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## EXPANDED CTICC HOSTS BIGGER AFRICACOM

An expanded Cape Town International Convention Centre assisted event organisers of AfricaCom to grow the event. The convention centre hosted the 20<sup>th</sup> annual AfricaCom – a conference and exhibition which is attended by senior decision-makers from global technology firms and reports on cutting edge tech development and products. The 13,000 delegates included representatives from leading international brands such as Huawei, Microsoft and Ericsson as well as digital start-ups, innovators, operators, content providers, and regulators from the tip to the top of Africa. The newly completed CTICC 2 enabled AfricaCom to launch the Technology Arena, a new feature dedicated to accelerating Africa's digital transformation. For AfricaCom, this meant 100 more exhibitors, three show floor content stages and a networking party to celebrate the socio-economic impact of digital connectivity.