

Afri-Tech hosts Technology & Digital Summit

The [Afri-Tech Group](#), will be hosting the 2012 Afri-Tech Technology & Digital Marketing Summit at the Sandton Convention Centre in Johannesburg, South Africa, from the 14-16 May 2012. The summit will gather speakers, exhibitors and delegates from 18 African countries with additional international speakers and aims to inject the uptake of technology in Africa.



With the African population showing an increased uptake on ICT, the technology market can be seen as the catalyst for development in Africa. The summit is meant to bring Africa together to share ideas on implementing new technologies and giving entrepreneurs from all over Africa the platform to boost their business ventures and harness the potential of a collective African market.

Afri-Tech Group's chief marketing officer, Garikai Nhongo says, "One of the biggest challenges that businesses face in Africa is that we don't do business among ourselves. We don't talk or share ideas in the right way. The summit is meant to address this. We see technology as a unifier and as a result we would like the entrepreneur to see his/her market as the broader African market. We want them to see their potential not in just a few millions but in the 1 billion that Africa offers."

The summit will be addressed by international leaders including:

- Denis D. Fourie, founder and CEO of The Lobbyist Group
- Michael Metz, senior director of Web Marketing at Cisco
- Thebe Ikalafeng, founder of the Fin Week Marketing Services
- Ross Thomasson, regional director, Africa for Vodafone
- Sandy Williams, strategic marketing leader
- Brian Richardson, director and CEO of Wizzit
- Kartik Jain, EVP and head marketing at HDFC Bank

According to Bernard Sanganza, CEO of Afri-Tech Group "South Africa is the perfect place to hold such an important event because the country is world leader in pre-payment, revenue management and fraud prevention systems. We firmly believe South Africa is the technological Hub for the rest of the continent, and that is why both the Government and the private sector are showing their support and commitment with our Summit. Afri-Tech is the perfect platform to connect Africa with the rest of the world in terms of technology."

The Afri-Tech Technology & Digital Marketing Summit will be organised around 6 major areas of expertise: healthcare, education, banking and finance, science and technology, network Solutions and digital marketing. The main objectives will be to share, present and bring new ideas and a better understanding on how companies, governments and citizens can benefit from investing in new technologies. The programme will also feature panel sessions, corporate and government presentations and discussions on foreign investments in the ICT sectors.

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

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