

Africa's largest, most influential tech event



Including Anchor Events

Africa Com | Africa Tech

25TH ANNIVERSARY

7-10 November 2022 Cape Town, South Africa

2022 POST-EVENT REPORT

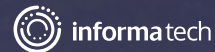
Uniting Africa's tech ecosystems and industry verticals with 12,000+ attendees



Host city



Brought to you by





Spotlight on Africa Tech Festival 2022

Powering tech and business transformation for a more inclusive, digital world

What a thrill it was to return to Cape Town and welcome over 12,000 of Africa's tech movers and shakers under one roof!

Back for our **25th anniversary edition**, from 7 to 10 November 2022, we celebrated the return of Africa Tech Festival and the relentless innovation in the continent's booming tech sector. With an untamed determination to break down barriers and an unshakable resilience and passion, we're delighted to see the pursuit of more efficient, inclusive digital societies is more alive than ever.

Africa Tech Festival was once again a buzzing hub for top enterprise leaders, telco C-Suite, start-up founders, investors and senior government officials from across Africa's tech ecosystem - to connect and forge new partnerships.

Africa Tech Festival is a forum for the conversation on how technology and innovation are catalysts for economic development, presenting **12 streams of curated, business-critical content**. AfricaCom - the flagship event unpacking core themes of telecoms evolution, connectivity infrastructure and digital inclusion, and AfricaTech - a 4IR deepdive into how integration of pioneer tech across business verticals such as AI, fintech, blockchain, healthtech, agritech is powering enterprise transformation.

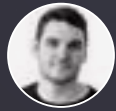
Additional highlights included the LeadersIn Africa Summit, a unique space for the continent's most influential leaders to engage in top level discussions, and the AHUB, our start-up space dedicated to empowering investors and tech founders working to build Africa's next unicorn.

Africa Tech Festival 2022 hosted **300+ tech and telco heavyweights and disruptors** as they showcased the technologies of the future in an exhibition spanning two halls.

Last but certainly not least, Africa Tech Festival wouldn't be Africa Tech Festival without a complement of vibrant networking functions. From the **AFest, our iconic party, to the Africa Tech Festival Awards**, celebrating the pioneering people and projects dedicated to transforming African tech, thousands of meaningful connections happened with a drink in hand!

As we look to 2023, we will use the success of this 2022 edition as a springboard to deliver more inspiring content and powerful experiences. More than ever, we're committed to showcasing the transformative power of technology as a force for good in a changing world, with a renewed dedication to helping ensure Africa takes its place on the global tech stage.

Take it from us: Africa Tech Festival 2023 will be the place where business transformation drives positive change! See you again from 14 to 16 November 2023 in Cape Town



James Williams
Festival Director

EAGER TO BE PART OF AFRICA TECH FESTIVAL 2023?

Africa Tech Festival 2022 in Numbers



Africa Tech Festival 2022 in Numbers



150 Sessions

12 Content Stages



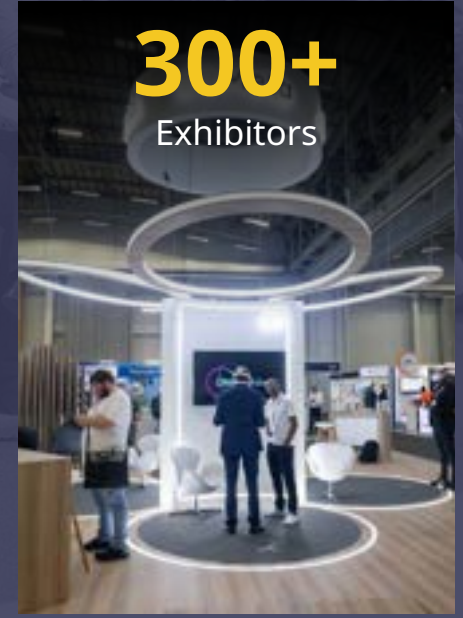
1,100+ Pioneering Start-ups



2 Exhibition halls



400+ Speakers



300+ Exhibitors



136 Countries Represented

Making Headline News

272 Articles Published

183 Registered Press

2m Estimated Views

3.7m Estimated Reach

72 Media Partners

35 On-site Interviews



Top Media Outlets:



Social Media Coverage

Active on:

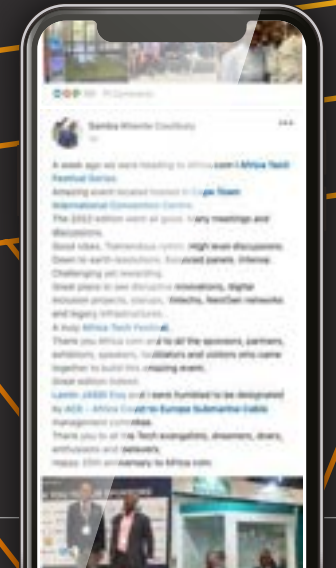
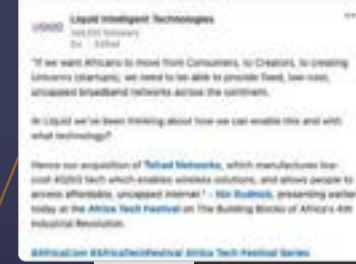


33.93k Followers

15.1m Post Reach

523.1k Social Impressions

15.3k Post Engagement



Pioneering Content

Broadband Africa 2022



DAY 1
NOV 7

Africa Tech Festival Headline Keynotes

Africa Com

- Centre Stage
- Connecting Africa's Next Billion
- Telcos of Tomorrow
- Regional Spotlights: Central Africa
- Regional Spotlights: North Africa

Africa Tech

Centre Stage with  **EQL:HER**
AHUB

- 4IR Talent & the Future of Work
- Cloud & Data Centres Africa
- Fintech, Blockchain & MFS

DAY 3
NOV 9

Africa Tech Festival Headline Keynotes

Africa Com

- Centre Stage
- Connecting Africa's Next Billion
- Digital Infrastructure
- Green ICT & Sustainable Development
- Regional Spotlights: West Africa

Africa Tech

Centre Stage

AHUB with  **ELEVATING FOUNDERS**

- AI Africa
- Cybersecurity Africa
- Industry 4.0

DAY 2
NOV 8

Africa Tech Festival Headline Keynotes

Africa Com

- Centre Stage
- Digital Infrastructure
- Telcos of Tomorrow

Africa Tech

Centre Stage

AHUB

















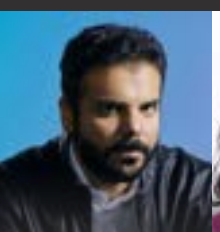



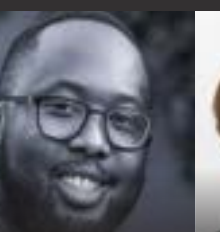

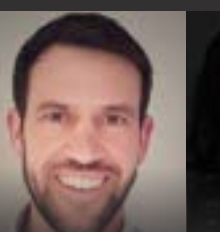

- Fintech, Blockchain & MFS
- Tech In Action: Healthtech
- Tech In Action: Agriculture

DAY 4
NOV 10



An A-List Speaker Line-Up Of 400+ Visionaries, Including:



 <p>Hon Mr Philly Mapulane Deputy Minister Department of Communications and Digital Technologies Republic of South Africa</p>	 <p>Alderman Geordin Hill-Lewis Executive Mayor of Cape Town The City of Cape Town</p>	 <p>Funke Opeke CEO MainOne</p>	 <p>Dr Lado Wani Kenyi Undersecretary Ministry of ICT & Postal Services of South Soudan</p>	 <p>Jérôme Hénique Chief Executive - Middle East & Africa (OMEA) Orange</p>	 <p>Habiba Ben Barka Chief of Africa Section United Nations Conference on Trade & Development</p>	 <p>Nic Rudnick Group Deputy Executive Chairman Liquid Intelligent Technologies</p>	 <p>Dejan Kastelic Group Chief Technology Officer Vodacom</p>	 <p>Nika Naghavi Executive Director MNOs MFS Africa</p>	 <p>Kim Jin Vice President Optical Business Product Line Huawei</p>	 <p>Nitin Gajria Managing Director Sub-Saharan Africa Google</p>	 <p>Kuseni Dlamini Chairman Massmart</p>
 <p>Chris Fabian Co-founder & Co-Lead Giga - UNICEF</p>	 <p>Vani Venkatesh CEO - Global Business Airtel</p>	 <p>Amadou Diallo CEO Middle East & Africa DHL Global Forwarding</p>	 <p>Nora Wahby Vice President Head of Customer Unit West Africa and Morocco Ericsson</p>	 <p>David Lotfi CEO Evina</p>	 <p>Celia Mantshiyane CISO MTN South Africa</p>	 <p>Nollie Maoto Chief Data and Analytics Officer FNB</p>	 <p>Olugbenga Agboola Founder & CEO Flutterwave</p>	 <p>Alex Masu Head of Africa and Middle East - Network Investments Meta</p>	 <p>Nina Triantis Global Head TMT Standard Bank</p>	 <p>JP van der Merwe Head of Investment Promotion WESGRO</p>	 <p>Jocelyne Muhutu-Remy Managing Director Sub-Saharan Africa Spotify</p>

Focus on our Attendees Profiles and Experiences



91%

would recommend Africa Tech Festival to their colleagues



87%

are satisfied with Africa Tech Festival



86%

left Africa Tech Festival with new leads!



81%

find attending Africa Tech Festival important for their job and business



79%

stay a minimum of two days at Africa Tech Festival



73%

attend the event with their wider team

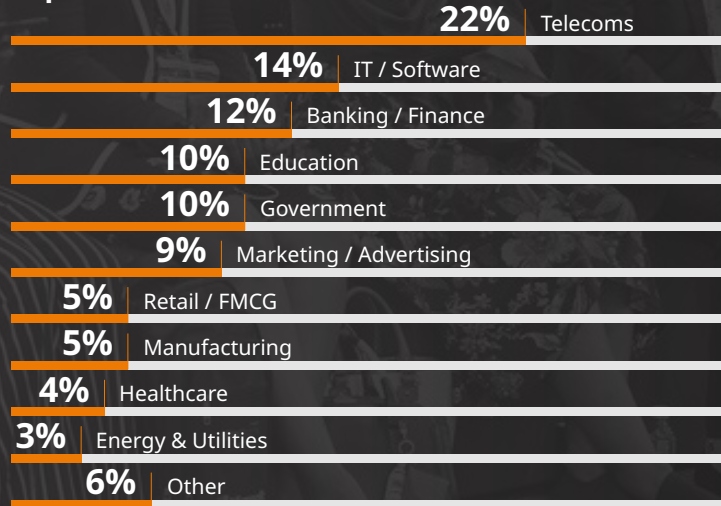


60%

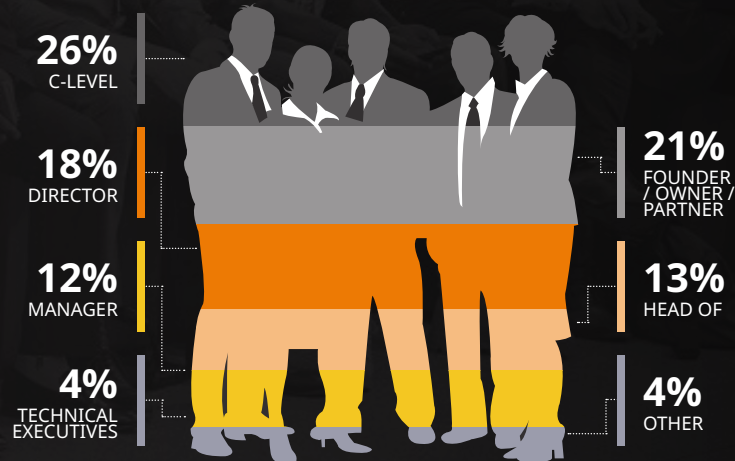
find Africa Tech Festival better than other sector events



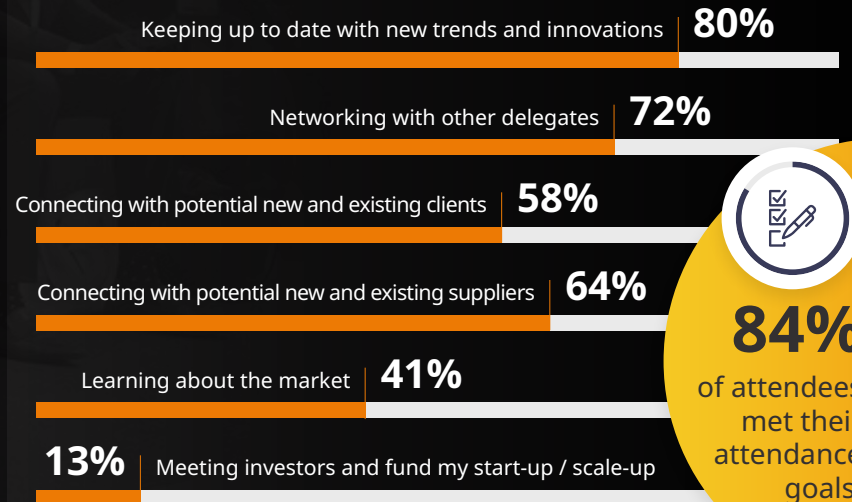
Top attendee industries



Attendees by seniority



Participation goals - Our participants were interested in:

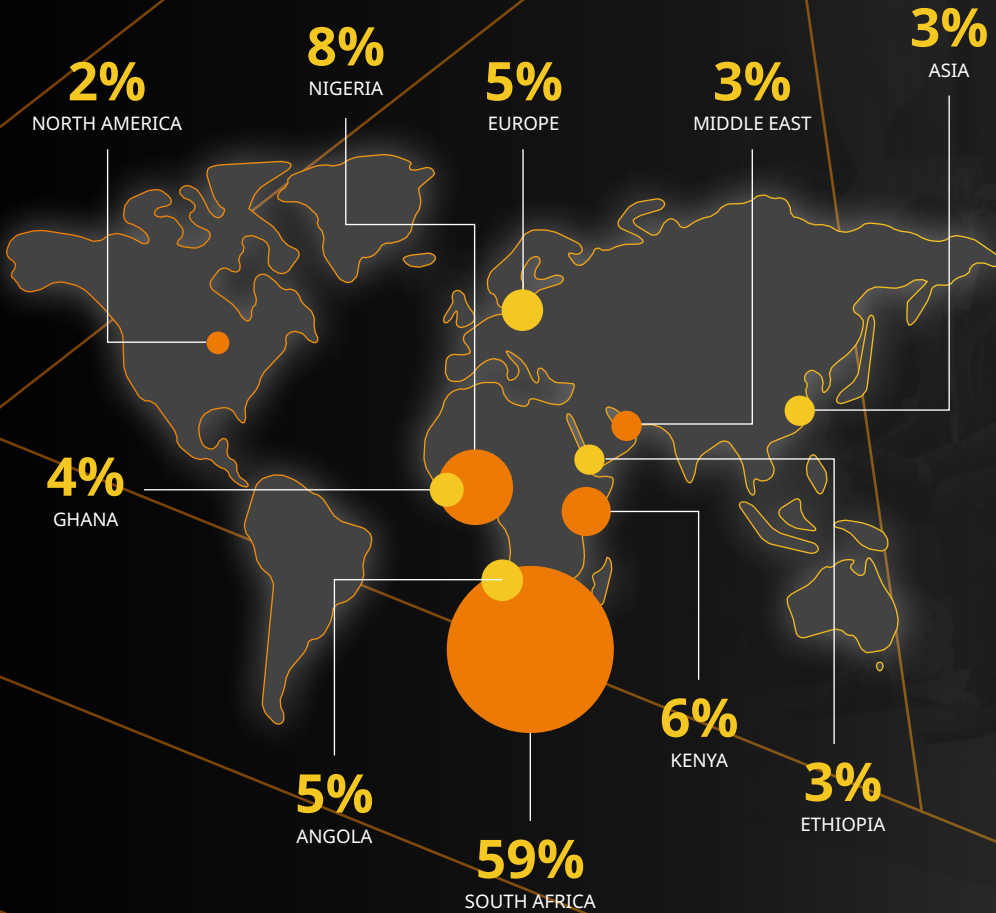


84%

of attendees met their attendance goals!

Focus on our Attendees Profiles and Experiences

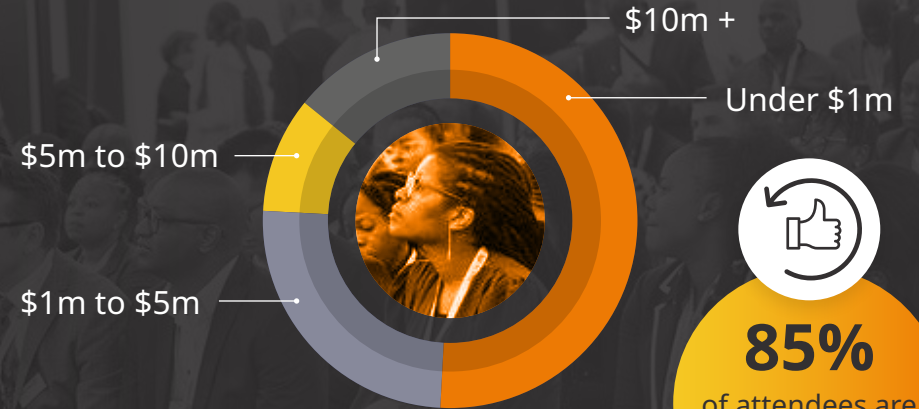
Top countries and regions represented



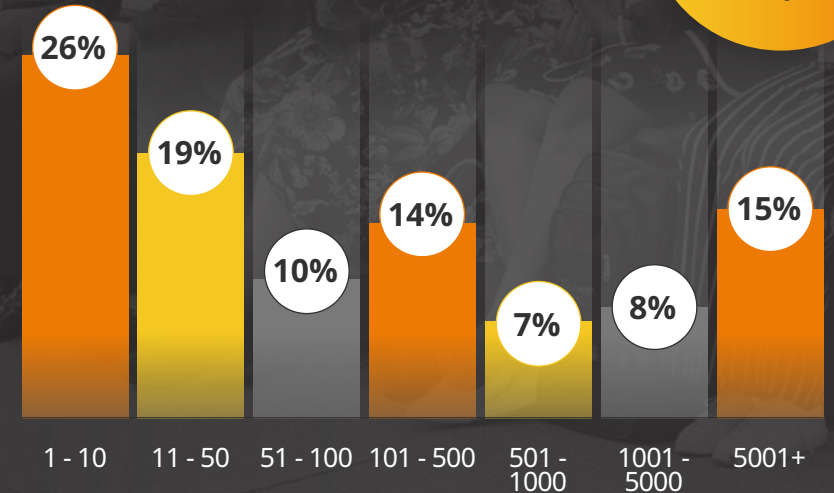
Top attendee tech interests



Level of purchasing responsibility



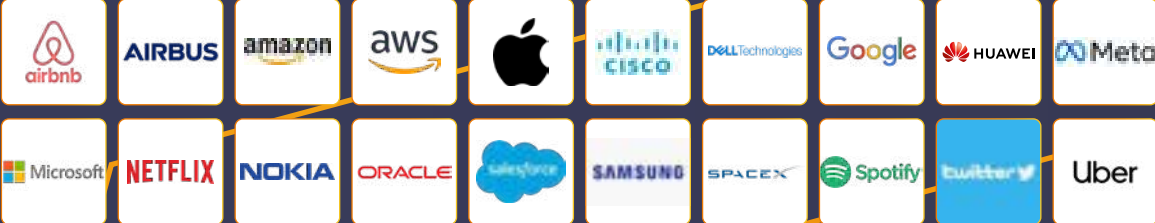
Attendees by company size



85%
of attendees are likely to return next year

Top Attending Companies

TECH GIANTS



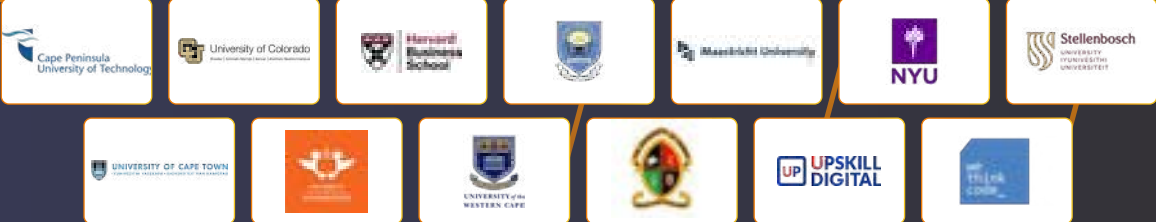
BANKING / FINANCE



MOBILE NETWORK OPERATORS



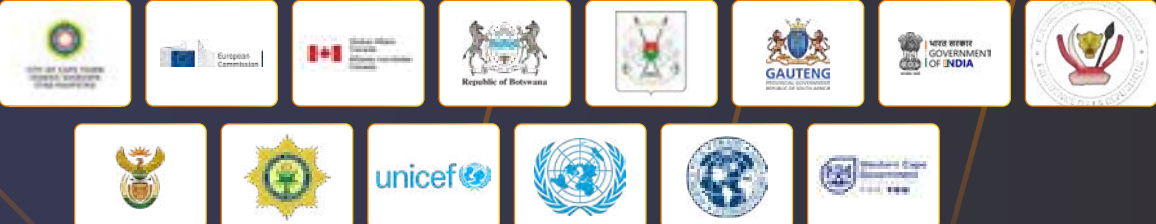
EDUCATION



INTERNET SERVICE PROVIDERS



GOVERNMENT

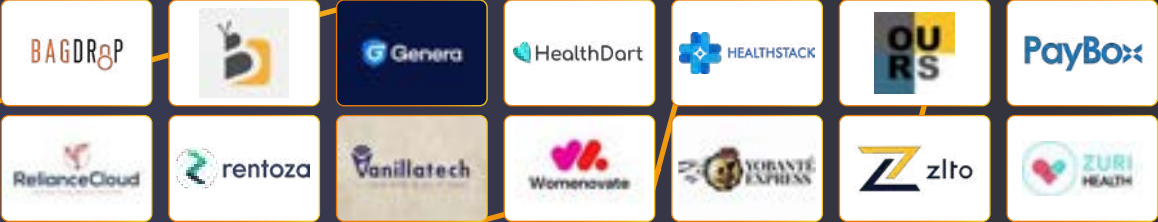


Top Attending Companies

RETAIL / FMCG



START-UPS



ENERGY & UTILITIES



HEALTHCARE



LOGISTICS & TRANSPORT



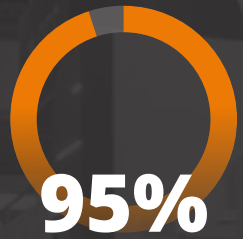
CONSULTANCIES



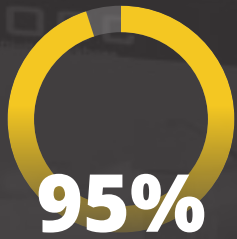
“One of the single most important, diverse and thorough tech events anywhere but hosted on the African continent and to a world class standard.”

EWETSE KHAMA, DIRECTOR, SHUMBA MONEY

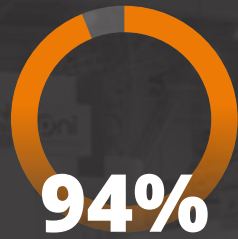
A Deep Dive into our Exhibitors' Experience



think that Africa Tech Festival is important for their business



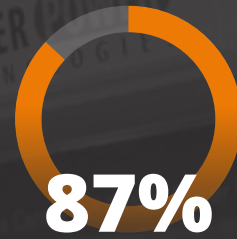
would recommend Africa Tech Festival to a friend or colleague



were satisfied with Africa Tech Festival this year



are likely to exhibit again in 2023, with 45% already rebooked



think Africa Tech Festival is a must-attend event for the industry

Exhibitor satisfaction about meeting attendance goals:



Increasing awareness of their brand(s) / products / services



Maintaining your company's profile / brand position



Providing thought leadership within our industry

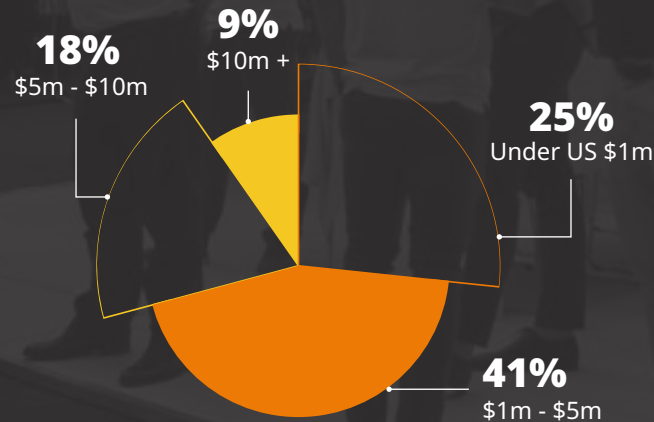


Generating new sales leads



Launching a new brand / product / service

How much business do you expect to generate as a result of exhibiting at Africa Tech Festival this year?



Other satisfaction levels:

85%



satisfied with quality of visitors to their stand



93%

satisfied with communication and support from organising team

81%



assess their overall ROI from Africa Tech Festival as good or higher

30%



of exhibitors signed new contracts during Africa Tech Festival

A Networking Powerhouse

We know that the power of our events lies both in the quality of our content and in the networking opportunities we deliver.

Satisfaction ratings around our networking functions

81% Number of attendees

83% Quality of attendees

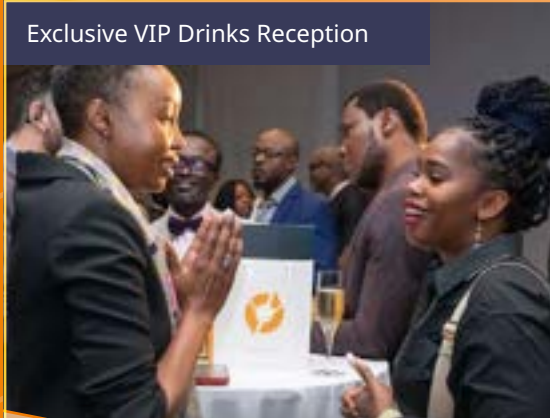
78% Time available to network

In other words, we work hard, but we sure know how to play hard too! That's why we build a diverse networking programme which included in 2022:

The AFest, our iconic party with an A-list entertainment line-up



Exclusive VIP Drinks Reception



The Africa Tech Festival Awards, to celebrate Africa's tech pioneers



The InspiringFifty Africa Reception, a unique celebration of women in African tech



A wealth of networking drinks and happy hours hosted on our exhibition floors



Africa Tech Festival 2022

Bespoke Event Programme

For the week of Africa Tech Festival, Cape Town is a destination for tech leaders from across the African continent and beyond. That's why many of our partners and clients choose to host clients old and new in our selection of meeting rooms across the week of the event.

In 2022, Africa Tech Festival also played host to bespoke 1-day events deep diving into industry critical topics driving change.

IN 2022, WE HOSTED:



The Broadband Africa Forum, where 200+ connectivity experts got together to further the pursuit of reliable, affordable, high-performance broadband internet for every African home



SES hosted an exclusive event to pre-launch their next-generation MEO satellite constellation O3b mPOWER

Don't Just Take Our Word for it...

"One of the best mobile industry events out there. Perfectly organized, sized and with very relevant exhibitors and visitors. Best place to connect with the vibrating African industry!"

"The event was out of this world, we need more of these in South Africa"
CEO, **MAFIKENG DIGITAL INNOVATION HUB**

"As a professional, I consider Africa Tech Festival to be an extremely valuable event for networking with industry leaders."
FOUNDER, **ZTEL**

"The Africa Tech Festival was amazingly well organised and run from the moment you entered the venue. The event had a good combination of some interesting speakers and great networking opportunities. We will be back next year."
DIRECTOR OF MARKETING, **BE MOBILE AFRICA**

"If you have to attend only one event for satellite business in Africa, this is it!"
SENIOR VICE PRESIDENT, **NEXAT**



"One of the single most important, diverse and thorough tech events anywhere but hosted on the African continent and to a world class standard."
DIRECTOR, **SHUMBA MONEY**

"Fantastic to see the organisers working hard to make the circle bigger. This wasn't just about big tech companies talking to telcos, but there was a deliberate, successful effort to include new industries (...) into the mix."
CEO, **SEA MONSTER**



"Huge thanks to the Africa Tech Festival organisers - They've organised it in a very professional manner!"
CCO, **AFR-IX TELECOM/MEDUSA SCS**

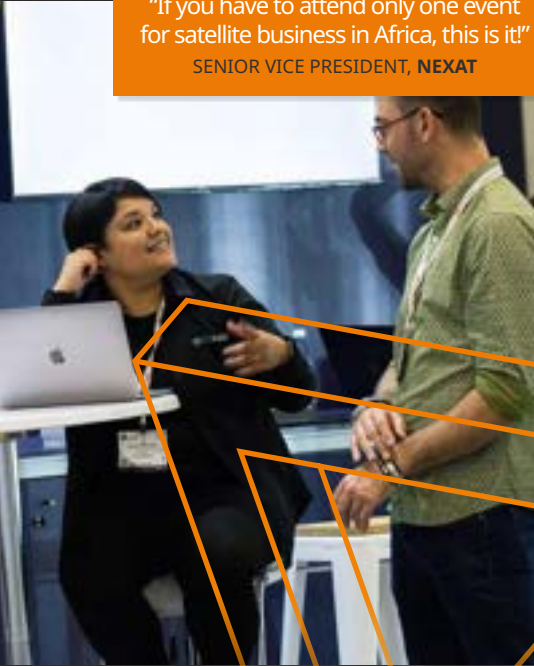
"Great event! I secured a client that was hard to contact in the past."
DIRECTOR, **RJF INVESTMENTS**

"I call upon all people out there with a will to change their lives but stuck with no answers to take advantage of this conference - it creates heroes."
CEO/OWNER, **ZABRAVE**

I really loved my participation in this festival. It made me discover the best of Africa, and let me believe that everything is possible !
HEAD OF NETWORK ARCHITECTURE DEPARTMENT, **CAMTEL (CAMEROON TELECOMMUNICATIONS)**

"The 2022 Africa Tech Festival was a great experience. These events bring opportunity for growth and competitiveness within the South African technology sector. I benefited both personally and professionally from this well run and well attended event and look forward to Africa Tech 2023!"
PARTNER: DIGITAL AND INNOVATION, **AFRICA INTERNATIONAL ADVISORS**

"Undoubtedly Africa's leading tech event of the year!"
DIGITALIZATION CONSULTANT, **UNITED NATIONS**



Africa Tech Festival through Evina's lens

"Africa Tech Festival 2022 was a great opportunity to highlight how mobile money and carrier billing are two fundamental technologies that must be defended against cybercrime."

David Lotfi, CEO, Evina

This vision for the future of mobile payments was one of the common threads throughout the event. Evina witnessed the following key points arise during the panel discussions and side conversations:

1

Mobile money is much more than a means of payment. It is, without a doubt, one of the most powerful levers for financial inclusion. When mobile money is deployed, it accelerates the development of entrepreneurial ecosystems and has a substantial influence on the economy and overall development of the countries where it is deployed.

2

However, mobile money is increasingly under attack as cybercriminals want a piece of the pie from this hypergrowth. For the time being, the scams were rather rudimentary but they are becoming more aggressive and technical. Mobile operators who are growing fast integrate this variable and develop secure payments.

3

Mobile operators are increasingly aware of this threat, and several questions from the audience were asked this year on this topic during different sessions. Fraud is going to be a recurring issue when it comes to developing new uses and pursuing growth.

4

A great convergence between the uses of mobile money in Africa and the older uses of mobile payment in Europe, Asia and America is now bearing fruit. Online payments, payments via apps and more are booming. This presents a fantastic opportunity and leads to different types of challenges. In fact, this will reinforce the uses of mobile money but also the automation of attacks on mobile wallets.

5

Wherever they take place, initiatives to improve cybersecurity and prevent mobile money scams create growth and allow mobile operators to launch new products and services.

#AfricaTechFestival

Opportunities

Africa Tech Festival may be done for another year but our team is already planning the success of our 2023 editions now. With a fully engaged community, you don't need to wait the next edition to...



ASSERT YOUR LEADERSHIP:

Join us at one of our 2023 events to speak and position your company as a thought leader in your field of expertise



PR ACTIVATION:

Do you have a powerful story to tell? We can help you amplify your message through our marketing and PR strategies



VIP CONNECTIONS:

Connect with high-profile speakers and key decision-makers in attendance. The most prestigious partnership packages also include VIP introductions for you to start powerful conversations



YEAR-ROUND DIGITAL OPPORTUNITIES:

From bespoke webinars to fast-chat stories or content syndication, our tailored solutions will help you keep the discussion going with our engaged community



PRODUCT SHOWCASE:

Benefit from the buzz of our exhibition floors to demonstrate your latest solutions and innovations. Hurry: exhibition stands are already selling fast!



BESPOKE EVENT:

Do you need to launch a new product and would like to invite our attendees? Or is there a specific mini-event that you would like to run in parallel to our Festival for your customers? We can build bespoke packages to help you capitalise on the Africa Tech Festival brand!

Upcoming Events

East Africa Com

25-26 April 2023
Nairobi, Kenya

West Africa Com

June 2023
Dakar, Senegal



Including Anchor Events

Africa Com | Africa Tech

14-16 November 2023
Cape Town, South Africa



Including Anchor Events

Africa Com | Africa Tech

14-16 NOVEMBER 2023
CAPE TOWN

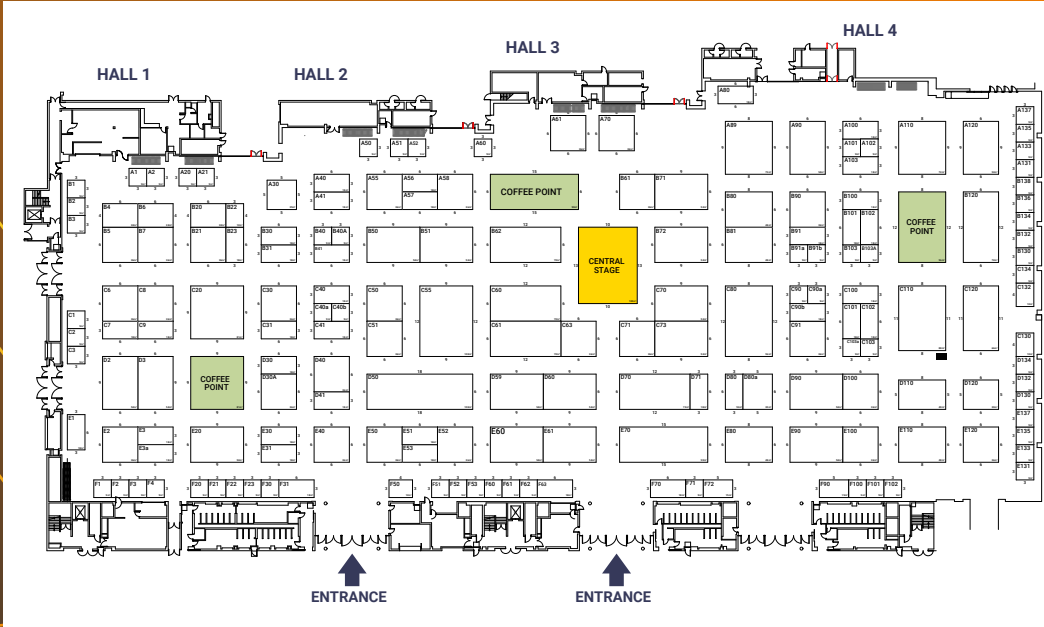
2023 Floorplans

Our exhibition floors always sell out!

Choose your spot today:

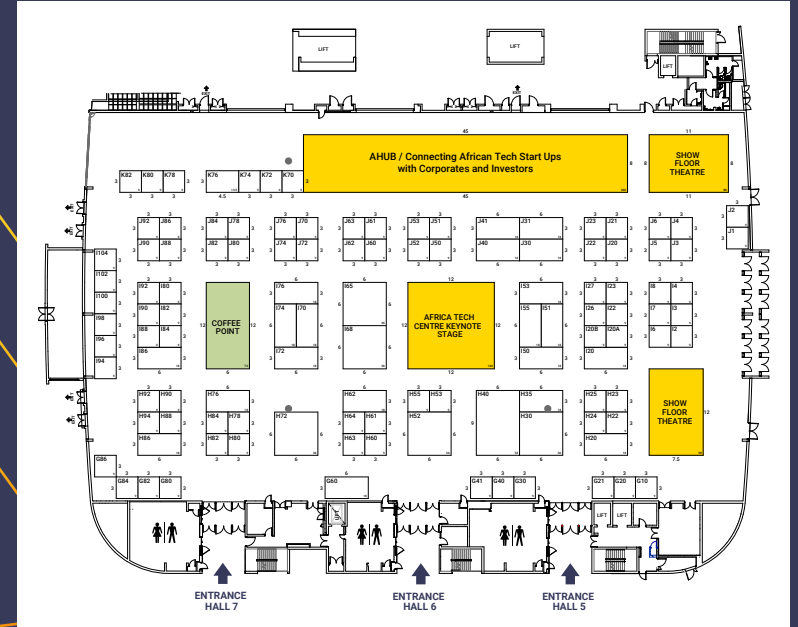
Africa Com

14-16 November 2023 | Cape Town, South Africa



Africa Tech

14-16 November 2023 | Cape Town, South Africa





Including Anchor Events

Africa Com | Africa Tech

14-16 NOVEMBER 2023
CAPE TOWN

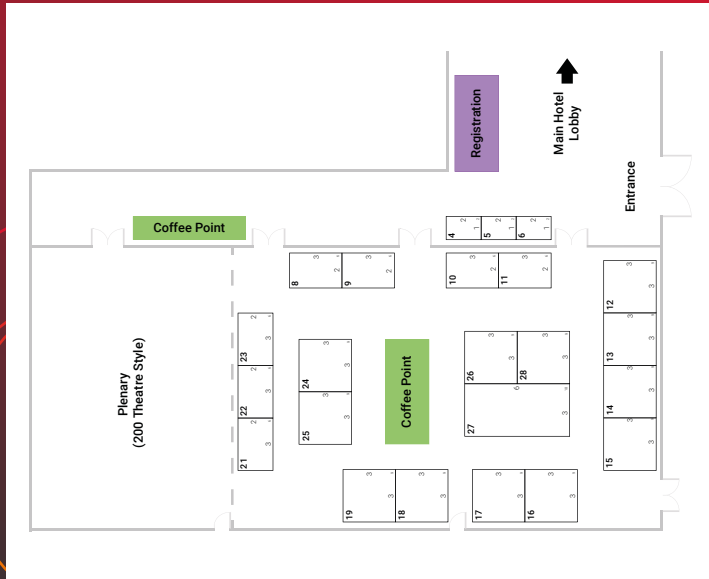
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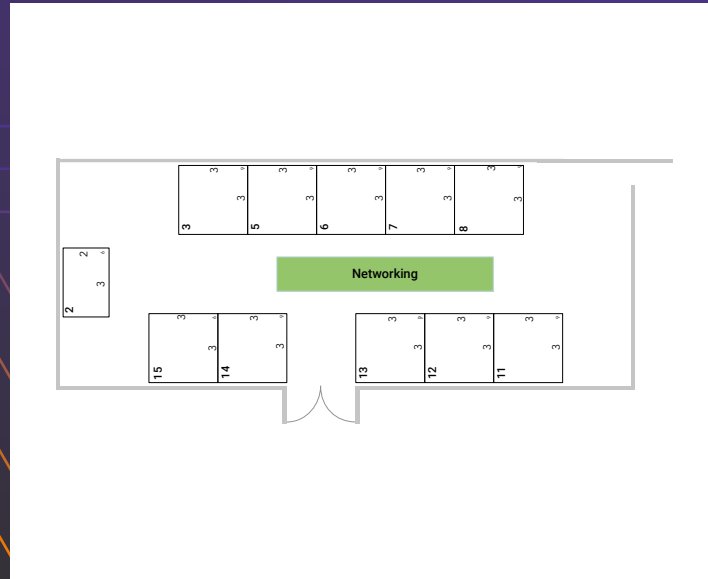
East Africa Com

25-26 April 2023
Nairobi, Kenya



West Africa Com

June 2023
Dakar, Senegal



Benefits of Sponsoring & Exhibiting include



Thought Leadership:

- Inclusion in a fireside chat
- Inclusion in a panel discussion



Branding and Digital Marketing:

- Dedicated HTML to the Region's audience, pre-event
- Banner advert or content inclusion in a pre-newsletter
- Social Media Promotion
- Website banners across the Connecting Africa website
- Pre-event written Q&A hosted on the Connecting Africa website and amplified on social media.
- Fast Chat Interview housed on a landing page & hosted on the Connecting Africa website.



Brand Awareness:

- Exhibition booth



Networking:

- Meeting Room space



Including Anchor Events
Africa Com | Africa Tech
25TH ANNIVERSARY

Thank You to Our Sponsors & Exhibitors




Part of a Global Event Series



6-9 June 2023
Singapore

**Redefining Tech for
a Better Future**

www.asiatechxsg.com #ATxSG



12-16 June 2023
London

Shape the Future

www.londontechweek.com #LTW



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14-16 NOVEMBER 2023
CAPE TOWN

14-16 November 2023
Cape Town

**Building a more
connected, efficient and
inclusive digital continent**

www.africatechfestival.com #AfricaTechFestival

**Discover the future of tech at
our global tech festivals!**





x2 revenue on carrier billing and mobile money for mobile operators

Grow your business by fighting fraud thanks to Evina's cybersecurity solutions

[CONTACT US NOW](#)



Contact Us!

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Host city



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