

# Inaugural MEF Connects for mobile industry leaders

MEF, the global community for mobile content and commerce, have announced the inaugural MEF Connects Kenya event for mobile industry leaders in Kenya. The pan-African business partnering event will be held at the Sankara Hotel on the fringes of East Africa Com on Wednesday, 22 May 2013.



MEF launched its dedicated Africa office in association with Vodacom in November 2012 to help promote African mobile growth and showcase innovation. Often lauded as one of the most innovative mobile markets in the world, Kenya is a key market in MEF Africa's continued roll-out across the continent.

With a mandate to help drive mobile growth and innovation at both a continental and country level MEF Africa is advancing regional market initiatives aimed at boosting consumer trust and promoting monetisation as well as providing business development and dedicated analytics across the African region.

With an African members' steering committee comprising of various telecommunication companies, MEF is now looking to Kenya's mobile opinion-shapers to take a leadership role in driving MEF Africa's agenda.

## Extending reach to Kenya

Emma Kaye, MEF EMEA co-vice chair said, "We're delighted to extend MEF Africa's reach to Kenya, an exciting mobile market with a burgeoning consumer base. MEF brings with it over a decade of mobile heritage as a truly global trade body and we are looking forward to working with the key mobile content and commerce players in Kenya to showcase home-grown innovation on a pan-African and international platform."

MEF Connects Kenya is sponsored by Spice VAS Africa, whose CEO and managing director and MEF Africa steering committee member, Arun Nagar, commented, "Kenya has a strong and dynamic mobile industry, which Spice has proudly been part of since 2010. MEF can provide this industry with a strong platform to drive the regional agenda and connect local businesses to MEF's global member base. We are pleased to support MEF Africa's continued rollout across the continent."



For more, go to [MEF Connects Kenya](#).

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