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Press Release

DotAfrica (.Africa) Roadshow launches at the African Union Headquarters

Addis-Ababa, 03 July 2017: The roadshow to officially launch the new **.africa** (dotAfrica) geographic Top Level Domain (gTLD) kicked off at the 29th African Union (AU) Summit held at the African Union (AU) Headquarters in Addis Ababa, Ethiopia on Monday, 03 July 2017. During the Assembly of the Heads of State and Government of the AU, the Chairperson of the African Union Commission (AUC), H.E. Moussa Faki Mahamat kick started the Africa wide **.africa** awareness campaign across the continent.

This awareness campaign symbolizes the importance of Africa finally having achieved a single platform for a united digital identity, and how this will allow the continent to both uplift itself and contribute to the global digital economy. Speaking during the roadshow launch, H.E. Dr. Amani Abou-Zeid, Commissioner for Infrastructure and Energy at the AUC, stated that this monumental milestone will go down in history as an example of Africans from all walks of life working together to achieve a common goal and purpose. Furthermore, **.africa** represented to the AU Member States an opportunity for the continent to forge a unique online identity which would associate products, services and information with the continent and people of Africa.

During the launch of the roadshow, the **.africa** flag was officially handed over to the **.africa** team in the Nelson Mandela Plenary Hall. The Chairman of the AU, H.E. Alpha Condé, handed over the **.africa** flag to the Chairperson of the AUC, H.E. Moussa Faki Mahamat who in turn handed it over to the **.africa** team, represented by Mr. Lucky Masilela, CEO of the ZA Central Registry NPC (ZACR). This long-awaited gesture signifies the beginning of the continental awareness campaign and victory walk. It also

signifies an end to the unwarranted delay in the delegation of **.africa** and the denial of the African people the right to their own digital identifier. Africa has finally prevailed.

With the flag, the **.africa** team will travel to AU member states for six months promoting the use of the domain name, culminating in the flag summiting Mount Kilimanjaro and eventually returning back to the AU in January 2018.

"We are extremely grateful to the AUC for its unwavering support throughout this long journey that began as far back as the OR Tambo and Abuja Declarations where it was resolved to use ICT to ensure the development of Africa. It is now time to create the next chapter in the **.africa** story as the general public begins applying for their chosen **.africa** domains this very week," said Mr. Mr Masilela.

"The **.africa** gTLD intends to promote African businesses, people and culture on the internet and will allow Africa to actively contribute to the digital economy. It is also a source of funding for the development of ICT projects on the continent," said H.E. Dr Abou-Zeid.

This gTLD brings the entire continent together as one united Internet community; enabling e-commerce, technology and infrastructure to flourish under one African umbrella.

.africa is unique in that it gives Africans that important sense of pride to help motivate them to achieve the very best for their continent and themselves. We appeal to all Africans to take ownership of **.africa** during General Availability because this new domain truly belongs to every African," concluded Masilela.

Tuesday, 04 July 2017 is the start of **.africa**'s General Availability phase where anyone can register **.africa** domains through Registrars listed here: http://registry.africa/registrars/.