



Southern Africa Telecommunications Association

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Telkom

Date: 11th February 2025

Ref: Annual Conference/2025/Invitation

TO: Members and Cooperating Partners
ICT Industry

For your reply

Contact: Jacob Munodawafa
Executive Secretary

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Dear Sir/Madam,

**Subject: 45th SOUTHERN AFRICA TELECOMMUNICATIONS ASSOCIATION (SATA)
ANNUAL CONFERENCE 2025, SANDTON CONVENTION CENTRE, SANDTON,
JOHANNESBURG, SOUTH AFRICA, 23 -25 APRIL 2025**

As was approved during the 44th SATA Annual Conference, I am glad to announce that the 45th Southern Africa Telecommunications Association Annual Conference will take place at **Sandton Convention Centre, 161 Maude St, Sandown, Sandton, 2196, Johannesburg, South Africa, from 23 to 25 April 2025 hosted by Telkom/Openserve**. Southern Africa Telecommunications Association (SATA) and Telkom/Openserve are delighted to invite all Members, the ICT industry and our stakeholders to this important annual gathering. The Annual Conference digital space is available on the digital platform <https://sata-sec.net>

The Theme and sub-themes as approved last year are:

THEME	ICT CONNECTIVITY AND SERVICE DELIVERY FOR THE BENEFIT OF ALL: TRANSFORMING OUR SOCIETY THROUGH BROADBAND AND ICT DEVELOPMENT
SUB-THEME 1	CONNECTING SADC REGIONALLY AND INTERNATIONALLY THROUGH ICT INFRASTRUCTURE AND SERVICES.
SUB-THEME 2	HARNESSING THE POWER OF AI AND EMERGING TECHNOLOGIES

All Members and Cooperating Partners going to attend are kindly requested to bring organizational banners (one per Member) which will all be placed at the venue in the exhibition space for marketing purposes. Non-SATA Members are welcome to consider taking up sponsorships by sponsoring an activity like lunch,

dinner, cocktail, and delegates giveaways. Also, the sponsors are welcome to consider contributing to the SATA Sponsorship Fund (SSF).

The contacts for sponsorships are as follows:

Openserve (Conference Activity Sponsorship)	Name	Nyiko Mashele
	Email	NyikoM2@openserve.co.za
	WhatsApp	+27 81 520 4374

Southern Africa Telecommunications Association (Contribution to the SATA Sponsorship Fund (SSF))	Name	Belmira Nhabangue
	Email	sata@sata-sec.net
	WhatsApp	+258 84 398 8374

Why Should You Attend

The Annual Conference is the annual event whose main objective is to prepare and approve the projects, programmes and budget for the new financial year. The Annual Conference brings together influential C-level and senior experts in the ICT industry from various organisations from within and outside the Southern African Development Community (SADC) region. Furthermore, the Annual Conference provides an opportunity for vendors and industry solution providers to meet many potential customers in one place at the same time.

Who Should Attend

The presence of representatives from your organizations during this conference is important to influence and support the implementation of regional initiatives, projects and strategies. We expect the attendance of Board Members, C-level and senior managers from both technical (network planning, design and operation), commercial, finance, fraud management and revenue assurance. We look forward to big delegations from all organizations joining the annual gathering in Kasane.

Annual Conference Structure

The Structure of the Annual Conference comprises of sessions on Technology, Infrastructure, Policy and Strategy (TIPS) which will be held from the 23rd to the 24th of April 2025 to prepare the RECOMMENDATIONS to be approved during the last open plenary session on the 25th of April 2025. As was adopted in SWAKOPMUND in 2023, all participants including Board Members and CEOs should attend the conference from day one on the 23rd of April 2025. All the conference sessions will be open to all participants. There are plenary sessions, where presentations by the Members and the industry will be made. These are capacity building sessions during which delegates share knowledge, information and ideas about the latest industry and business developments. There is also an opportunity for Members and the industry to organize private bilateral meetings and exhibitions during the conference.

Plenary Sessions and Private Meetings

The Annual Conference is attended by C-level delegates and vendors and the suppliers are strongly encouraged to attend to make presentations during the plenary sessions. It is a once-off annual event in our region where the industry has the opportunity to meet the regional CEOs at a single venue. Members, Non-SATA Members and the industry wishing to book private meetings should submit their requests to the Secretariat so that the facilities for the private meetings are allocated accordingly.

Transport and Hotel Bookings

All delegates are requested to organise their own transport from and to the airport and during the meetings. Also, participants are requested to make hotel bookings directly with the hotels and preferably stay at the

venue. Once the conference venue is announced, all delegates are kindly requested to use the AI powered Internet to search and book hotels.

Annual Conference 2025 Contacts

The following people are available to provide support and assistance during the Annual Conference.

Team SATA

(SATA Email: sata@sata-sec.net)

Belmira Nhabangue, WhatsApp: +258 82 429 7470, Email: belmiraantonio@gmail.com

Nhlanhla Dlamini, WhatsApp: +268 7802 7261, Email: nhlanhlasdlamini@gmail.com

Openserve

Nyiko Mashele, WhatsApp: +27 81 520 4374, Email: NyikoM2@openserve.co.za

We look forward to all Members and the industry coming to South Africa and contributing to the development and future of our sector.

Yours faithfully,



Jacob Munodawafa

Chief Executive Officer and Executive Secretary