

## **MOBEX EXPO PARTNERS AFRICA CONTINENTAL FREE TRADE AREA SECRETARIAT**

Mobex Expo, organisers of Mobex Africa Technology Expo and Innovation Awards welcomes on board the Africa Continental Free Trade Area Secretariat as a partner in the upcoming 7<sup>th</sup> edition of the largest innovation festival in the sub-region.

Mobex Africa Technology & Innovation Awards 2022 themed “**DIGITAL INNOVATIONS; Launchpad for Integrating and Transforming African Economies for Growth, Diversity and Inclusiveness**” comes off from **18 – 22 October 2022** at the ultra modern state of the art Sarit Expo Centre and Villa Rosa Kempinski , Nairobi, Kenya.

Mobex Africa Tech Expo is the largest gathering of policymakers, captains of industry and technology enthusiasts to harness innovation and technology tools and skills for economic transformation, engender investment and social change. The **Innovation Awards** is a night of celebration of excellence, honouring innovation and creativity of enterprises and individuals.

We believe the partnership with the Africa Continental Free Trade Secretariat will allow Mobex Expo to tap into the vast resource pool of the Secretariat to bring light to the theme.

More importantly, the conference will highlight and underscore the importance of digital technology innovations in the realisation of a single market for Africa. Digitalisation will ease trade barriers, engender cross border investments and harness innovations for social impact creating employment and prosperity for the people of Africa

### **Appointment of Evarita Kamau**

In a related development, Mobex Expo has appointed Evarita Kamau as Country Director for Eastern Africa. Ms Kamau is a marketing specialist with diverse experience executing building brands, communication plans, managing events, and activating brands to drive successful marketing campaigns and brings her wealth of experience to the Mobex team.

Ms Evarita Kamau has worked with very reputable organisations including PMS Group, a professional marketing consultant with global reach. She has catalyzed great achievements and demonstrated extraordinary talent and stellar leadership in the private sector over 2 decades and brings on board extensive and deep knowledge and expertise which will help in the growth of the Mobex Expo brand

## **Mobex Africa Expo Continental**

Mobex Africa Tech & Innovation Awards will make its first stop outside of Ghana for the first time since its inception in 2014. The largest technology festival in West Africa in its 7<sup>th</sup> year will be hosted in the techmopolitan capital of Kenya, Nairobi from 18-22 October 2022.

A gathering of policy makers, captains of industries, decision-makers, regulators and technology enthusiasts, Mobex22 promises to be more exciting, exhilarating and thrilling for participants who are expected to come from across the continent.

Mobex Africa has served as the innovation market place and solutions leaading some policy advocacy including interoperability, the largest business processing centre in called, Accra Digital Centre, digitalisation of port operations amongst a host of others