

# Mobile Marketing Winner\$

Week 14, March/April 2009

## East Africa COM

**Dear Mobile Marketing Winner\$ Team Member,**

Mobile Marketing Winner\$ are a network of marketing and PR specialists. We are dedicated to educate and coach, consult and support to save you time and money when it comes to engineering your mobile marketing campaign.

The two day East Africa COM mobile conference kicks off in Nairobi, Kenya this week.

Today we give you a quick outlook of what the conference is all about.

Until next week...

Best wishes,  
Your Mobile Marketing Winner\$ Team

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### East Africa COM

by Mobile Marketing Winner\$ Team Leader [Alexander Gregori](#)

The anual [East Africa COM](#) two day mobile conference and exhibition kicks off in Nairobi, Kenya tomorrow, Wednesday, 1 April 2009 and promises to "promote new models and services for the broadband era in East Africa".

It focuses on Burundi, Comoros, Djibouti, Eritrea, Ethiopia, Kenya, Rwanda, Somalia, Sudan, Tanzania and Uganda. Attendees, sponsors, exhibitors and speakers to East Africa COM can expect to meet 600 senior level representatives from mobile and fixed-line operators, Internet Service Providers, regulators, investors, telecoms solution vendors, content providers and more.

Mobile Marketing Winner\$ Team Leader Lauretta Ngakane chairs day two of the conference, entitled "Commercial Strategies with the Consumer in mind".

It is refreshing to note that Africa is taking the mobile opportunities seriously, especially in view of the [Advantage Africa](#) has in this industry. In fact, another huge conference is coming up later in the year, held in Johannesburg, South Africa and focussing on mobile money transfer opportunities ( [MMT](#) ). Interestingly, both conferences are the brain child of and are owned by UK based companies.

We were also surprised that a number of companies in the mobile industry, and based in Nairobi, Kenya were not even aware of this huge conference and exhibition...

Next week you will learn more about the conference and its outcomes from Lauretta. In the meantime however I want to leave you with this thought: we are always quick to complain about a lack of opportunities and the continued colonisation of Africa (this time by business instead of through wars). But the opportunities are out there and, in the case of the two conferences cited above, companies from the UK saw them and acted. Likewise, the information is out there and it is our responsibility to know about what is happening.

A laid back attitude and procrastination are not a good basis from which to launch complaints. We have to be more proactive in identifying and acting upon opportunities ourselves!

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