

## **Microsoft introduces 4Afrika Initiative**

In a drive to increase the global competitiveness across Africa, Microsoft has begun its 4Afrika Initiative, which will roll out smart devices to young Africans, get 1 million African firms online and help train a further 200,000. As part of this project, Microsoft and Huawei will be introducing a Windows Phone 8 designed specifically for sale in Africa.

Microsoft will be launching the project initially in Angola, Egypt, Ivory Coast, Kenya, Morocco, Nigeria and South Africa towards the end of February. A pilot project has already been conducted in Kenya to provide effective internet connections to large sections of the country. More pilots are also planned for East and Southern Africa.

For more information on the project, click here

[http://www.microsoft.com/en-us/news/Press/2013/Feb13/02-04AfrikaPR.aspx?utm\\_source=Daily+Media+Briefing&utm\\_campaign=ab3ac92890-Daily\\_Media\\_Briefing&utm\\_medium=email](http://www.microsoft.com/en-us/news/Press/2013/Feb13/02-04AfrikaPR.aspx?utm_source=Daily+Media+Briefing&utm_campaign=ab3ac92890-Daily_Media_Briefing&utm_medium=email)

(Source: Microsoft)

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