

# YourTechLive Summit opens its floor for all consumer technology experts

Set to champion the growth and expansion of the consumer electronics market across the African continent, the YourTechLive Business Summit will run alongside the YourTechLive exhibition, which takes place at the Sandton Convention Centre. Having researched the market and spoken to several leading international brands, the organisers of the YourTechLive exhibition are adding a fully-fledged two-day conference to its full-value-chain consumer technology and electronics exhibition. The event takes place 27-28 May 2015.



The aim of the summit is to enhance the development of a robust consumer electronics market throughout Africa, to foster international trade relations and to boost the creation of new businesses, particularly e-commerce. It will challenge current distribution and consumer choice. It will shine a light on what consumers in Africa should be offered and how competition for those markets should be keen, fierce and, above all, transparent. The YourTechLive Business Summit will attract local and international manufacturers, distributors and retailers of electronic products as well as international trade commissions.

## Topics to be discussed include:

- attracting foreign manufacturers - allaying fears of the international community to trading in Africa;
- building consumer electronics products for a sustained future;
- cross-border trading in consumer electronics - the pitfalls, requirements and opportunities; expanding e-commerce retail operations into Africa;
- cashless payment options;
- formation of a consumer electronics association that seeks to address the growing need for eCycling and which will address policy in consultation with governments across the continent; and regulations and processes for registering new electronic products.

"Africa has shown its appetite for the latest technology but it has been clear for a while that the infrastructure hasn't enabled the latest and most innovative consumer tech to reach ordinary Africans. Your Tech Live is built to do just that," commented Paul Dunne, the founder of YourTechLive

Now that the consumer electronics sector in Africa is internationally recognised as being the fastest growing global market, a business-networking forum will run concurrently with the main product showcase. Here, manufacturers can display the latest and greatest they have to offer and interact with buyers and distributors and garner orders while tech savvy consumers can touch, play and interact with gadgets and technology that will enter the market.

"We've been hearing about how Africa is rising for years and this is one of the events that confirms it, especially with the calibre of someone like Paul Dunne who doesn't tell anyone it was him who turned Mobile World Congress into the powerhouse conference it is now," says Toby Shapshak, Editor and publisher of Stuff magazine. Shapshak is Chairman of the YourTechLive Advisory Board, and responsible for coordinating industry commentary to ensure that the topics remain fresh and topical.

For more information, go to [www.yourtechlive.com](http://www.yourtechlive.com).

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