

## Mi-Fone hosts dealer conference

Mi-Fone, the new African mobile devices brand focussed on empowering and equipping the mass market with data enabled handsets, is planning its distribution expansion into Kenya with a mobile dealer event taking place at One Degree South Hotel, Kenya on Wednesday, 7 March 2012.



At the event, [Alpesh Patel](#), CEO of Mi-Fone, will showcase their new range of data enabled mobile devices to the trade. The event is open to all dealers who wish to attend and learn more about Mi-Fone's lifestyle brand, as well as network with individuals in the industry.

"We have built phones that look great, are very rich in functionality and have a powerful music link. Music crosses every cultural boundary in Africa and year on year we have seen an ever-increasing demand for the Mi-Fone brand in the twelve countries we are in." says Patel.

At the dealer conference in Nairobi next week, guest speaker Mark Kaigwa of Kenya, will talk about the increasing importance of low cost data enabled mobile devices in rural Kenya and other developing markets.

Kaigwa is a mobile specialist. He brings a wealth of knowledge to the industry. Apart from being a respected public speaker and active blogger, he has co-written a videogame and several short animation stories for Warner Bros.

"I spend most of my time talking to people about the intersection of media, technology, people and brands and the implications for African marketers and businesses. By fostering an understanding of the ever-growing need for web-enabled communication amongst influencers who are able to support the landscape, I believe that Mi-Fone and its outstanding product offering will open the doors to every corner of every community." say Kaigwa.

Mi-Fone has differentiated itself from other low-cost handset manufacturers with its focus on music, local talent and a soon to be launched "Mi-Apps Java" store. This will be instrumental in linking the acquisition of local music in capturing revenue

streams, which are often lost to piracy.

"Music crosses every cultural boundary in Africa and year on year we have seen an ever-increasing demand for the Mi-Fone brand in the twelve countries we're in," Patel concluded.

To attend this event, RSVP to [marketing@mi-fone.mobi](mailto:marketing@mi-fone.mobi)

For more, go to [www.mi-fone.mobi](http://www.mi-fone.mobi).

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