

Malawi asked for WSA Mobile entries

By Gregory Gondwe: @Kalipochi

19 Jun 2012

The UN based World Summit Award Mobile (WSA-Mobile), is calling for 2012 entries from Malawian firms that are in the mobile telecommunication industry.



Derek Lakudzala who is WSA country expert for Malawi said WSA which is the only ICT event worldwide that reaches the mobile community in over 160 countries and hopes Malawians will take advantage of the numerous WSA-mobile categories that reflect all parts of social and cultural life ready for the taking.

Categories:

Lakudzala said applicants are invited to submit their projects in the following eight categories that include:

- m-Business & Commerce
- m-Government & Participation
- m-Learning & Education
- m-Entertainment & Lifestyle
- m-Tourism & Culture
- m-Media & News
- m-Environment & Health
- m-Inclusion & Empowerment

Lakudzala explained that an international jury of experts will select the best submissions in a multi-day session on the basis of content depth and creativity from 9-13 September 2012.

"The best m-Content producers will receive the World Summit Award-Mobile in January 2013. They will also have the chance to network and present their projects to highly profiled mobile experts, government and business leaders from all over the world," he explained.

Promoting the best in mobile content

WSA Mobile is a global initiative that selects and promotes the world's best in mobile content and innovative applications within the framework of, and in cooperation with, the United Nations' World Summit on the Information Society (WSIS), mandated by the WSIS Plan of Action and executed in collaboration with UNESCO, UNIDO and UN GAID.

It was launched in June 2010 in response to the rapid development and focus change on the content scene world-wide. WSA is reportedly the world's leading initiative to select and promote the Best in e-Content and innovative applications.

WSA is organised by the International Centre for New Media (ICNM) in Salzburg, Austria. Abu Dhabi, as the city of the award's key partner ADSIC (Abu Dhabi Systems & Information Centre), is host for all WSA-mobile Awards.

Lakudzala explained that the 2012 WSA-Mobile edition will be the second to select and promote the world's best mobile content and applications.

He further announced that the global WSA-mobile database is now open to nominations from Malawi until Sunday 22 July 2012 and all those interested to take part in Malawi have to contact him.

For more, go to www.wsa-mobile.org.

ABOUT GREGORY GONDWE: @KALIPOCHI

Gregory Gondwe is a Malawian journalist who started writing in 1993. He is also a media consultant assisting several international journalists pursuing assignments in Malawi. He holds a Diploma and an Intermediate Certificate in Journalism among other media-related certificates. He can be contacted on gregorygondwe@gmail.com. Follow him on Twitter at @Kalipochi.

- Malawi internet freedom report - 14 Oct 2013
- More resources demanded for digital migration - 26 Nov 2012
- Independent national TV to switch on in 2014 - 19 Nov 2012
- Govt. tells journo to try self-employment - 19 Nov 2012
- MISA trains journo on child reporting - 16 Nov 2012

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>