

Leading tech agency joins VAS Africa and AfricaCom as media partner in Africa

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DUO Marketing and Communications, a specialist B2B tech PR and digital marketing agency, is proud to be a media partner for this year's [VAS Africa](#) and [AfricaCom](#) conferences.

"As a digital PR consultancy servicing technology clients, it makes sense for us to partner with the leading mobile and telecoms conferences on the annual events calendar. These conferences are core to our market and the customers we serve," says Judith Middleton, CEO of DUO Marketing and Communications.

Experts from the mobile Value Add Services (VAS) ecosystem will gather at [VAS Africa](#) to address the challenges and opportunities presented by an increasingly complex digital value chain. VAS Africa promises to have over 40 industry leading speakers and more than 500 attendees.

High-speed technology's impact on content, and developments in m-commerce will be on the agenda, to drive new business strategies and meet growing market demands.

"We service clients across the continent in the e-commerce and mobile transaction space and we are witnessing the opportunity and potential impact mobile has on the African payment landscape, first hand," Middleton says.

[AfricaCom](#) will host senior decision makers driving the debate on Africa's digital transformation and the controversial push for over-the-top (OTT) services in Africa.

"Now more than ever, our telecoms providers are facing pressure from OTT services. The changes are imminent and operators will have to evolve their products and services offering to guarantee future revenue and customer loyalty," says Middleton.

The theme of this year's AfricaCom conference is innovation, transformation and leadership for a digital Africa. The conference will have more than 300 visionary speakers and over 9,000 attendees.

"Technology, we believe, is the continent's greatest opportunity to fast track transformation. We are relentless supporters of the opportunities these innovations enable for the people of Africa and are fortunate to learn at events such as these, from some of the greatest minds in the industry" she says.

Both not-to-be-missed conferences provide opportunities for knowledge sharing, business networking and industry peer meetings.

VAS Africa takes place on 30 June and 1 July in Johannesburg and AfricaCom from 17 to 19 November in Cape Town. To find out more and to register, visit: <http://vasafrica.comworldseries.com/> and <http://africa.comworldseries.com/>

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