

# Lagos to host Social Media Week

Social Media Week, powered by Nokia for a third year, will for the first time take place on the African continent in Lagos, Nigeria from 18-22 February 2013, under the theme 'Open & Connected: Principles for a Collaborative World'.



With such a sizable and diverse population, Africa can no longer be overlooked as a hub of innovation. Social Media Week 2013 will mark the first time Social Media Week is hosted by an African country. Lagos, Nigeria, an epicenter of business, art and technology for the African continent is excited to become part of the global conversation.

With internet based technology and social media rapidly becoming part of the cultural landscape across the continent, Social Media Week Lagos looks forward to the invaluable opportunity to examine the economic, social, and cultural impact of social media for Africa. Attendees can expect a wealth of insight on topics ranging from mobile app development for agricultural communities to the prevalence and importance of social media in the government sector.

Other host cities for the February event include Copenhagen, Doha, Hamburg, Miami, Milan, New York, Paris, Singapore, Tokyo, and Washington DC. In 2012, approximately more than 66 000 people from 26 countries around the world attended the event

"We hope our unifying global theme will help us explore how we can further advance our understanding of social media's role as a powerful and positive force in our lives." said Toby Daniels, founder and executive director of Social Media Week.

For more, go to [www.socialmediaweek.org/lagos](http://www.socialmediaweek.org/lagos), follow [@smwlagos](https://twitter.com/smwlagos) or visit the [Facebook page](#).