



Google in Africa

Google's mission is to make the world's information universally available and useful. We are achieving this aim through a variety of efforts, including efforts to make current government and private sector information available to all people, helping new small businesses connect to the Internet, and helping many more Africans tell their stories on the web through free online services.

Already we have begun partnering with nations throughout Africa in many ways:

- We have partnerships with South African publishers and Kenyan publishers to include their content in Google Book Search.
- We have partnered with the Rwandan Ministry of Infrastructure and the Kenya Education Network, to provide tens of thousands of students in Kenya and Rwanda and Rwandan Government officials with Google Apps, giving them access to Gmail, Google Calendar, Google Talk, and Google Docs & Spreadsheets under their university's or government's domain for free.
- Through YouTube African media companies have been able to share their content with audiences all over the world. NTV Kenya's YouTube channel is one of the 50 most watched channels for YouTube UK.
- A number of organizations have recognized the power of Google Earth as a platform to communicate about issues of African importance. The Crisis in Darfur layer raises awareness about the ongoing unrest in Sudan, and Jane Goodall's Gombe Chimpanzee Blog illustrates the threats facing the Gombe National Park in Tanzania.
- We continue innovations in Mobile Technology and are providing access to the Internet on an unparalleled level. Already in many places around the world including Africa more users access the Internet via mobile phone than PCs. We recently completed a deal with Safaricom, the largest mobile carrier in Kenya, allowing their users to access Gmail directly from their mobile phones.

Apart from these partnerships Google is committed to help increase the flow of information throughout Africa through its foundation arm, Google.org.

Google.org aspires to use the power of information and technology to address the global challenges of our age: climate change, poverty and emerging disease. In collaboration with experienced partners working in each of these fields, we invest our resources and tap the strengths of Google's employees and global operations to advance several major initiatives and actively support several organisations, foundations and projects in Africa.

Amongst these are

- [HakiElimu](#) who aims at improving the quality of education in Tanzania by conducting critical research, conducting policy analysis, and stimulating public debate in the media
- Clark University for [Clark Labs](#) to support the development of a system to improve monitoring, analysis and prediction of the impacts of climate variability and change on ecosystems, food, and health in Africa and the Amazon
- [TEDGlobal / Sapling Foundation](#) to support the Fellows' Program which seeks to provide African entrepreneurs with financial and other philanthropic support, as well as communication technologies to make markets and governments more efficient

Google's early outreach efforts in the region are also aimed at universities. Through the engagement of the well-educated, technically savvy student populace and African academia more broadly, we seek to identify strategic initiatives that will serve to benefit regional capacity building. One of these initiatives is the [Google Gadget Competition](#) – a competition for the next generation of gadget developers in East Africa.

Google believes that access to the world's information will spur the development of thousands of new businesses. Long-term economic development requires local job creation and access to information though. Google, along with other companies, governments, and non-governmental agencies, shares the goal of supporting job and information creation across the entire African continent. For information on our openings as well as products and initiatives, please visit www.google.com/africaopportunities.

About Google Inc.

Google's innovative search technologies connect millions of people around the world with information every day. Founded in 1998 by Stanford Ph.D. students Larry Page and Sergey Brin, Google today is a top web property in all major global markets. Google's targeted advertising program, which is the largest and fastest growing in the industry, provides businesses of all sizes with measurable results, while enhancing the overall web experience for users. Google is headquartered in Silicon Valley with offices throughout North America, Europe, and Asia. For more information, visit www.google.com.