

## South African contingent off to SXSW



AUSTIN, TEXAS: SXSWWeek kicks off tomorrow, Friday 12 March until Sunday, 21 March 2010, and this year an entire [contingent of South African](#) media, advertising, social media and mobile media professionals have been descending upon Austin, Texas, over the past couple of days to attend this convergence of original music, independent films, and emerging technologies. Old Mutual is sponsoring well-known South African columnist [Ivo Vegter](#) to attend and cover SXSW: read his blog posts at <http://sxswsa.co.za>, follow him on Twitter at [@sxswsa](#) and read all the South African SXSW tweets using [Twitter Search](#) and [Bing Twitter Search](#). For more on the South by Southwest (SXSW) Conferences & Festivals, go to <http://sxsw.com> and watch the [Bizcommunity.com SXSW twitterfall](#).

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