

Mobile Web Africa 2012 agenda and speaker faculty revealed

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All Amber, the organiser of premier events in Africa, has announced details for its fourth annual Mobile Web Africa conference. The event, which will take place during the final week of November, is firmly established as the leading mobile-focused event in Africa and the 2012 edition is set to focus on expanding success in the industry.

Industry experts from companies including Vodacom, MXit, 2go, M&C Saatchi Mobile, Nedbank, Prezence Digital, biNu, Quirk, Huawei, and Google will join over 200 attendees from across sub-Saharan Africa to discuss a range of topics: evaluating the status quo, mobile marketing, mobile for social good, the rapidly evolving mobile app ecosystem, mCommerce, achieving scale through feature phones, enterprise mobility and the impact of mobile social media. The common theme running through the business focused conference's agenda will be success - the current state of the industry, exploring case studies and delving into the next realm of opportunities.

All Amber Managing Director Matthew Dawes commented: "Taking into account the incredible across-the-industry support we're receiving, the 'best of the best' speaker faculty and the superb new venue I'm delighted with the look and feel of this year's conference. We're now 4 years in and I want the event to continue to showcase mobile successes such as 2go, GoMetro, biNu and Prezence, whilst also exploring deeper. Why are some parts of the industry achieving scale and not others? What's holding back the industry in reaching even greater heights? What do the key stakeholder groups need to do to drive future success? In addition to being a fantastic setting to conduct business, I hope that Mobile Web Africa 2012 will act as a catalyst for growth and expansion."

Mobile Web Africa will be held at The Venue Melrose Arch in Johannesburg from November 27th to 29th and will feature 40+ contributors from South Africa, the U.K., Australia, Ghana, Tanzania, Kenya and Nigeria. All of the key industry associations and industry stakeholder groups will be represented in the delegation. Due to the interactive roundtable seating format, attendance is limited to 220 people; the venue is already over 75% full so early booking is advised. Registrations can be made at www.mobilewebafrica.com and start-up companies, NGO's, academics and application developers are eligible for a 50% subsidy on attendance.

The full event structure:

- Tuesday 27nd November - **"Mobile Marketing Africa" Focus Day**
- Wednesday 28rd November - **First Day of Mobile Web Africa 2012 Main Conference**
- Thursday 29th November - **Second Day of Mobile Web Africa 2011 Main Conference**

For further details please contact:

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More information on All Amber:

All Amber was founded in 2009 by Matthew Dawes to produce interactive, discussion-based events specifically aimed at high-level strategists in mobile technology across Africa. To date, All Amber events are industry leading and highly acclaimed.

All Amber events provide abundant networking opportunities, which have been proven to lead to growing business and new partnerships. This is achieved by:

- A highly interactive roundtable seating format to facilitate genuinely constructive discussion and networking
- Panel discussions featuring senior strategists from industry leading companies
- Networking sessions designed to encourage maximum interaction between attendees

For more information please visit www.mobilewebafrica.com or email info@allamber.co.uk.

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