

[youtube:<http://www.youtube.com/watch?v=TjstgmfarAU>]Comment on video: "I have visited Africa many times - including South Africa where this video was recorded. Smartphones have done more to accelerate economic growth in Africa than any other technology innovation - and the killer application until recently was of course SMS messaging."

Content of this video: Bottom of pyramid and how most mobile phone sales in future will be to people on low incomes. Consumer choices, behavior, customer insight, emerging middle class in nations like India, China, Indonesia, South Africa, Nigeria, Phillipines, China, Malaysia, Russia, BRICS nations, Brazil, Latin America and Asia. Impact of SMS on personal and business life. Social impact of smartphones and mobile commerce, mobile payment systems - banks and banking. Changes in consumer behaviour. Lecture for Dimension Data.

* Patrick Dixon has given keynote presentations on a wide range of emerging markets issues in Central America, Latin America, Central Europe, Eastern Europe, Baltic States, Middle East, Africa, Central Asia and South East Asia. He has been a conference speaker at events in Barbados, Belarus, Brazil, Burundi, China, Czech Republic, Democratic Republic of Congo, Egypt, Estonia, Fiji, Estonia, Hungary, India, Kazakhstan, Latvia, Malaysia, Mexico, Morocco, Nigeria, Panama, Poland, Romania, Russia, Saudi Arabia, Singapore, Slovakia, Slovenia, South Africa, Thailand, Turkey, Ukraine, Uganda, United Arab Emirates and Zimbabwe.