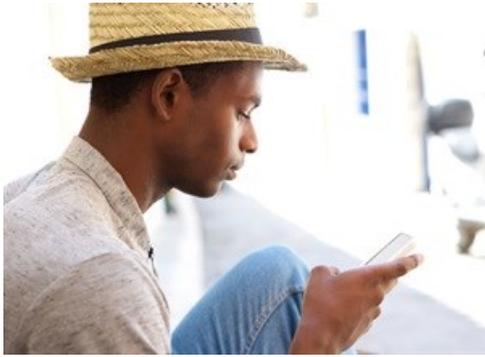


## African App Awards include South African finalists

The finalists for the African App Awards have been selected and winners will be announced at the [AppsAfrica.com](http://AppsAfrica.com) awards dinner to be held in Cape Town on 14 November 2016. Several South African mobile firms are featured in the line-up.

These are Abalobi, Alpha Exchange, Celstra, Domestly, PeliChat, Standard Bank, VoucherCloud SA, Vodacom, Vula Mobile and Xander Apps.



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“South Africa’s status as the continent’s most developed mobile market, with 130% cellular penetration, is no guarantee for local wireless application service providers (WASPs) to be included in the AppsAfrica.com Innovation Awards,” says Mike Laws, acting MD of VoucherCloud SA. He is often called upon as a consultant on African mobile marketing commercialisation strategies.

“The entire African continent is bursting with the kind of innovation that comes from over 50 countries and territories teeming with the creativity of tens of millions of human beings.”

The Awards celebrate the enormous growth in mobile, technology and entrepreneurship in Africa and this year, the awards attracted 200 submissions from 25 African countries.

Supported by Uber, Opera, Mobile Monday South Africa (MOMO), the Mobile Ecosystem Forum (MEF) and the MMA, the Awards provide winners with global publicity, recognition and networking with 300+ industry peers at the Awards event.

They awards highlight the positive impact of homegrown African mobile content and applications across 10 categories - these are Disruptive Innovation Award, Best Social & Messaging Award, Best African App Award, Enterprise Solution Award, News & Entertainment Award, Educational Award, Fintech Award, Social Impact Award, Brand on Mobile Award and the Women in Tech Award.

“App development is the next mobile frontier and is the stand-out favourite to boost average revenue per user,” concludes Laws.

For further information, click [here](#).