Virtual Colloquium

Opportunities in Mobile Applications Development Market in South Africa

24 November 2021

AGENDA

Moderator: Emeritus Professor Barry Dwolatzky Director of Innovation Strategy | Office of the Deputy Vice-Chancellor: Research & Innovation Director: Joburg Centre For Software Engineering (JCSE) | School of Electrical and Information Engineering	
09:00 – 09:05	**Welcome and Introduction** **Dr Senelisiwe Ntsele** Chief Director: Productivity, Entrepreneurship and Innovation Department of Trade, Industry and Competition
09:05 – 09:15	**Message of Support** ***Mr Fikile Majola (MP)*** Deputy Minister of Trade, Industry and Competition
09:15 – 09:30	Topic - Localisation in the technology space: How technology developments can support the economy **Mr Eustace Mashimbye** CEO: Proudly South African
09:30 – 09:40	Topic - Empowering the youth the build a digital future **Ms Nicoli Koorbanally** CEO: mLab South Africa
09:40 – 09:50	Topic - Overview of Google play store and Google play store academy **Ms Abongile Mashele** Senior Manager Govt Affairs and Public Policy: Google (SA)
09:50 – 10:00	Topic - Strides made by young app developers and how they can further be helped to develop their skills and get products to market **Mr Mixo Ngoveni** Founder and Chief Executive Officer: Geekulcha

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Department:
Trade, Industry and Competition
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Innovation Catalyst for Gauteng City Region

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Time	Topic / Speaker
10:00 – 10:10	Topic - Digital Platforms and Opportunities **Ms Jeanette Morwane** Chief Director: ICT Innovations Department of Communications and Digital Technologies
10:10 – 10:20	Topic - Partnering to accelerate industry growth in Mobile Application Development **Mr Sbusiso Mkhombe** Cloud Engineer: IBM
10:20 – 10:30	Topic - Community as a tool to supporting Africa's entrepreneurs **Mr Khaya Zulu** Developer Advocate: SovTech
10:30 – 10:40	Topic - Mobile Apps Development in the context of Foundational Digital Capabilities Research **Mr Llanley Simpson** Director: ICT and Service Industry: Department of Science and Innovation
10:40 – 10:50	Topic - Investing in the app ecosystem to unlock potential for emerging businesses and consumers **Mr Kholo Magagane** Head of Marketing: MTN Business
10:50 – 11:00	Topic - Recommended strategies to grow the South African mobile app development industry **Ms Michaela Johnson** Marketing Coordinator: Bluegrass Digital
11:00 – 11:10	Topic - Gap between what universities are teaching and what industry expects from our students in the mobile space **Mr Mark Muwanguzi** - confirmed Computer Engineering Lecturer: Tshwane University of Technology
11:10 – 11:20	Microsoft ❤ Developers **Ms Lebogang Madise** Azure Developer Engagement Lead: Microsoft (Middle East & Africa)
11:20 – 11:30	Topic - Continuous testing of (Mobile Applications) **Mr Modikoe Meletse** HOD: Application Development and Maintenance- State Information Technology Agency

11:30 – 11:40	Topic - Is it practical to secure and protect IP in the App Development Domain – Navigating the 'me too dilemma' **Mr Thabang Mpye** Head: ICT - Technology Innovation Agency
11:40 – 11:50	Topic - Employing young people in developing mobile apps and bringing them to market **Mr Bethuel Lebeya** Chief Technology Officer - Command Quality
11:50 – 13:20	*Questions & Answers / Discussion Session*
13:20 – 13:30	**Synthesis and Closing Remarks** **Dr Andrew de Vries** General Manager: Digital Economy The Innovation Hub