

**2015**

**28-29<sup>th</sup> September**

**KICC, Nairobi, Kenya**

## **Top ICT Companies to Converge at Indo-Africa ICT Expo 2015**

*The trade event will showcase next generation technology and innovations  
for today's hyper-connected world*

**New Delhi, 7<sup>th</sup> July 2015** – India has emerged as one of the prominent trade partner for Africa and both the regions have shown complementarities for business to foster and grow. IT and Telecom form the backbone for the growth of any region/any country and Africa has been one of the fastest growing markets worldwide in ICT adoption and communication technology.

To reiterate the relationship and commitment between India and the African countries, Telecom Equipment & Services Export Promotion Council (TEPC) with support from Department Commerce is organizing an **Indo-Africa ICT Expo 2015 (IT & Telecom Summit) at Kenyatta International Conference Centre (KICC) in Nairobi, Kenya on 28<sup>th</sup> and 29<sup>th</sup> September 2015.**

The event is organized by TEPC under Market Access Initiative (MAI) Scheme of Department of Commerce, Ministry of Commerce & Industry, Government of India. NASSCOM is co-organizer for the event. ICT Authority and ICT Ministry of Kenya are the associated partners of the event.

**Indo-Africa ICT Expo 2015 is a platform to build synergy among India & African Countries to showcase innovative & diversified Products & Services and to bring together thought-leaders across the entire ICT value chain to discuss solutions to regulatory and business. As digitalization and mobility continue to transform business operations and everyday life, Indo-Africa ICT Expo 2015 presents the latest technologies that help companies in Africa to evolve and maintain a competitive edge in the Communications and digital world.**

Indo-Africa ICT Expo 2015 will provide wider opportunities for India and African companies to stand out with their distinctive products. Indo-Africa ICT Expo 2015 will consist of a two (2) days trade exhibition, conference and Buyer-Seller Meet, attracting the trade visitors from the region. **The event would bring together 100+ companies from India and Africa for**

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**the exhibition & conference and is likely to attract over 2000+ visitors. The focus is on Kenya and its neighboring countries - Uganda, Ethiopia, Tanzania, South Sudan, Burundi, Rwanda and Somalia.** The success of the event will be a gateway for Indian products to access other markets & to have greater opportunities and expansion.

ICT sector has been the major driver of economic growth in Africa over the last decade. The ICT sector is linked to economic growth with specific contributions to competitiveness, poverty reduction and productivity. Kenya is already an ICT and innovation leader among sub Saharan Africa peers. **The National ICT Master plan 2014-17 launched by Ministry of Information, Communications & Technology, and Government of Kenya has the vision that “Kenya becomes an ICT hub and a globally competitive digital economy”.**

Indian companies can take the opportunity lying in that market and also foray in the neighboring countries. India and Kenya have growing trade and commercial ties. Kenya is an important trade and investment partner for India. Bilateral trade amounted to \$4.47 billion in 2013-14, with India's exports to Kenya at \$4.18 billion; the balance of trade is heavily in India's favor. India is Kenya's sixth largest trading partner and the largest exporter to Kenya. Kenya, the gateway to East African market, is one of the fastest growing markets in the world attract thousands of buyers and decision makers from all the levels and sectors. Having the largest Sea Port in Mombasa, the country is the largest incoming source of products by sea to the East African region from Arab countries, Indian Sub-continent, Europe & Far East. The Indian element has always been a vital component in Kenya market. The event is organized to augment bilateral trade and investment between India & Kenya and create awareness on the business opportunities available for both sides.

**Indo- Africa ICT Expo 2015** continues to be the one-stop venue for the ICT industry

- To source for the latest industry -specific technologies and innovations to adapt and respond to challenges and opportunities
- To establish a platform in Africa where supply & demand is met in the entire gamut of IT & Telecom
- To determine future directions of the Information Technology and Telecom sector
- To provide wider opportunities for African and Indian companies to stand out with their distinctive products through exhibition and networking activities
- To address critical issues within African markets

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- To establish strategic partnerships among key players of the ICT ecosystem
- To identify M & A opportunities as well as Joint Ventures & Business Matching
- To establish brands in Africa's fastest growing markets
- To engage with high-quality leads and build long-lasting relationships with leaders and potential investors in the market features

The **Indo-Africa ICT Expo 2015** is launched by **Hon'ble Minister of Communications & IT Shri Ravi Shankar Prasad and Cabinet Secretary, Ministry of Information, Communications & Technology, Kenya, H.E Dr. Fred O. Matiang'i**, in the august presence of Secretary, Telecom, Additional Secretary Commerce, other dignitaries from Government, High Commissioners / Ambassadors of neighboring Africa Countries & Industry and high level delegation from Kenya on 7<sup>th</sup> July 2015, at New Delhi, India.

We would like to invite you to be a part of **Indo- Africa ICT Expo 2015** and showcase your products / services pertaining to the following technologies;

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| <ul style="list-style-type: none"> <li>• 5G / 4G / LTE</li> <li>• Big Data Management</li> <li>• Broadband</li> <li>• Business Analytics</li> <li>• Cloud computing</li> <li>• E-Governance</li> <li>• Enterprise Services</li> <li>• IT- Software &amp; Hardware</li> <li>• IPTV+</li> <li>• IPV6</li> <li>• Internet of Things (IoT)</li> <li>• Infrastructure and Network Solution</li> </ul> | <ul style="list-style-type: none"> <li>• Mobile Security</li> <li>• Mobile Software Application</li> <li>• Machine to machine Communication</li> <li>• Network Operations &amp; Infrastructure</li> <li>• KPO/BPO/LPO</li> <li>• Quality of Services</li> <li>• Smart Phones &amp; Devices</li> <li>• Telecommunications &amp; Networking solutions and equipment</li> <li>• Telecom Energy &amp; Power System</li> <li>• Training and skill development</li> </ul> |
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- M2M
- Mobile Apps/Applications
- Mobile Money
- Mobile Devices & Accessories
- Mobile Commerce
- Telecom Regulatory Issues including Technical audits
- Telecom & IT Consultancy
- Telecom Energy & Power System
- VoIP Service
- Value added services

Now the registration is opened for exhibition, conference and sponsorship at Indo-Africa ICT Expo 2015 website [www.indoafrica-ictexpo.telecomepc.in](http://www.indoafrica-ictexpo.telecomepc.in).

## **Show at a glance**

### **Indo- Africa IT & Telecom Expo 2015**

Date: 28 – 29 September 2015, Monday - Tuesday

Venue: Tsavo Ballroom, Kenyatta International Conference Centre (KICC), Harambee Avenue, Nairobi, Kenya

Opening Hours: 28 – 29 Sep 2015, 10.00am – 6pm

### **Indo- Africa ICT Summit 2015**

Date: 28 – 29 September 2015, Monday - Tuesday

Venue: Arberdares/Lenana, Kenyatta International Conference Centre (KICC), Harambee Avenue, Nairobi, Kenya

Opening Hours: 28 – 29 Sep 2015, 10.00am – 6pm

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