



## Discover the Lion – ICT

Your Business in Africa!

# IT's Africa

Discover the African ICT revolution



IT's Africa is the second in a series of seven 'Discover the Lion' workshops. While mobile phones have penetrated all of Africa, only 5% of the population has access to the internet. New infrastructures and new technologies are going to dramatically change this in the near future. In the next 24 months, up to seven glass fibre broadband cables will hit the coasts of Africa, at least 16 new communication satellites aim to serve rural markets at competitive rates, and new wireless technologies will carry signals a lot further than the proverbial last mile. And in some regions, businesses are more than ready and qualified to serve global markets.

For registration and information about the other 'Discover the Lion' workshops, please visit: [www.nabc.nl/site/events-upcoming.php](http://www.nabc.nl/site/events-upcoming.php).

'IT's Africa' is kindly hosted and supported by IBM.



## Date & Location

Wednesday, April 8<sup>th</sup>, 2009.

IBM, HDK Forum in Amsterdam, room Auditorium  
Johan Huizingalaan 765; 1066 VH AMSTERDAM

## Programme

13:30 – 14:00      Registration and coffee

14:00 – 15:30      Part I: Expert corner

Experts explain the dynamics in the African ICT sector and how they participate in it. Please find an overview of the confirmed speakers on the next page.

15:45 – 16:30      Part II: Exploring market impacts

Experts and participants together explore in detail the changes in the African ICT sector. Where exactly are the innovative niches? What are the time frames? How can you as a Dutch entrepreneur participate? Ask, discuss and brainstorm in small groups with the experts and your colleagues.

16:30 – 17:15      Part III: Overcoming obstacles

Overcoming obstacles requires expertise, creativity and the right partners. In part III of the workshop, the participants and experts help each other to anticipate and overcome potential problems. Special attention is devoted to finding appropriate partners for your business.

17:15 – 17.30      Closing remarks

17:30 – 18:30      Refreshments

**REGISTER BEFORE MARCH 25<sup>th</sup> 2009** WITH SUZANNE ZWARTJES  
([suzanne.zwartjes@nabc.nl](mailto:suzanne.zwartjes@nabc.nl)) or via [www.nabc.nl](http://www.nabc.nl). Costs are 45€ for NABC and STT members and 95€ for other participants.



## Confirmed speakers:



Dr. Mark Dean - IBM Fellow and Vice President,  
IBM GIO Africa team

IBM's Global Innovation Outlook (GIO) is 'a worldwide conversation about innovation that matters'. The GIO challenges business, politics, academia, and non-profits to collaboratively address some of the most vexing challenges on earth. The GIO is rooted in the belief that the very nature of innovation has changed in the early days of the 21st century. It is increasingly open, collaborative, multi-disciplinary and global. In 2007 Africa became a GIO focus. The participants were convinced, that Africa is poised to join – and change – the global economic landscape and technology is a key driver in the process.

Website: [www.ibm.com](http://www.ibm.com)



Drs. Paul Tjia – GPI Consultancy

Mr. Paul Tjia has a background in Information Technology and Cultural Anthropology. He has been dedicated to the execution of IT projects in developing countries for more than ten years. He is also the founder of GPI Consultancy, specializing in offshore sourcing. Currently, Paul investigates ways to stimulate IT cooperation between the Netherlands and Africa. He visited IT-service providers in Ghana, Nigeria and Kenya with the objective to develop a Dutch matchmaking program: "Outsourcing to Africa". Together with Professor Erran Carmel (Washington) he has written the book "Offshoring Information Technology – Sourcing and Outsourcing to a global workforce" (Cambridge University Press).

Website: [www.gpic.nl](http://www.gpic.nl)

**McKinsey&Company** Mr.Tarique Arsiwalla

During the last five years the telecom sector has shown an enormous growth in Sub-Saharan Africa. Mr. Tarique Arsiwalla, project leader at McKinsey & Company was involved in many projects in this sector across different countries. During his presentation he will draw a picture of the methods that telecom and internet providers use(d) to realize and spur these strong growth figures. *'Understanding the individual countries and its inhabitants were crucial...'*

Website: [www.mckinsey.com](http://www.mckinsey.com)



Mrs. Bernadette Huizinga

IICD creates practical and sustainable solutions using both modern media (such as computers, Internet, email and multimedia) and traditional media (such as radio and television) to connect people and enable them to benefit from ICT. Together with partners from the public, private and non-profit sector, IICD puts knowledge, innovation and finance to work. During her presentation Bernadette will give an insight into the dynamics and developments in the ICT sector at the local level, especially as concerns ICT entrepreneurialism and opportunities as seen by local players.

Website: [www.iicd.org](http://www.iicd.org)