

AKA and Black Motion to headline at 2017 AfricaCom AFest

AfricaCom, the continent's largest and most influential technology, media and telecommunications (TMT) event, has grown significantly over the past two decades, to the point where it has added on several external events to assist its attendees extend their business engagements - AFest was introduced in 2016 and was a resounding success.



The second annual staging of AFest, will be held at the Shimmy Beach Club in Cape Town on Tuesday, 7 November 2017. Multi award winning, hip-hop artist AKA, heads a line-up guaranteed to have festival goers fired-up and ready for the all-important AfricaCom event.

Joining AKA, is Black Motion – the collaboration of Robert (DJ Murda) Mahosana and percussionist Thabo “Smol” Mabogwane. With an expected 13,000 local and international delegates to flood the mother city for AfricaCom in 2017, AFest is a perfect place to network with high-level executives.

Nikki Broxup, head of marketing at KNect365, organiser of AfricaCom was enthusiastic about the line-up and the opportunities AFest presents. “Last year’s event was a resounding success, not only musically, but from a networking perspective too. We created several VIP hospitality suites within the confines of the AFest – which proved to be well supported during the inaugural staging of the event and will this year, be increased in number and size to accommodate the demand.

In addition to the number of AFest VIP options available, we have also taken into account the fact that AfricaCom is an ideal opportunity for delegate companies to host and entertain their own clients. We have consequently created a variety of packages to cater for these requests, as the feedback from the previous event concluded that AFest proved an excellent place for customers to do business, as unlike the golf course, no ‘competition’ is at play, only relaxation and entertainment.”

All passes to AFest include access to the main conference area, as well as exhibition halls, including the newly launched technology arena. Delegates attending AfricaCom 2017 are strongly encouraged to visit this area in particular.

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