africa's status as a major growth market and early adopter of mobile content and commerce services with 95% of mobile media users in South Africa engaging in mobile content and commerce activity, more than either the US or China.

As well as analytics and regional initiatives, MEF Connects events and programming will connect regional and global mobile stakeholders. MEF Africa is part of the MEF EMEA (Europe Middle East & Africa) Chapter.

A 'mobile first' continent

MEF's 2012 Global Consumer Survey affirms Africa's stature as a 'mobile first' continent with 96% of South African mobile media users stating that their mobile phone plays an important role in their lives (the highest response of the 10 countries surveyed).

Africa also plays a pivotal role in driving mobile innovation as an instrument of consumer empowerment and social inclusion. MEF's annual global awards, the Meffys, this year acknowledged Africa's contribution to the mobile industry in numerous areas including social responsibility and development; content and mobile banking.

Rimma Perelmuter, MEF executive director said, "With such diverse innovation originating in the African continent, it is clear that Africa offers the mobile industry a strategic opportunity to learn and do business. There is already strong MEF membership in the region and as an organisation, MEF brings with it over a decade of heritage as a truly global trade body which has established vibrant local chapters in some of the most diverse and challenging markets in the world.

A hub for mobile companies

"By launching MEF Africa, in association with Vodacom, we will provide an essential hub for mobile companies throughout the African mobile ecosystem and beyond. A dedicated Steering Committee will provide a strong platform to drive the regional agenda and ensure that the newest MEF office showcases home grown innovation, undertakes relevant initiatives and connects local businesses to MEF's global member base" says Perelmuter.

According to Prins Mhlana, managing executive of Vodacom Digital Media, "MEF has a lot to offer to the telecommunications industry and consumers who stand to benefit from the innovations that will emanate from its initiatives and analytics. Its expertise in commissioning and producing unique reports in the international mobile arena is invaluable and its ability to bring together industry leaders to collectively progress opportunities will benefit the local and African market. We're pleased to be associated with MEF's initiative."

For more, go to www.mefmobile.org.

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