



# University Of The Western Cape

## The Faculty of Economic and Management Sciences



### Thought Leadership Series on the Digital Economy - 13 November

Through the use of mobile devices (smartphones and tablets) our mobility as humans – physically, intellectually, and operationally – gets new meaning: we are able to transcend many limitations of time, distance, location and human capability. Rightly so, the developments regarding the use of these technologies are often described as a “mobile transformation” and it impacts both work and life. The new world of mobility does not only imply more power to those who were users of ICTs already, but also to the “mobile first” generation, to countries and communities that can leapfrog preceding gradual stages of technology development. Many more people benefit, and people benefit in many more ways.

Doing business in this new context requires us to think anew. Questions we need to respond to are: (i) who really benefits from the digital economy?; (ii) how does mobility transform life and business in countries on the African continent and what are the implications for us?; (iii) what are the key technology and business drivers of this mobile transformation; and (iv) what do we need to do to make Enterprise Mobility more affordable and available to the continent? Given digital technologies’ ability to augment human capabilities, the concept of Cognitive Business comes to the fore: What is Cognitive Business and what does it have to do with Digital Transformation?

To deliberate, share and explore this topic in more depth, please join us on 13 November for the third discussion in the 2015 Thought Leadership Series on the Digital Economy.

**Topic:** Why Africa business has to go mobile? Is Mobility the key to Digital Transformation?

**Speaker:** Mr. Kristofer Kimbler, Business Development Executive, IBM MEA, Telco Enterprise Mobility & M2M Solutions



The Thought Leadership Series is an initiative of the Economic and Management Sciences Faculty aimed at providing a shared platform for the world of inquiry and analysis, on the one hand, and the world of work, on the other, to discuss, explore, learn and research on matters relating to the digital economy. In this way we can enhance our individual and collective ability to engage with this new set of challenges and opportunities.

We look forward to your views, experiences and inputs.

**Venue:** School of Public Health, University of the Western Cape, Bellville

**Program:**

07:30 – 07:45	Light breakfast	
07:45 – 07:55	Opening and welcome	Prof. Kobus Visser (Dean: EMS Faculty)
08:00 – 09:00	Guest Speaker	Mr. Kristofer Kimbler
09:00 – 09:30	Questions and discussion	

Kristofer is a Business Development Executive at IBM responsible for Telco Digital Services including Mobility, IoT/M2M, API Management, Commerce, Marketing and Customer Engagementsolutions. He has been working in the region since 2011. Kristofer has 35 years of experience in the Telecom and ICT industry and a long record as a founder and CEO of successful Swedish high tech start-ups. Earlier, at the beginning of his career he spend over a decade in academia and was engaged in European applied research programs in the area of Telecom software architectures and standards. He also worked as market analyst, strategy consultant and was on the board of a number of high tech companies. Kristofer is a regular speaker on industry conferences and author of over 35 papers, market reports and books.

Seats are limited so please book early.  
Click here to RSVP with Ms Melissa Maans

