



BizTechAfrica.com is the voice of Africa's ICT sector, providing a comprehensive overview of the ICT business of Africa, with up-to-date news, views and interaction for ICT players across the continent.

Biztechafrika.com launched its beta version on 1 June 2010, aiming to become the voice of the African ICT sector. To date, the response from readers has been highly encouraging.

BizTechAfrica.com supplies Africa's CEOs, CIOs, IT managers, vendors, other ICT professionals and businesses with all the news they need to know in a way that is relevant to them, while also showcasing African business and ICT achievement to the rest of the world, with a view to attracting investment and business for African players.

Our team of experienced journalists from across Africa strives to speak with the voice of the people, never Euro-centric, always truly African. Our representatives in key regions such as Botswana, Zimbabwe, Kenya, Nigeria, Ghana, Rwanda, Zambia and Malawi ensure that selected regions – each with their own section – are effectively covered and their readers kept up to date.

BizTechAfrica.com aims to grow to become the single, authoritative source of news and information about the ICT industry throughout Africa, through our news, features, archives and surveys. Providing a little light relief is our home-grown cartoon strip, TiTi-co, which we believe to be Africa's first localised ICT industry cartoon, which highlights the unique challenges of doing ICT business in Africa.

Already, we have over 44 000 unique users, and readers across the world. Unique reader numbers and page impressions are growing sharply, despite the fact that the site has so far undertaken no marketing campaigns, preferring to complete development and fine-tune the product before we went to market in a big way. However, readership growth and comments from our readers indicate that this niche market is hungry for Biztechafrika's style of professionally-delivered, relevant ICT business news.

We present our advertisers with a compelling business case – a marketing channel we are confident will fast grow into the only platform for ICT business communications across the African continent. And our unique Virtual Showrooms allow vendors to demonstrate their products and solutions using varied digital multimedia tools, taking their representatives "virtually live" across Africa at the click of a button.

Comments from some of our readers:

"I'll bookmark your web site and take the feeds."

"Please keep us informed like this. Thank you for sharing."

"I have to first of all give praise to whoever created your theme and second of all to you for writing what I can only describe as a fabulous article."

"Great article! Thank you very much for posting."

"I enjoyed your article by the way."

"I love this site."

"I really enjoy it - keep it up."

Since we strive to represent ICT business across the continent, we welcome thought leadership articles, columns, news leads and photographs for publication.

To advertise with us, contact sales@biztechafrika.com

To post jobs available, contact news@biztechafrika.com

To submit columns or alert us to news and events, contact news@biztechafrika.com