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By 11th September 2009

Mobile Web Africa

Harnessing the Potential of the Internet and Applications on Mobile Devices

Tuesday 13th - Wednesday 14th October 2009
Michelangelo Hotel, Sandton, Johannesburg, South Africa

"In the foreseeable future, mobile is the platform capable of connecting and empowering the largest number of people on the continent... At Mobile Web Africa, the World Wide Web Foundation looks forward to sharing ideas and plans on how to accelerate growth of a more inclusive and more valuable Web"

Mr Steve Bratt, Chief Executive Officer, World Wide Web Foundation

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BROCHURE CONTENTS

"We asked Matthew Dawes to put together the mobile conference that people will talk about until the next year and if you look at the speaker line-up he has done exactly that. I have been involved from the concept-on-a-napkin phase of this event and its going to be seminal."

Mr Vincent Maher, Portfolio Manager: Social Media, Vodacom

"I must say the agenda looks action packed and this promises to be a killer conference, I am excited to be a part of Mobile Web Africa."

Mr Elan Lohmann, General Manager - Online, Avusa Media

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"The Web has incredible potential to be a powerful tool for individual empowerment, and for resulting social and economic development in Africa. In the foreseeable future, **mobile is the platform capable of connecting and empowering the largest number of people on the continent.** It is therefore essential to work towards removing barriers and accelerating adoption of the mobile Web.

At Mobile Web Africa, the World Wide Web Foundation looks forward to sharing ideas and plans on how to accelerate growth of a more inclusive and more valuable Web with experts from governmental and non-governmental organizations, established and aspiring enterprises, and the mobile and Web industry."

Mr Steve Bratt, Chief Executive Officer, the Web Foundation

"The social impact of computing remains largely in the future when connected mobile devices with sensors capture information about each of us and every encounter. The Mobile Web Africa conference will gather leading participants in this massive transformation."

Dr Marc Smith, Leader, Connected Action Consulting Group

Condensed Agenda

Time	Day One – Tuesday 13 th October 2009	Time	Day Two – Wednesday 14 th October 2009
08.30	Registration, Breakfast Canapés & Coffee	08.30	Breakfast Canapés & Coffee
09.00	Elan Lohmann, General Manager – Online, Avusa Media	09.00	Stephane Boyera, Program Manager, Web Foundation/W3C
09.10	KEYNOTE ADDRESS: The operator perspective – driving mobile internet usage to make it more mainstream: Exploring major objectives which need to be achieved to allow Africans to seize the mobile web opportunity Jose Henriques, Executive Head, Internet Services, Vodacom	09.10	KEYNOTE ADDRESS: Contributing to bridging the digital divide by informing involving and empowering: How the mobile device can overcome information constraints and provide the right tools for people to make more informed decisions Sean Paavo Krepp, AME, Emerging Markets Services, Nokia
09.40	Location-based mobile advertising: Case studies from The Grid Vincent Maher, Portfolio Manager, Social Media, Vodacom	09.40	<p align="center"><u>Panel and Roundtable Discussions</u></p> <p align="center">Mobile Web, Content and Apps for Development</p> <p>Jon Gossier, Chief Executive Officer, APP+FRICA Mario Marais, Living Lab Research Group, Meraka Institute, CSIR Ory Okolloh, Executive Director, Ushahidi Sean Paavo Krepp, AME, Emerging Markets Services, Nokia</p>
10.05	<p align="center"><u>Panel and Roundtable Discussions</u></p> <p align="center">Monetising the Mobile Web and Apps Opportunity</p> <p>Loy Okezie, Founder and CEO, Startups Nigeria Lungisa Matshoba, Co-Founder, Yeigo Communications Tyler Reed, CEO & Founder, TinyImpact Russell Atkins, Managing Director, Thumbtribe Media Vincent Maher, Portfolio Manager, Social Media, Vodacom</p>		
10.55	Morning Coffee, served in the exhibition area	10.30	Morning Coffee, served in the exhibition area
11.25	Assessing the supply of internet capable end user devices and services to African consumers: Key considerations in relation to handset advances, technological progress and usability Brett Loubser, Product and Technical Support Manager, Samsung	11.00	<p>SPECIAL ADDRESS:</p> <p align="center"><i>"The social impact of computing remains largely in the future when connected mobile devices with sensors capture information about each of us and every encounter."</i></p> <p>In the future my phone will notice your phone: From ephemeral to archival societies Marc Smith, Leader, Connected Action Consulting Group</p>
11.50	Increasing the accessibility of the web to all people from all devices: Ensure that the best of web development is available from the utilisation of open standards Charles McCathie Nevile, Chief Standards Officer, Opera	11.45	Seizing the opportunity to take advantage of the potential of mobile services and content: Food for thought for all entrepreneurs and mobile stakeholders - The Broccoli Project Marc Anthony Zimmerman, CEO, The Broccoli Project
12.15	<p align="center"><u>Panel and Roundtable Discussions</u></p> <p align="center">Getting the End User Connected and Services To Them</p> <p>Charles McCathie Nevile, Chief Standards Officer, Opera Brett Loubser, Product and Technical Support Manager, Samsung Richard Wills, Senior Manager Sales (Africa), Leaf International Rahim Zaknoun, Business Development - MEA, Forum Nokia</p>	12.10	<p align="center"><u>Panel and Roundtable Discussions</u></p> <p align="center">Creating Africa's New Generation of Mobile Designers, Entrepreneurs and Success Stories</p> <p>Marc Anthony Zimmerman, CEO, The Broccoli Project Zibusiso Mkhwananzi, Executive Chairman, KRAZYBOYZ Digital Ashraf Patel, Program Manager, SAFIPA Justin Spratt, co-Founder, ISLabs</p>
13.00	Networking Lunch	13.00	Networking Lunch
14.00	Taking advertising and marketing through Mobile Web channels on to the next level: The progress that product and brand promotion has made on mobile handsets and the potential for monetising Rick Joubert, Chairman, Yonder, and Chief Executive Officer, Ringco	14.00	Reaching the hardest to reach: Best practices in mobile application development for low-income communities Eric Cantor, Director, AppLab Uganda, Grameen Foundation
14.25	Delivering internet experiences on mobile devices in Africa: Dissecting the core principles, global comparisons and key considerations to effectively deliver mobile web and applications Pete Case, Creative Director, Gloo Design & Simon Leps, CEO, Fontera	14.25	Best practices for harnessing the mobile web and social media opportunity: How to maximise the mobile web and associated apps to deliver your campaign message Angus Robinson, Founder, Brandsh Media
14.50	<p align="center"><u>Panel and Roundtable Discussions</u></p> <p align="center">Analysis of Mobile Advertising & Design</p> <p>Rick Joubert, Chairman, Yonder, and Chief Executive Officer, Ringco Pete Case, Creative Director, Gloo Design Agency Simon Leps, CEO, Fontera Allan Kent, Head, AtPlay, Saatchi & Saatchi Ahmed Kajee, Managing Director, CellSmart</p>	14.50	<p align="center"><u>Panel and Roundtable Discussions</u></p> <p align="center">Expanding Content, Interaction and Mobile Internet Usage</p> <p>Yomi Adegboye, CEO, Alireta Nigeria Angus Robinson, Founder, Brandsh Media Mbugua Njihia, CEO, Symbiotic Media Consortium, Kenya Eric Cantor, Director, AppLab Uganda, Grameen Foundation</p>
15.35	Afternoon Tea, served in the exhibition area	15.35	Afternoon Tea, served in the exhibition area
16.05	Where next for the development of the African ecosystem? What can be learnt from MXit's rite of passage and how do they predict the sector will progress? Herman Heunis, Chief Executive Officer, MXit	16.05	<p align="center">OPEN MIC SESSION</p> <p align="center">To Enhance the Development of the Ecosystem</p> <p>Developers, entrepreneurs, publishers, development organisations, in fact, any conference attendee, is welcome to contribute to this unique Open Mic Session.</p> <p>If you would like to pitch your idea, your requirement, your problem, your challenge, your application, your plan for the future – this is your opportunity.</p> <p>Please contact Mr Matthew Dawes (matthew@allamber.co.uk) if you would like to submit an idea for this session in advance.</p>
16.30	Presentation Topic To Be Confirmed Stephen Newton, Country Manager, Google South Africa		
16.55	<p align="center"><u>Panel and Roundtable Discussions</u></p> <p align="center">Mobile Web Africa – Where and What Next?</p> <p>Rick Joubert, Chairman, Yonder, and Chief Executive Officer, Ringco Herman Heunis, Chief Executive Officer, MXit Matthew Buckland, Head, 20FourLabs Stephen Newton, Country Manager, Google South Africa</p>		
17.45	Chairperson's Closing Comments	17.20	Chairperson's Closing Comments
17.50	Mobile Web Africa Reception, sponsored by Brandsh	17.30	Close of Mobile Web Africa

Why Mobile Web Africa?

Because it is an event that is tackling one of the single most important areas of technological development this world has witnessed. An area so fundamental that it is not unreasonable to imagine a future in which the vast majority of individuals, regardless of who and where they are, will have access to the greatest information resource ever available.

(alternatively they'll at least be able to update their status on Facebook or Twitter...)

Like voice and SMS previously, having access to content or individuals and the ability to interact via a mobile phone will have a fundamental effect on each and every society.

With a limited attendee capacity of just under 200, Mobile Web Africa boasts:

- Substantial backing from the key industry players, evidence that this is a highly critical event.
- A high quality speaker line of the industry's leading thinkers, who will not only be presenting and debating but sitting with you on a roundtable in the delegation.
- A packed two day agenda, with considerable time dedicated to discussion so that you'll get the maximum return on your time and financial investment.
- A roundtable seating format to enhance attendees' interaction and outputs to a level that you will not have previously experienced, maximising outputs and your on-the-day experience.

Become part of Mobile Web Africa, an event sure to be remembered as being a marker in the development of the mobile web on the continent.

The Key Themes @ Mobile Web Africa

Actually not so much themes, more key questions:

1. **How will the industry evolve** to a point where the vast majority of people have access to the mobile web and the content they want to view?
2. **How will the industry fully exploit** existing and future opportunities?
3. **How can PC or mobile based developers and start-ups monetise** their innovation and creativity to grow in to companies that will drive the expansion of the ecosystem?
4. How can Operators, Original Equipment Manufacturers, global associations and other **mobile powerhouses assist their smaller partners?**
5. **How can societal and economic problems be tackled** by the development of the capabilities of the mobile device?
6. What handsets, standards, networks and designs **will allow consumers to successfully access the content and consume it?**
7. **How will the consumer be able to discover that content** – through an Application, Browser, Search Engine, Advert, Social Network?

Through a series of presentations, extended panel discussions and networking opportunities these questions will be tackled. You, alongside 160+ of the individuals who are leading the development of the sector, will make real progress towards discovering the answers.

Register online at: www.mobilewebafrica.com or call +44 1376 530 030

The Mobile Web Africa Speaker Faculty

This is the list of the individuals and organisation that will be either presenting or taking part in panel discussions at the event:

- **Mr Herman Heunis**, Chief Executive Officer, MXit
- **Dr Marc Smith**, Leader, Connected Action Consulting Group
- **Mr Jose Henriques**, Executive Head, Internet Services, Vodacom
- **Mr Stephen Newton**, Country Manager, Google South Africa
- **Mr Rick Joubert**, Executive Head, Mobile Advertising, Vodacom
- **Mr Stephane Boyera**, Program Manager, Web Foundation / W3C
- **Mr Vincent Maher**, Portfolio Manager, Social Media, Vodacom
- **Mr Matthew Buckland**, Head, 20FourLabs
- **Mr Eric Cantor**, Director, AppLab Uganda, Grameen Foundation
- **Mr Sean Paavo Krepp**, AME, Emerging Markets Services, Nokia
- **Mr Marc Anthony Zimmerman**, Founder & Chief Executive Officer, The Broccoli Project
- **Mr Jon Gosier**, CEO, APP+FRICA
- **Mr Loy Okezie**, Founder & CEO, Startups Nigeria
- **Mr Simon Leps**, CEO, Fontera
- **Mr Charles McCathie Nevile**, Chief Standards Officer, Opera
- **Mr Rahim Zaknoun**, Business Development - Middle East Africa, Forum Nokia
- **Mr Mbugua Njihia**, Chief Executive Officer, Symbiotic Media Consortium
- **Mr Pete Case**, Creative Director, Gloo Design Agency
- **Mr Elan Lohmann**, General Manager - Online, Avusa Media
- **Mr Allan Kent**, Head, AtPlay, Saatchi & Saatchi
- **Mr Zibusiso Mkhwananzi**, Executive Chairman and Financial Director, KRAZYBOYZ Digital
- **Mr Angus Robinson**, Founder, Brandsh Media
- **Mr Mario Marais**, Living Lab Research Group, Meraka Institute, CSIR
- **Ms Ory Okolloh**, Executive Director, Ushahidi
- **Mr Yomi Adegboye**, CEO, Alireta Nigeria
- **Mr Ashraf Patel**, Program Manager, SAFIPA
- **Mr Richard Wills**, Senior Manager Sales (Africa), Leaf International Communications
- **Mr Lungisa Matshoba**, Co-Founder, Yeigo Communications
- **Mr Tyler Reed**, CEO & Founder, TinyImpact
- **Mr Brett Loubser**, Product and Technical Support Manager, Samsung South Africa
- **Mr Justin Spratt**, Co-Founder, ISLabs
- **Mr Russell Atkins**, Managing Director, Thumbtribe Media
- **Mr Ahmed Kajee**, Managing Director, CellSmart

all amber is delighted to have secured such a varied and high profile speaker faculty and hope that you can join these individuals at the event

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Why attend Mobile Web Africa?

Because at least one of these questions is relevant to you:

- How can I take advantage of the potential of the mobile web?
- How can I monetise my creativity?
- How can I harness the mobile web for developmental purposes?
- How can I drive ARPU up?
- How can I reach out to my core target market?
- How can I boost my user-base?
- How can I enhance my service?
- How can I generate revenue from my innovation?

And Mobile Web Africa offers you, as the potential attendee or sponsor, the opportunity to:

1. Meet and talk to the right people.
2. Listen to the individuals who are shaping the industry.
3. Connect with the companies that you can work with in the future
4. Ask your questions and enhance your understanding of the issues.

So, by spending two days at Mobile Web Africa, you'll meet and reach out to your peers.

Those who have done it, are doing it or want to do it.

The Roundtable Format (a new style of event)

Mobile Web Africa promises to bring you a new event format:

- One which avoids those embarrassing sleepy moments;
- One which instead seats you on roundtables with your peers;
- One which will provide a buzzing and interactive conference room.

Including:

- 7 Scheduled "Discussion Periods" each lasting just under an hour.
- A mixture of traditional panel discussions and 'interactive roundtable discussions'.
- Unrivalled interaction, networking opportunities and real outputs.

Picture this scenario taken from the traditional event format (we have all been there):

Lunch is over, you're sat back down, the presenter isn't exactly setting the room alight and despite their best efforts, you start to feel a little dozy... anybody who has attended an event with 'theatre' or 'classroom' seating plans has reached this point...

Now picture this - your experience at Mobile Web Africa:

You're sat on a roundtable, the chairperson has instructed you and nine of your peers to tackle a subject raised in the previous presentation.

You have 5 minutes to before your table feeds back to the rest of the room.

The senior level panel on the stage take your table's point. They debate it, and, by the end of the discussion, the point raised by your table has been thoroughly dissected.

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Start-Ups, Developers & Subsidised Tickets

Start-Ups and Developers – This is why you are important to Mobile Web Africa

As mobile's leading lights of the future - you're important to Mobile Web Africa as **you represent the next stage of the evolution**. Your creative and innovative ideas and business models are **an essential part of how the ecosystem will develop**. Operators, OEMs and Publishers, App Stores will become increasingly reliant on the content and inspiration that you will input in to the ecosystem.

Therefore your involvement at the conference is very much required.

Furthermore at the end of Day Two of the event there is an **OPEN MIC SESSION** which presents you with a superb platform to showcase your company, applications, creativity and skills to the entire delegation.

Here's what to do:

- Register for Your Subsidised Ticket
- Come to the Event - Interact, Connect and Do Business
- During the Open Mic Session Kicks Off Take Control of the Microphone
- Present and Promote your Mobile Business Ideas
- Receive Comments and Advice
- Prepare to Feel the Benefits in your Future

APPLY FOR YOUR SUBSIDISED TICKET FOR MOBILE WEB AFRICA

To reduce the cost burden of attending, a number of heavily subsidised places are available for you to utilise so that you can attend an event which offers you huge potential in terms of mapping out your future.

How to apply for your subsidised place @ Mobile Web Africa - If finances are an issue for you, please contact All Amber by email (customerservices@allamber.co.uk) to discuss TICKET SUBSIDIES that are available to you. In your email, please include the following information:

- Your Name, Title, Organisation and Contact Details
- Information about yourself and the company you are working for (years of existence, number of employees, website)
- A statement of why you think you should receive a subsidised ticket - *No essays please, short and sweet is perfect.*

We CANNOT cover the cost of travel or accommodation - sorry.

Mobile / Social Media Blogger?

You represent another vital section of the ecosystem and because of your status we also want you to attend, participate and contribute to the event's legacy.

So if you are interested in becoming an official Mobile Web Africa Blogger please contact marketing@allamber.co.uk or call +44 1376 530 030 to discuss your potential role at the event.

Register online at: www.mobilewebafrica.com or call +44 1376 530 030

Day 1 Morning – Full Agenda

08.30	Registration, Breakfast Canapés & Coffee
09.00	Chairperson's Opening Comments - <i>Mr Elan Lohmann, General Manager – Online, Avusa Media</i>
09.10	<p>KEYNOTE ADDRESS: The operator perspective – what is being done to drive mobile internet usage to make it more mainstream? Exploring major objectives which need to be achieved to allow Africans to seize the mobile web opportunity</p> <ul style="list-style-type: none"> Evaluating the current status quo in relation to: <ul style="list-style-type: none"> handset availability pricing strategies and targeting a wider percentage of African society increasing connectivity through network development the services available to mobile web users If the basic technological issues are resolved, what is the operator's role in expanding an African focused mobile web ecosystem? How do mobile operators in the region envisage the future? <p><i>Mr Jose Henriques, Executive Head, Internet Services, Vodacom</i></p>
09.40	<p>Location-based mobile advertising: Case studies from The Grid</p> <ul style="list-style-type: none"> Overview of the basic concepts of location-based services and advertising Campaign planning and design Case studies using LBA for web and mobile Future directions, ambient and temporal targeting <p><i>Mr Vincent Maher, Portfolio Manager, Social Media, Vodacom</i></p>
10.05	<p style="text-align: center;"><u>Discussion Phase: A combination of roundtable and panel discussions</u> Monetising the Mobile Web and Apps Opportunity</p> <p>Suggested Key Points:</p> <ul style="list-style-type: none"> Is there a recipe for success? Analysis of mobile business models – subscription, advertising, freemium, affiliate, virtual goods Increasing your chances by targeting in-demand services <p><i>Mr Loy Okezie, Founder and CEO, Startups Nigeria</i> <i>Mr Lungisa Matshoba, Co-Founder, Yeigo Communications</i> <i>Mr Tyler Reed, CEO & Founder, TinyImpact</i> <i>Mr Russell Atkins, Managing Director, Thumbtribe Media</i> <i>Mr Vincent Maher, Portfolio Manager, Social Media, Vodacom</i></p>
10.55	Morning Coffee, served in the exhibition area
11.25	<p>Assessing the supply of internet capable end user devices and services to African consumers: Key considerations in relation to handset advances, technological progress and usability</p> <ul style="list-style-type: none"> Getting internet access enabled handsets and the right services into the hands of the consumers What will the impact be of Open Mobile Operating Systems for service delivery in the African Context? Taking into account the development of new operating systems and devices What are the next stages in distributing handsets and services that can be utilised by all? <p><i>Mr Brett Loubser, Product and Technical Support Manager, Samsung South Africa</i></p>
11.50	<p>Increasing the accessibility of the web to all people from all devices: Ensure that the best of web development is available from the utilisation of open standards</p> <ul style="list-style-type: none"> Bullets to be confirmed. <p><i>Mr Charles McCathie Nevile, Chief Standards Officer, Opera</i></p>
12.15	<p style="text-align: center;"><u>Discussion Phase: A combination of roundtable and panel discussions</u> Getting the End User Connected and Services To Them</p> <p>Suggested Key Points -</p> <ul style="list-style-type: none"> What are the biggest issues and concerns in relation to distributing internet capable handsets? What can be done to make handsets and internet services more available? Getting the most out of low capability handsets The expansion of the App Store and Mobile Browsers – what will this mean to the African consumer? <p><i>Mr Charles McCathie Nevile, Chief Standards Officer, Opera</i> <i>Mr Richard Wills, Senior Manager Sales (Africa), Leaf International Communications</i> <i>Mr Brett Loubser, Product and Technical Support Manager, Samsung South Africa</i> <i>Mr Rahim Zaknoun, Business Development - Middle East Africa, Forum Nokia</i></p>
13.00	Networking Lunch

Day 1 Afternoon – Full Agenda

14.00	<p>Taking advertising and marketing through Mobile Web channels on to the next level: Analysis of the progress that product and brand promotion has made on mobile handsets and the potential for monetising</p> <ul style="list-style-type: none"> • How has the power of advertising started to take advantage of the mobile web? • Making the most of mobile's capabilities and uniqueness – why does mobile promotion offer such a good return for advertisers? • Key considerations to take into account – monetising, data analytics, design implications and measuring performance • What's the next step for product and brand promotion on the mobile medium? <p><i>Mr Rick Joubert, Executive Head, Mobile Advertising, Vodacom</i></p>
14.25	<p>Delivering internet experiences on mobile devices in Africa: Dissecting the core principles, global comparisons and key considerations to effectively deliver mobile web and applications</p> <ul style="list-style-type: none"> • How can a small screen be best utilised to deliver internet experiences? • Mobile considerations in terms of usability, design and device limitations • Recent examples of mobile designs – what works and what doesn't? • Converting design and innovation potential into reality? <p><i>Mr Pete Case, Creative Director, Gloo Design Agency & Mr Simon Leps, CEO, Fontera</i></p>
14.50	<p style="text-align: center;"><u>Discussion Phase: A combination of roundtable and panel discussions</u> Analysis of Mobile Advertising & Design</p> <p>Suggested Key Points –</p> <ul style="list-style-type: none"> • How does mobile advertising compare to more traditional promotional mediums? • Is the time to move away from simple SMS based advertising? • Evaluating past mobile projects – what has and has not worked? • What are the key mobile design factors – usability, delivering interaction, clarity of message? <p>Panellists: <i>Mr Rick Joubert, Executive Head, Mobile Advertising, Vodacom</i> <i>Mr Pete Case, Creative Director, Gloo Design Agency</i> <i>Mr Simon Leps, CEO, Fontera</i> <i>Mr Allan Kent, Head, AtPlay, Saatchi & Saatchi</i> <i>Mr Ahmed Kajee, Managing Director, CellSmart</i></p>
15.35	Afternoon Tea, served in the exhibition area
16.05	<p>Where next for the development of the African ecosystem? MXit has developed from mobile rebels to a multinational success story, but what can be learnt from their rite of passage and how do they predict the sector will progress?</p> <ul style="list-style-type: none"> • An overview of MXit's plans to create and monetise an extended and intricate web of networks across cultures and lifestyles • Driving the development of the mobile sector in South Africa – what can be gleaned from the MXit path? • Guiding innovative entrepreneurs who'll help drive the mobile device to reach its potential – should application development be their core focus area? • How can Afri-centric developers be supported to develop Africa focused applications and services? <p><i>Mr Herman Heunis, Chief Executive Officer, MXit</i></p>
16.30	<p>Presentation Topic To Be Confirmed <i>Mr Stephen Newton, Country Manager, Google South Africa</i></p>
16.55	<p style="text-align: center;"><u>Discussion Phase: A combination of roundtable and panel discussions</u> Mobile Web Africa – Where and What Next?</p> <p>Suggested Key Points –</p> <ul style="list-style-type: none"> • Working through the hype – how significant can the effect of mobile web usage be on the continent? • Seizing the opportunity to make money from mobile web and drive the expansion of the ecosystem, whilst harnessing African creativity and innovation • What will be the biggest obstacles to overcome and how can the key stakeholders work together to overcome these issues? <p>Panellists: <i>Mr Rick Joubert, Executive Head, Mobile Advertising, Vodacom</i> <i>Mr Herman Heunis, Chief Executive Officer, MXit</i> <i>Mr Matthew Buckland, Head, 20FourLabs</i> <i>Mr Stephen Newton, Country Manager, Google South Africa</i></p>
17.45	Chairperson's Closing Comments
17.50	Mobile Web Africa Reception
19.30	End of Day One

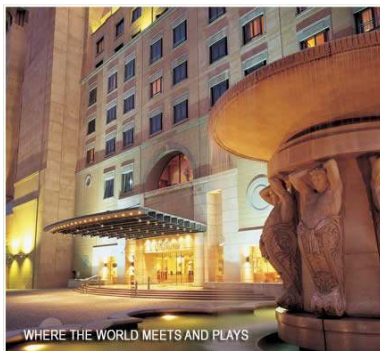
Day 2 Morning – Full Agenda

08.30	Breakfast Canapés & Coffee
09.00	Chairperson's Opening Comments <i>Mr Stephane Boyera, Head of Mobile Web for Social Development Group, W3C</i>
09.10	KEYNOTE ADDRESS: Contributing to bridging the digital divide by informing involving and empowering: How the mobile device can overcome information constraints and provide the right tools for people to make more informed decisions <ul style="list-style-type: none"> Targeting those on the wrong side of the digital divide – where is the need and what impact can the mobile web and applications have? The creation of a suite of services that together can become an essential solution How are device and infrastructure limitations being side stepped to deliver a real added value service? <i>Mr Sean Paavo Krepp, Africa & Middle East, Emerging Markets Services, Nokia</i>
09.40	<u>Discussion Phase: A combination of roundtable and panel discussions</u> Mobile Web, Content and Apps for Development Suggested Key Points - <ul style="list-style-type: none"> Evaluating successful projects, content and applications – what has worked and why? Literacy, handsets, and other key considerations for mobile web and application developers What do stakeholders need to do to have short and long term impacts on the Digital Divide? Panellists: <i>Mr Mario Marais, Living Lab Research Group, Meraka Institute, CSIR</i> <i>Ms Ory Okolloh, Executive Director, Ushahidi</i> <i>Mr Jon Gossier, Chief Executive Officer, APP+FRICA</i> <i>Mr Sean Paavo Krepp, Africa & Middle East, Emerging Markets Services, Nokia</i>
10.30	Morning Coffee, served in the exhibition area
11.00	SPECIAL ADDRESS: "The social impact of computing remains largely in the future when connected mobile devices with sensors capture information about each of us and every encounter. The Mobile Web Africa conference will gather leading participants in this massive transformation." <i>Mr Marc Smith, Chief Social Scientist, Telligent</i> In the future my phone will notice your phone: From ephemeral to archival societies <ul style="list-style-type: none"> The creation of a new stream of incredibly rich archival material and the study of the resulting data sets What can happen when my phone notices your phone? The potential for a new set of mobile social software applications What could result from this level of interaction between devices, especially when further technological advances are taken into account? A new class of tools and platforms that analyze streams of social media and provide actionable insights <i>Dr Marc Smith, Leader, Connected Action Consulting Group</i>
11.45	Seizing the opportunity to take advantage of the potential of mobile services and content: Food for thought for all entrepreneurs and mobile stakeholders - The Broccoli Project <ul style="list-style-type: none"> Combining mobiles mass reach, innovative thinking and business aptitude to add real value Connecting with people through the creation of services and content that actually function A look into the future for the Broccoli Project - the opportunity represented by m-health <i>Mr Marc Anthony Zimmerman, Founder & Chief Executive Officer, The Broccoli Project</i>
12.10	<u>Discussion Phase: A combination of roundtable and panel discussions</u> Creating Africa's New Generation of Mobile Designers, Entrepreneurs and Success Stories Suggested Key Points – <ul style="list-style-type: none"> Turning a great idea into a sustainable business model Are there key ingredients to achieving sustainable growth and success? The next moves for the new generation of African mobile entrepreneurs? Panellists: <i>Mr Marc Anthony Zimmerman, Founder & Chief Executive Officer, The Broccoli Project</i> <i>Mr Zibusiso Mkhwananzi, Executive Chairman and Financial Director, KRAZYBOYZ Digital</i> <i>Mr Ashraf Patel, Program Manager, SAFIPA</i> <i>Mr Justin Spratt, co-Founder, ISLabs</i>
13.00	Networking Lunch

Day 2 Afternoon – Full Agenda

14.00	<p>Reaching the hardest to reach: Best practices in mobile application development for low-income communities</p> <ul style="list-style-type: none"> Challenges in delivering critical information to those who need it most Developing mobile-based services that allow people to access information in critical sectors Searching for sustainability in telecom business models serving the poor The road ahead for socially-relevant mobile applications <p><i>Mr Eric Cantor, Director, AppLab Uganda, Grameen Foundation</i></p>
14.25	<p>Best practices for harnessing the mobile web and social media opportunity: How to maximise the mobile web and associated apps to deliver your campaign message</p> <ul style="list-style-type: none"> Principles for building great mobile sites that deliver Using the mobile internet and social media to create an integrated message The future of the mobile application environment Case study: How mobile has delivered for LoveLife <p><i>Mr Angus Robinson, Founder, Brandsh Media</i></p>
14.50	<p style="text-align: center;"><u>Discussion Phase: A combination of roundtable and panel discussions</u> Expanding Content, Interaction and Mobile Internet Usage</p> <p>Suggested Key Points –</p> <ul style="list-style-type: none"> Increasing mobile content from a basic service to one that adds value for the subscriber Taking into account the user and the device in the expansion of mobile content Developing from basic SMS to more interactive and collaborative services Successful business models and trends from around the world <p>Panellists: <i>Mr Yomi Adegboye, CEO, Alireta Nigeria</i> <i>Mr Angus Robinson, Founder, Brandsh Media</i> <i>Mr Eric Cantor, Director, AppLab Uganda, Grameen Foundation</i> <i>Mr Mbugua Njihia, Chief Executive Officer, Symbiotic Media Consortium, Kenya</i></p>
15.35	<p style="text-align: center;">Afternoon Tea, served in the exhibition area</p>
16.05	<p style="text-align: center;"><u>OPEN MIC SESSION - To Enhance the Development of the Ecosystem</u> Developers, entrepreneurs, publishers, development organisations, in fact, any conference attendee, is welcome to contribute to this unique Open Mic Session. If you would like to pitch your idea, your requirement, your challenge, your application, your plan for the future – this is your opportunity. Please contact Mr Matthew Dawes (matthew@allamber.co.uk) if you would like to submit an idea for this session in advance.</p>
17.30	<p style="text-align: center;">Chairperson's Closing Comments</p>
17.40	<p style="text-align: center;">Close of Mobile Web Africa</p>

The Venue



The stunning 5 star Michelangelo, which is situated on Nelson Mandela Square in Johannesburg

Full Details: Michelangelo, 135 West Street, Nelson Mandela Square, Sandton, Johannesburg, Gauteng, 2146, South Africa

Web: www.michelangelo.co.za

Tel: 0027 11 282 7000

Email: michelangelo@legacyhotels.co.za

Please note that all attendees are responsible for the booking of their accommodation for the event.

Please contact the hotel, or any alternative lodgings, to enquire about room rates and availability.

Register online at: www.mobilewebafrica.com or call +44 1376 530 030

Sponsors, Supporting Organisations & Media Partners

Platinum Sponsors:



Vodacom's The Grid is South Africa's first location-based social network that uses your mobile to connect you with people, places and events around you. From your mobile you can see which friends are in your area, chat to people across South Africa and share photos and videos - wherever you are. The Grid is overlaid on street maps, meaning you're able to tag content to specific addresses, recommend venues (e.g. restaurants) and even find directions to venues recommended by others. For your mobile, the Grid is available as a downloadable Java application or, to those without Java capabilities, a mobi site at <http://wap.thegrid.co.za>. There is also a full-feature website as well as a handy desktop application for when you're stuck behind your computer at <http://www.thegrid.co.za>.

Gold Sponsors:



Nokia is the world leader in mobility, driving the transformation and growth of the converging Internet and communications industries. We make a wide range of mobile devices with services and software that enable people to experience music, navigation, video, television, imaging, games, business mobility and more. Developing and growing our offering of consumer Internet services, as well as our enterprise solutions and software, is a key area of focus. We also provide equipment, solutions and services for communications networks through Nokia Siemens Networks.

Nokia's global developer program, Forum Nokia connects developers to tools, technical information, support, and distribution channels they can use to build and market applications around the globe. From offices in the U.S., Europe, Japan, China, and Singapore, Forum Nokia provides technical and business development support to developers and operators to assist them in achieving their goal of successfully launching applications and services to consumers and enterprises. More information is available at www.forum.nokia.com.

Silver Sponsors:



Samsung Mobile holds a strong position as number two in the worldwide cellular market and is the number one mobile vendor in full touch screen technology. Leaders in innovative technology, Samsung Mobile constantly strive to push the boundaries in mobile perfection ensuring impact on the environment is minimal which has seen Greenpeace's 'Guide to Greener Electronics' recognising Samsung's green innovations and in turn has ensured that Samsung retain its position at second place out of the 18 top electronics manufacturers in this year's rankings.

Having achieved record sales with the full touch screen Star unit (total cumulative sales to reach 10 million globally by November) the Star is the fastest selling model in Samsung's history to reach the milestone. Samsung Mobile push the boundaries in social media with the Samsung Mobile Fun club which allows Samsung handset owners to get the best out of their Samsung phone and its applications. Samsung Mobile SA were the only corporate company shortlisted this year for the SA Blogger Awards

Bronze Sponsors:



CellSmart is a full service mobile marketing agency, specialising in everything the mobile device has to offer marketers for mobile advertising and marketing. Through our expertise in everything mobile, and end-to-end, from mobile marketing products and services, to mobile technology platforms, we are able to provide the best in creative mobile marketing by conceptualising, managing, developing and implementing mobile campaigns and strategies.

Delivering world class digital marketing requires us to be at the bleeding edge of technology development and mobile marketing services, and remaining there requires us to push the boundaries all the time, in marketing, technology, and customer services. Culminating in a blend that is uniquely CellSmart, our mobile products and services, creativity, innovation and technological superiority ensures that we continue to deliver exceptional results to our clients, from every campaign.

Drinks Reception Sponsors:



Brandsh is an online mobile and social media company which helps companies successfully navigate the new social media landscape.

Launched in late 2006, Brandsh is well positioned to provide a holistic approach to social media campaigns, assisting clients with everything from blue-sky strategy and advice on the use of mobile and social media, to the execution and management of campaigns, as well as media planning.

With a client list which includes some of South Africa's top companies, including Standard Bank, MNet, JSE, Bond Exchange SA and the AAA School of Advertising, Brandsh is responsible for engineering a number of "firsts" for the South African social media industry.

Event Wi-Fi Sponsors:



Internet Solutions (IS) is South Africa's most established and experienced Converged Communications Service Provider. Since 1993 IS has been providing end-to-end connectivity solutions and related services across the African continent. IS is now also able to provide specific infrastructure facilities to customers, having received a full Electronic Communications Network Service(ECNS) license in 2009.

The innovative solutions and services offered by IS are underpinned by the company's founding principles; developing a robust infrastructure that enables corporates and other organisations to communicate, which is then brought to life and implemented by the passionate people who work at the company. For 16 years IS has been delivering these products and services to over 80% of South Africa's top businesses, from listed companies to Non Governmental Organisations, local and national Government and small to medium sized enterprises.

Register online at: www.mobilewebafrica.com or call +44 1376 530 030

Supporting Organisations:



The mission of the W3C Mobile Web Initiative (MWI) is to make Web access from a mobile device as simple as Web access from a desktop. W3C and mobile industry leaders are working together to improve Web content production and access for mobile users and the greater Web.

In allowing any user with any device the freedom and power to use the Web anywhere and at any time, the W3C MWI is a key component of W3C's "One Web" vision. While mobile Web is bringing mobile telephony into convergence with the Web, MWI believes that the mobile Web in developing countries is a mean towards bridging the digital divide.

MWI participants are developing best practices for creating mobile-friendly content and applications, enabling easy access to device descriptions, setting up test suites for increased interoperability of mobile browsers, and exploring ways to use the Web on mobile devices to bridge the digital divide. For more information, see <http://www.w3.org/Mobile/>



"The Web has incredible potential to be a powerful tool for individual empowerment, and for resulting social and economic development in Africa. In the foreseeable future, mobile is the platform capable of connecting and empowering the largest number of people on the continent. It is therefore essential to work towards removing barriers and accelerating adoption of the mobile Web. At Mobile Web Africa, the World Wide Web Foundation looks forward to sharing ideas and plans on how to accelerate growth of a more inclusive and more valuable Web with experts from governmental and non-governmental organizations, established and aspiring enterprises, and the mobile and Web industry."

Mr Steve Bratt, Chief Executive Officer, the Web Foundation



The world's leading mobile community was successfully launched in South Africa early 2009 by a group of dedicated volunteers. MobileMonday is a truly global community of mobile industry visionaries, developers and influential's fostering cooperation and cross-border business development through virtual and live networking events to share ideas, best practices and trends from global markets.

MobileMonday South Africa has similar objectives to the rest of the community ranging from the facilitation of networking, helping local companies effectively participate in international initiatives, presenting innovative visions, trends, studies and forecasts from the mobile marketplace, and contributing to the education of the broader public through its online presence. Make sure you don't miss the future events by joining our growing community and send us an email at info@mobilemonday.co.za to be included into our mailing list. You can also find more information about MoMoSA at <http://www.mobilemonday.co.za>.



At Applab, we believe that mobile phones hold great potential for improving the lives and livelihoods of millions of poor people around the world. We are committed to developing, testing and scaling the most promising application ideas that can create impact. We do this in partnership with a variety of private sector, government, NGO and international actors and based on our unique product development platform based in Uganda. We have developed SMS Search products which launched recently as Google SMS, a system to accelerate rural agriculture extension known as Community Knowledge Worker, and are embarking on additional pilots and efforts as ideas emerge from our partners, users and funders. See www.applab.org for updates.



VC4Africa.com is a platform for connecting entrepreneurs with possible partners and investors. It is a community of people dedicated to building businesses on the continent. Visit <http://www.VC4Africa.com> for more information.

Media Partners:



Based in London, Balancing Act combines online publishing with consultancy work. With 10,000 readers across the continent and outside, the English and French speaking newsletters have already become a "must read" among decision-makers in the fast growing telecommunications and ICT sectors. Through its pay-for reports, Balancing Act has built a catalogue of publications that provides in-depth knowledge on the state of the telecommunications and Internet markets, both sectorally and on a country-by-country basis in Africa. Balancing Act also offers industry-focused consultancy services for public and private sector clients. For further information visit our website at www.balancingact-africa.com



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Marketing Mix magazine is over 25 years old, and one of the leading marketing and advertising publications in South Africa. Marketing Mix advises professional corporate marketers about current best practices relevant to SA. The target market is first and foremost corporate marketers, but also includes advertising agencies, media agencies, PR agencies and universities as well as marketing, advertising colleges, amongst others.

Marketing Mix publishes six issues per annum, including several special issues such as the Direct Marketing Casebook, the Mobile Marketing Guide and Newspaper 10. The Marketing Mix website (www.marketingmix.co.za) was launched in March 2008. For more information- tel: 011 234 7008 or visit: www.marketingmix.co.za

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Just 1 Delegate = ZAR 6500 (£511)	2 Delegates = ZAR 12250 (£965)	3 Delegates = ZAR 17250 (£1358)

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