



# Kenya: Mobile money innovators at AITEC conference

Kenya's software developers active in developing mobile money applications are going to have chance to showcase their products at this year's AITEC Banking and Mobile Money Conference in the Young Innovators Mobile Applications Hub, sponsored by Google. The event will be held 2 & 3 March 2011. The Hub is being organised by AITEC in partnership with iHub and the Kenya ICT Board.

By [Carole Kimutai](#) 28 Feb 2011

## Identifying business opportunities

Outlining plans for the Hub, AITEC chairman Sean Moroney emphasised the need for Kenya's emerging mobile money innovators to have an opportunity to promote their products, and network with the conference delegates and exhibition visitors to identify market needs and potential business opportunities.

"By having a profile in the exhibition alongside the conference, these young entrepreneurs will be exposed to the exciting opportunities that Africa's rapidly expanding mobile money services offer," said Moroney.

Paul Kukubo, CEO of the Kenya ICT Board, welcomed the initiative, calling it a valuable contribution to the development of Kenya's software industry. "Kenya has a wealth of software expertise to offer the regional and international markets," says Kukubo. "One of our objectives at the Kenya ICT Board is to develop homegrown innovation and so for young innovators like the ones participating in this forum, the opportunity offered here at a professional business event is tremendous as it will expose them to potential partners, customers and even investors."

## Tandaa Local Digital Content Grants disbursed

Three of the young innovators are recipients of Tandaa Local Digital Content Grants being disbursed by the ICT Board.

Software enterprises that will be on show in the Hub include Media Edge Communications, who are developing a mobile banking system and farm-inputs purchase mobile transaction solution for farmers; Jumuika, an opt-in permission-based mobile advertising company; and OTB Africa who provides a wide array of software solutions with specialised expertise in the development of mobile solutions.

One of the innovators on show, Kariuki Gathitu, systems architect at Zege Technologies, will make a Young Innovator Showcase Presentation in the conference programme on "Mobile money frenzy - the search for system unification". He will be part of a speaker line-up of over 100 local and international experts who will be sharing knowledge in a wide range of key subject areas over the two days of the conference.

## ABOUT CAROLE KIMUTAI

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