

# Tech4Africa 2012: 'Unlocking the next billion consumers'

Prominent technology and innovation conference [Tech4Africa](#) has announced its theme for 2012: "Unlocking the next billion consumers".



If that sounds familiar, it's because the term "next billion" been popping up all over the tech world in the last year or so. When Nokia launched its Asha range of low-end phones last year, it targeted them at "the next billion internet users". Payments giant MasterCard meanwhile is betting big on mobile in a bid to capture as much of that next billion as it can.

Given that seven of the world's ten fastest growing economies are in Africa, it's likely that the continent will form a large portion of that next billion. It makes sense that a conference that bills itself as Africa's "premier mobile, web and emerging technology event", should choose it as a theme then.

Tech4Africa 2012 will be held on Wednesday 31 October and Thursday 1 November at The Indaba Hotel in Johannesburg, South Africa. Sessions will be focused around mobile and content, the enterprise opportunity, entrepreneurship and financing, social business and innovation, while the audience will cut across the whole tech ecosystem of developers, social media marketers, technologists, corporates, students, investors and media.

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