

Partnerships confirmed for Mobile Web East Africa 2012

UK based company, All Amber last week officially announced that partnerships have been confirmed with two organisations in the East Africa technology ecosystem for Mobile Web East Africa 2012, which takes place in Nairobi, Kenya on 22-23 February 2012.

Nairobi's Innovation Hub (*iHub_) and m:lab East Africa have both agreed to support the conference, which is the East African edition of the progressive and interactive mobile focused events in sub-Saharan Africa. The event's key focus is on facilitating the growth of the mobile ecosystem in the region through interaction and relationship building. This announcement is seen as a key component in developing momentum behind the conference.

John Kieti, manager of m:lab East Africa, commented, "Mobile Web East Africa is bound to bring together key stakeholders contributing to the growth of the mobile web and related economic platforms in the region. It is complementary to the work we are doing at m:lab East Africa to help nurture mobile entrepreneurship. It was an easy decision to formally support the conference."

Hamilton Juma, manager of Nairobi's *iHub_ also pledged support for the conference, saying "As a part of our remit to foster the growth of the ecosystem, the *iHub_ is really pleased to be linking up with All Amber on Mobile Web East Africa 2012. It's a fantastic event, so we're glad to be such a part of it and to have some of our members demonstrating their work."

Matthew Dawes, founder and managing director of All Amber, noted, "The confirmation of support from these two organisations can be seen as a major piece in this year's Mobile Web East Africa 2012 jigsaw. Events like this rely on partnerships with key industry organisations; I can't think of another conference which has attracted this array and calibre of supporters."

Mobile Web East Africa will be held at the Southern Sun Mayfair hotel in Nairobi, Kenya on 22-23 February 2012. Due to the interactive roundtable seating format, attendance is limited to 140 people so early booking is highly recommended.

For more, go to www.mobileeastfrica.com.