

## MTN out in force at AfricaCom

AfricaCom, one of Africa's largest communications conference & exhibition, will feature a team of MTN speakers at the 16th annual AfricaCom Conference in Cape Town, from 12-14 November at the Cape Town International Convention Centre.

Now in its 16th year, the event features more than 350 exhibitors and 8000 senior decision-makers representing the entire communications ecosystem across Africa.



### Share insights

MTN group chief commercial officer, Pieter Verkade, will lead the team, who are expected to share insight and exchange ideas with their peers from across the world.

Verkade will join a panel of speakers to deliberate on "unleashing Africa's creativity for digital consumers" the second day of the conference. Other MTN speakers include Shaibu Haruna, GM for sales and customer service at MTN Uganda, Jemima Kotei, executive for customer service at MTN Ghana and Lambo Kanagaratnam, chief enterprise business officer at MTN South Africa.

Haruna will participate in a panel discussion on how mobile money strategies fit within mobile operators' strategies, when the conference opens on 12 November. The next day, Kotei will join the Customer Experience Management panel to discuss the "do's and don'ts of CEM strategies in Africa." Kanagaratnam will deliver a presentation on "guaranteeing quality connectivity across the African continent" on the last day of the conference.

The group has been participating in the AfricaCom conference for the past seven years.

### Idea platform

"In keeping with our mission "to make our customers' lives a whole lot brighter", the conference is a platform to share ideas with like-minded leaders in our industry on how best we can serve the needs of our customers," says Rich Mkhondo, executive for group corporate affairs.

Its exhibition stand at this year's event will showcase some of its products and services such as Mobile Money and feature the Bloodhound Super Sonic Car (Bloodhound SSC) model, a jet and rocket powered car that aims to break the land speed record. Through the MTN Foundation, the partnership aims to inspire students to take up careers in science, technology, engineering and mathematics.