

Press Release

Digital Impact Awards Africa to promote Digital Innovations for Financial Inclusion

Kampala, July 28, 2014: As part of its contribution to national economic growth efforts, Digital Impact Awards Africa (DIAA) will strongly promote digital innovations for financial inclusion. The theme for the inaugural awards event is "Maximizing the Digital Dividend with Digital Innovations for Financial Inclusion". The inaugural DIAA in partnership with National Information and Technology Authority of Uganda (NITA-U), CyberPlc Limited and HiPipo (U) Limited will be held on Thursday 21st August at Sheraton Kampala Hotel.

DIAA aims to discover and promote innovations and best practices for web, mobile, social, cybersecurity and digital financial services. East Africa has seen innovation and deepening of digital financial services focused on financial inclusion. Professor Emmanuel Tumusiime-Mutebile, Governor, Bank of Uganda, recently at African Mobile Phone Financial Services Policy Initiative (AMPI) Leaders Roundtable pointed out that "Mobile financial services have been catalyzed by exponential growth." The Awards would support efforts of the Bank of Uganda's Digital Financial Inclusion Project by ensuring that financial institutions "take advantage of new technologies to increase access to financial services, while at the same time protecting consumers."

During the International Financial Inclusion Summit held in July 2014 in Kigali, H.E Paul Kagame called for fast-tracking of the creation of tools and the appropriate use of technology to help expand access to modern financial services to enable the country's citizens to effectively save their earnings and invest carefully. The project dividend will be shared across Africa such as in Rwanda where the National Bank of Rwanda (BNR) has spearheaded the financial inclusion agenda.

The awards categories covering financial services have nominees from Banking and Telecommunications sectors. The categories are Best Digital Financial Service and Best Digital Financial Service Innovation. Other awards categories such as Best E-Commerce, Best E-Service and Digital Brand of the Year are evaluated with a strong focus on how they deploy innovative digital payments.

Cybersecurity is a cross-cutting theme for the Awards because of the growing realisation that financial institutions and their supply chain are vulnerable to cyber attack. Cybersecurity is of interest to different financial inclusion stakeholders because insecure technology-based financial service delivery channels risk eroding customer confidence, imperil the financial inclusion agenda and thus reduce economic growth.

At the awards event we shall have a speech on the "**Cybersecurity Challenges in the technology-based financial services.**"

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About Cyberplc

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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