

## Press Release

### Digital Impact Awards Africa seals Partnership with NITA-Uganda

#### Maximising the Digital Dividend

**Kampala, July 28, 2014:** Digital Impact Awards Africa (DIAA) is pleased to announce that The National Information and Technology Authority of Uganda (NITA-U) has come on board as an official partner of the 2014 DIAA to be held on Thursday 21st August at Sheraton Hotel. It joins CyberPlc Limited and HiPipo (U) Limited the other two partners.

"We are extremely happy to have NITA-U on board as a major DIAA partner. Considering their experience in areas of information and technology, NITA-U will offer strong support and guidance to this digital usage, innovations, adoption, research, appreciation and awards project," Innocent Kawooya, CEO HiPipo, noted on behalf of the other partners.

NITA-U is an autonomous statutory body established under the NITA-U Act 2009, to coordinate and regulate Information Technology services in Uganda under the general supervision of the Ministry of Information and Communication Technology (MoICT).

NITA-U's Executive Director, James Saaka explained that joining this initiative is backed by the fact that the Digital Impact Awards Africa are in line with the authority's central functions in the Information and Technology space.

"The Digital Impact Awards is in line with NITA-U's core functions of promoting IT innovations, Research and Development in the context of social and economic development of the country," Mr Saaka said, further elaborating;

"In particular, the two objects are; to promote and provide technical guidance for establishment of e-Government, e-Commerce, and other e-Transactions in Uganda. To undertake and commission research as may be necessary to promote the objects of the authority."

Under the theme maximizing the Digital Dividend, the DIAA project aims to: discover, promote, encourage and reward innovation and best practices for mobile, web, social, digital finance and cybersecurity applications.

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## About Cyberplc Limited

We regard cybersecurity not as an end unto itself. We instead see the cybersecurity controls deployed to protect information, people and physical assets as means to an end. The end of the technical, procedural, personnel and physical security controls is to help ensure that critical information infrastructure works reliably and continues to support business processes even under attack.

We are routinely commissioned to engineer and validate security controls around systems handling vast volumes of sensitive, "Classified" or "Protectively Marked" data. Thus, we help Governments, citizens, consumers, regulators and enterprises operating critical information infrastructure (CII) to gain confidence around the adequacy of controls in place to mitigate cyber threats and risks.

We understand the benefits and limits of technical tools because our core expertise lies in the technical Internet security domain. Therefore, to help you protect against threats to core business processes, we combine technical solutions with procedural, personnel and physical security controls. Our balanced approach helps you select the security controls that match the risks, needs and circumstances of your specific organisation.

## About HiPipo

HiPipo is a digital agency offering the following

### 1. Digital Marketing

We are responsible for the strategy, design and development of some of the most influential digital experiences through effective use of social media, web and mobile platforms.

### 2. Consulting, Research and Advisory

We provide proprietary market research on digital usage. We offer digital strategy consulting and advisory services to Business and Technology leaders.

### 3. Digital Media

Our digital media arm, HiPipo.com, focus on Music, Business and Technology.

### 4. Events

HiPipo organizes top notch corporate and social events such as the annual HiPipo Music Awards, Digital Impact Awards Africa and the ShowBiz League

## Contact Us

For any HiPipo related inquiries, please contact us, on  
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