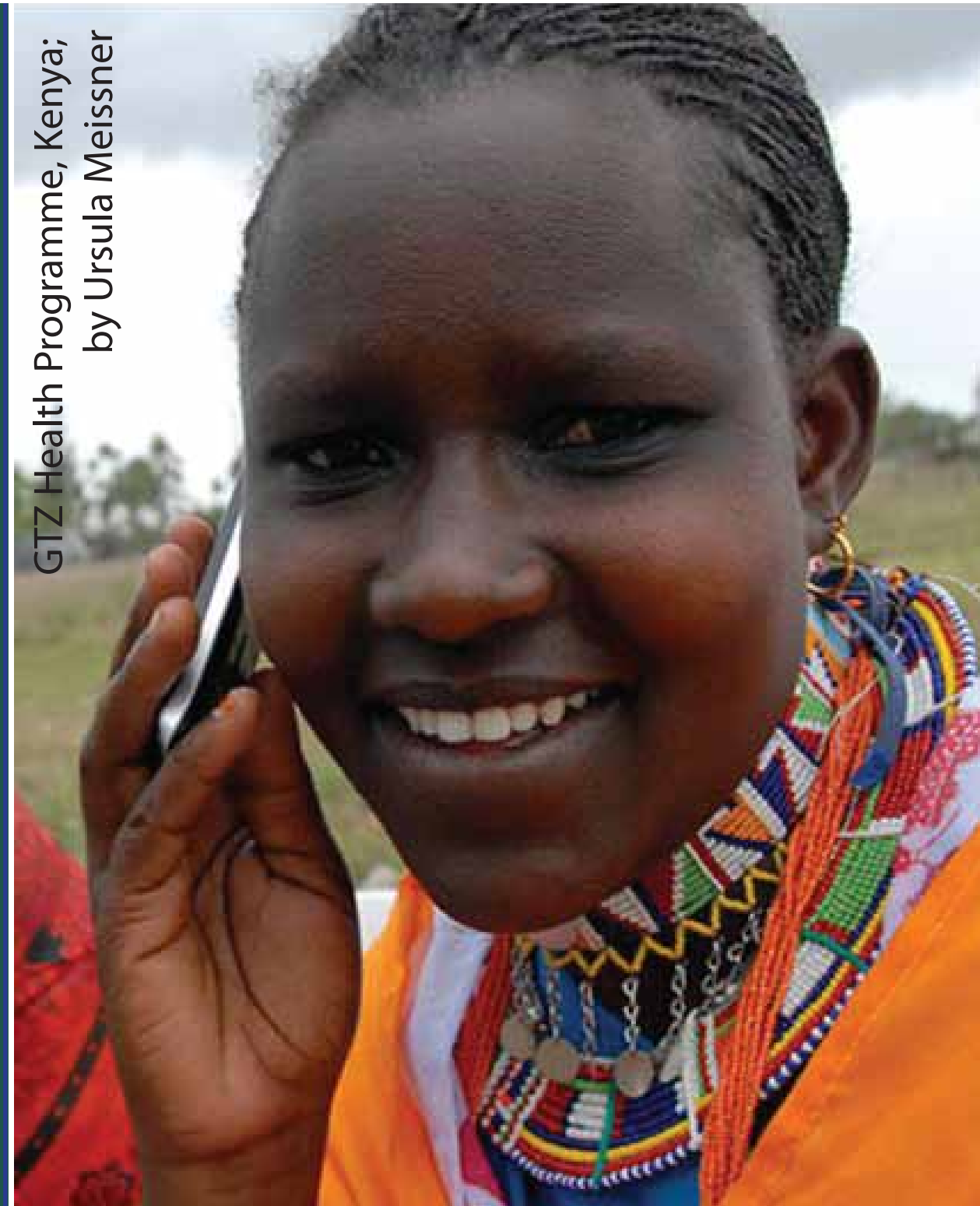


Kenya's Telecom Revolution and the Invention of Mobile Money

The remarkable story of Safaricom told by CEO Michael Joseph

Safaricom, the leading mobile network operator in Kenya, has transformed from an inefficient state-owned telecom operator to East Africa's most respected company and largest taxpayer. Safaricom launched a mobile banking service called M-PESA, now used by 13 million Kenyans. M-PESA allows transferring money via SMS without requiring users to have bank accounts. Michael Joseph will tell one of Africa's greatest economic success stories.

GTZ Health Programme, Kenya;
by Ursula Meissner



This event is part of the Africa Region Speaker Series "Success Despite the Odds"

OPENING: **Ngozi Okonjo-Iweala**

*Managing Director
World Bank*

PANELISTS: **Philippe Dongier**

*Sector Manager
Information & Communication Tech.
World Bank*

PRESENTER: **Michael Joseph**

*CEO
Safaricom*

Wolfgang Fengler

*Lead Economist
Africa Region
World Bank*

MODERATOR: **Shantayanan Devarajan**

*Chief Economist
Africa Region
World Bank*

Friday

November 12, 2010

12:00 PM - 1:30 PM

Light lunch will be served

Auditorium J1-050

World Bank J Building

18th Street & Pennsylvania Ave, NW

Washington, DC

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