

# MEF Africa embarks on study of mobile businesses

MEF, the global community for mobile content and commerce, in partnership with KPMG has embarked on a major study of mobile businesses in Ghana, Kenya, Nigeria and South Africa.



With the mobile industry [contributing 3.5%](#) towards to continent's total GDP and being home to some of the world's fastest growing economies, the African mobile market is forecast to quadruple in seven years, growing from a combined value of US\$60 billion in 2013 to around US\$245 billion in 2020.

The MEF Africa Office was launched in 2012 supported by Vodacom. The independent report will highlight major mobile content and commerce trends that are driving this growth, assessing business confidence and help lay the foundations for a sustainable mobile future.

The results of the study will be published at MEF Connects AfricaCom in November. To take part in the study please [complete a 10 minute online questionnaire](#). As an added bonus, MEF member, Samsung Africa, has provided four Galaxy S4s and survey respondents will be entered into a draw to win one of these smartphones.

## Barriers still exist

Jo Crawshaw, MEF Africa general manager said: "Despite the impressive growth and countless innovations coming out of Africa, barriers to market entry still exist. Challenges for those navigating the various regulatory environments and infrastructural issues, amongst others, are often cited as obstacles.

"MEF is in a unique position to have both global and local members working in this region and the study will provide a deep dive into business confidence, opportunities and challenges for mobile content and commerce in South Africa, Kenya, Ghana and Nigeria."