

Kenya ICT Board, All Amber partners for Mobile Web East Africa 2012

The Kenya ICT Board and All Amber Ltd, organiser of mobile-related events in Africa officially announced a partnership to deliver Mobile Web East Africa for a second time. This conference will take place on 22-23 February 2012 at the Southern Sun Mayfair hotel in Nairobi, Kenya.

The main objective of the conference is to facilitate the growth of the mobile ecosystem in the region. It is this synergy with the Kenya ICT Board's wider vision that is the backbone behind the decision to participate as the official host organisation of the conference.

Mobile Web East Africa returns to Nairobi after two years and is part of a sub-Saharan Africa event series that contributes to a greater focus on this area of technological potential on the continent.

To ensure sector wide representation at this event, start-up companies and application developers are eligible to apply for a 50% subsidy to make their attendance more financially viable. All elements of the sector will be in attendance and participants will be encouraged to interact to facilitate the establishment of relationships and enable sector expansion, as was the inaugural event held in February 2010.

Paul Kukubo, CEO of the Kenya ICT Board commented, "I have no doubt that Mobile Web East Africa 2012 is going to make a serious contribution to the evolution of the ecosystem in East Africa. The inaugural event in 2010 was fantastic; I have a feeling that 2012 is going to surpass it. I look forward to seeing all the key stakeholders there."

Matthew Dawes, managing director of All Amber adds, "To secure the support of an organisation as significant as the Kenya ICT Board is an illustration of how important the focus of this conference is. Across the continent the mobile web and applications opportunity continues to have a profound effect on all echelons of society. That's why developing a thriving industry, which is the foundation behind the idea of Mobile Web East Africa, is so essential."

For more, go to www.mobileeastafrica.com.