

Mobile Money Africa returns in 2013

The fifth annual Mobile Money Africa will gather more than 400 industry leaders to discuss collaboration and moving the market forward when the conference and expo returns to Johannesburg, South Africa from 28-29 May 2013.



Mobile Money Africa 2013 brings together the entire spectrum of the industry, with retailers, regulators, banks, MNOs, microfinance institutions, donor agencies and NGOs who will be amongst the senior-level mobile money experts attending this market-leading event.

Multitude of opportunities

"There are a multitude of opportunities in the African mobile money industry at the moment and the industry as a whole has matured remarkably in recent years", says Emily Martyr, Mobile Money Africa programme director. "We see some enduring themes - like how to successfully monetise services, as well as the challenge of reducing risk and improving security."

She continues, "at the same time, the more developed mobile money markets in Africa such as South Africa and Kenya are seeing exciting, and increasingly sophisticated services emerging. Consumers are responding well to new offerings like micro-finance and insurance policies via mobile, and there are also signs that new technologies like NFC will be gaining ground in the near future."

Conference themes

The conference agenda for 2013 includes sessions on keeping pace with a changing mobile payments industry and business models for mobile payments in competitive markets.

Martyr says, "we also look at how companies are successfully monetising new services and next generation technology as well as reducing risk and focusing on security. Our industry stakeholders are all there to learn from each other and we have really interesting mobile money case studies, presentations on the roadmap for NFC payment implementations and discussions on what the next 'game-changer' services will be going forward."

Mobile Money Awards Africa 2013

According to the programme director, a definite event highlight this year will be that the Mobile Money Awards are coming to Africa. Martyr explains, "for the first time the industry on the continent will also have the opportunity to recognise and reward the innovators in this market and nominate their peers. The winners will be announced during an awards ceremony after the first day's conference sessions on 28 May. We are launching the nominations programme soon and all companies with a relevant mobile financial offering in Africa will be eligible to enter. We look forward to honouring the brightest minds in this sector."

Programme highlights at Mobile Money Africa this year include:

- Betty Mwangi-Thuo, chief officer: New Products, Safaricom
- Habil Olaka, CEO, Kenya Bankers Association
- Albert Matongela, Leader - SADC BA Payment Project, FNB Namibia
- Francis Matseketsa, EcoCash Executive, Econet Services
- Ngoni Simelane, Head: Technology & Innovation; Beyond Payments, Standard Bank
- Eli Hini, Mobile Money Commercial Senior Manager, MTN Ghana
- Vanesha Palani, Head: Channel Management; Nedbank Digital, Nedbank
- Lowell Campbell, Branchless/Agent Banking, Standard Bank Africa
- Yolande van Wyk, CEO - eWallet Solutions, FNB Retail
- Charles Inwani, Regional Cash And Voucher Programme Officer, United Nations World Food Programme (WFP)
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For more, go to www.mobile-money-gateway.com/event/mobile-money-africa-2013

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