



# PROGRAMME



**THEME: Creating an ICT-enabled Economy in the East African Community**

**Conference Programme**  
Kenyatta International Conference Centre, Nairobi  
7 – 8 September 2010

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## Programme

DAY 1: 7 SEPTEMBER 2010

10am CONFERENCE OPENING SESSION

THE FIBRE IS HERE – NOW WHAT?



**Welcome Address**

Dr Bitange Ndemo, Permanent Secretary, Ministry of Information & Communications



**Launch of the Dot Africa East African campaign**

Sophia Bekele, Executive Director, DotConnectAfrica, Ethiopia




**Capitilising on the opportunities in East Africa following the landing of submarine fibre cables**

Kai Wulff, CEO, Altech East Africa Stream, Kenya



**Satellite's continuing role in communications for development across the region**

Abdul Bakhrani, CEO, Intersat Group, UAE & Kenya

<p>Showcase Presentation <b>WIOCC</b> ...Africa connected the <b>EASSy</b> way</p>		<p>WIOCC-EASSy: The Opportunity for ISPs and Carriers <b>James Wekesa, Chief Commercial Officer, WIOCC</b> To cover: Challenges with current routes; Traffic diversion in the event of outages; Improving network resilience and route diversity.</p>
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**The role of the BPO sector**  
Nicholas Nesbitt, CEO, Kencall EPZ, Kenya

2pm

## CHALLENGES & OPPORTUNITIES IN SOFTWARE DEVELOPMENT

(Theatre 1)



**An innovation platform for content development for the empowerment of an ICT-enabled East African Community economy**  
Kevit Desai, Director of Engineering, Centurion Systems, Kenya



**Moving towards global acceptance**  
Caroline Juma, CEO, Kenya Computer Resources

We have the infrastructure ready; we are training our people to be ready; we have invested in hardware, software and networks; banks have promised us money if we clinch the deals. But how ready are we, really, to compete with the likes of India?



**The weak link: The pitfalls of raising venture capital for ICT enterprises in East Africa**  
Agosta Liko, MD, Verviant Consulting Services, Kenya



**CASE STUDY:**  
**From scratch to go - Verification of the genuineness of products through Verigen**  
David Svarrer, MD, Digital Age Institute, Kenya

Presentation about a solution to verify whether products are genuine. The focus is not marketing - but the technology behind, the development process from invention, planning, development, implementation, sales, scaling. Currently, more than 700,000 human beings die every year due to counterfeit drugs. What does it take - from scratch to go - to make a globally scalable solution? Which repeatable process steps does someone have to go through to create such a solution? Why was it launched from Nairobi and not from Geneva? How is the market responding? During this short presentation, David Svarrer will sensitise the business participants on the ICT Summit on the possibility of developing, marketing and selling professional software in Kenya - both locally and globally, with the aim focusing on what can be done by any Kenyan do grow their software business.

**Best practices from successful software development markets**

Kalpesh Desai, CEO, Agile Financial Technologies, India

There are valuable lessons to be learnt from software deployment globally. In this session, the focus will be on how the East African ICT industry can emulate the best practices of the industry, taking a cue from the India Story. The presentation will explore various processes and best practices followed by enterprises and how best to mitigate certain inherent risks prevalent in the region today.

2pm

**ICT-EMPOWERED GOVERNMENT**

(Theatre 2)



**Citizen rights to access information provided by Kenya’s new Constitution: The challenges posed for the State**

John Sergon, Acting ICT Secretary, Directorate of e-Government, Office of the President, Kenya

- Historical background
- Examples from other countries
- Effects and implication of the new law for state agencies
- Challenges



**The key role of ICT incubation in national and regional economic development**

Pius Walela, Research Programmes Co-ordinator, Stratmore Innovation Technology Transfer, Strathmore University, Kenya

4pm

**CORPORATE SYSTEMS FOR PRODUCTIVITY & COMPETITIVENESS – Part 1**



**It’s high time for Kenya’s boardrooms to go green**

Jyoti Mukherjee, CEO, Software Technologies, Kenya

Today Kenya is on the threshold of being an I T powerhouse and innovation leader in the region. However, internal company operations still remain paper-based. Every board meeting or committee meeting is a nightmare for the CEOs to produce 100s or 1,000s of copies of papers which ultimately go in files that are hardly referred to. And any time a director needs information, he calls the CEO to reproduce that document again. Does it sound familiar? Jyoti is going to discuss on how CEOs and their teams can save time and money and yet have all the past board meeting information & upcoming relevant information available at their fingertips with a highly secured eBoard System. This process will not only save the companies thousands of shillings and time but save trees of our continent and help the boards to truly go green.



**Strategic information – The key to organisational success**

Martin Rennhackkamp, COO, PBT, South Africa

It is no secret that Africa’s telecommunications industry is undergoing some significant - and what has said to be - exciting changes. Whilst such an ICT development is great for the economies across the continent, and while the current developments in Africa’s telecommunication infrastructure may present increased pressures; it also provides businesses with immense opportunity which should be capitalised on. One way of doing this is for organisations to invest in the right technology for this change – technology that will provide them with the opportunity to execute strategies that harness the power of information – ensuring organisational success! In order to achieve organisational success, information technologies like Business Intelligence and Advanced Analytics should be implemented efficiently, deployed pragmatically and utilised strategically, tactically and operationally. This presentation explains approaches on how this can be done and achieved throughout any organisation.

**Customer-centric hybrid communication solutions**

Ken Munyi, GM, Africa Online/iWay Africa, Kenya

The era of selling technology is coming to an end, ushering in a customer-centric solutions approach that focuses on the customer’s unique environment, needs and pain points and addresses these using the different technology options available in the market.



**Living on the service side – The story of the 4 Ps**

Roger Purdie, MD, Quintica, Kenya

Some would say that the job of every IT professional has become easier over time; just as many will disagree, but the reality is that the role of the IT professional has and is changing. New techniques need to be learned and the story of the 4 P’s will help provide an insight into service delivery in the “noughties” and beyond. With over 25 years of IT experience, many working in service management, Roger Purdie will use his unique approach to explain IT professionals and manufacturers need to stay on a service-centric path.



**IT Governance: How top CIOs manage IT decisions**

Harry Hare, Director, African eDevelopment Resource Centre, Kenya



## DAY 2: 8 SEPTEMBER

9am

### MOBILE APPS: THE NEW FRONTIER

(Theatre 1)



#### **Mobile money: Emergence of a new business ecosystem**

Andrea Bohnstedt, Publisher, ratiomagazine.com, Kenya

- How do the main providers work? MPESA, ZAP, bill payments etc.
- Mobile money payment systems: PesaPal.com and others
- The surge in ecommerce sites - small enterprises: Shopping, gifting, airtime, auctions, etc. Potential and learning curve.
- How large corporates are using mobile payments: Payroll services, paying for KQ tickets by MPESA, etc.
- Banks: Competition or co-operation or something in between? This is an interesting field: payment systems like PesaPal (for ecommerce/merchants, but also to create a platform that can link mobile payments to bank accounts). Banks are developing mobile banking applications themselves.
- Regulatory issues
- International remittances



#### **Mobile applications for development**

Dr Tim Kelly, Lead ICT Policy Specialist, InfoDev, World Bank, USA



#### **The mobile market goes Open Access**

Russell Southwood, CEO, Balancing Act Africa, UK

Once the mobile operators exercised more or less absolute control over the relationship with their customers through handsets sales, contracts and walled garden content. Suddenly the centre of gravity has changed and a whole new set of players and phones have entered the field and a new market for apps has been created. With estimates of smartphone take-up in Africa reaching 5-10% of total users and many more having wider functionality on their phone, how will these developments play out in Africa? With shrinking ARPU's in more competitive markets, operators cannot turn a blind eye to data revenues but how will they make sense of the changing business models? Russell Southwood brings a mixture data and analysis to bear on answering these questions.



**The new mobile applications eco system**  
Yaron Assabi, CEO, Digital Solutions Group, South Africa

9am

## BACKHAUL & LAST MILE SOLUTIONS

(Theatre 2)



**G-PON technology for fibre-to-the-home access**  
Vincent Linder, Sales Manager EMEA, Fibre Access Solutions, France

11am

## RISK MANAGEMENT & DATA SECURITY



**Information security – Critical infrastructure protection**  
Dr Matunda Nyanchama, Director & Principal Consultant, Agano Consulting, Canada

In the recent past the Africa region has seen extensive information communication technology (ICT) penetration. In the last year alone two competing high-speed Internet marine cables landed on the East African coast. This has spurred the rate of growth of Internet use in the region; one such indication of this is the number of facebook users in Kenya. It is said that the country has one of the largest number of facebook users globally. On the other hand, government has deliberate efforts to use ICT for effective service delivery while businesses adopt ICT to get competitive advantage. ICTs are envisioned to become ubiquitous, finding use in literary all aspects of our lives. This includes financial systems, health care, industry, manufacturing, education, research and development and more. In addition, ICTs would find use critical infrastructure management. Such infrastructure includes telecommunication, energy, finance, and transportation, water, health care and emergency systems; systems that are at the heartbeat of proper functioning of a nation. Threats to such infrastructure increases with the complexity that comes with use of ICTs in their management. This presentation will review the use of ICT in critical infrastructure management, identify some of the associated risks and offer some solutions needed for the infrastructure protection. We will examine experiences and lessons learnt from more advanced economies, including remedies and required preparedness to deal with cyber threats.





**Data security and intrusion prevention**

Gal Arbel, VP Marketing & Sales, Amiran Communications, Kenya

Today's fast internet and fibre connectivity brings with it a wave of threats. These threats are relevant to us all. Detecting, and preventing these risks will be a challenge to every organization, large or small. We will explore the latest strategies to defend networks against these threats.

<p>Showcase Presentation <b>APC</b><sup>®</sup> by Schneider Electric</p>		<p>Subject and speaker to come</p>
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2pm

**HUMAN CAPACITY BUILDING**

(Theatre 1)



**Taking the university to the people**

Charles Nduati, GM, JKUAT Enterprises, Kenya

World over, universities are mandated to train, research, innovate and take the innovation back to the people. However, many universities face challenges in doing that, how to overcome the challenges is the gist of the presentation.

2pm

## INTERNET USAGE, SOCIAL NETWORKING & ONLINE MARKETING

(Theatre 2)



### **Digital life: Understanding the online life of Kenyans**

Geoffrey Kimani, Director - Knowledge & Insight, TNS Research International, Kenya

The presentation outlines the evolving digital life of Kenyans in order to:

- Help organizations understanding of how people in Kenya use the internet
- Provide new analysis of the consumer and what motivates them to behave in particular ways when they are on-line
- Understand the needs of users of the digital space in Kenya so as to harness opportunities and drive innovation of services for the future

## Programme Director



Sean Moroney, Chairman,  
AITEC Africa

## Programme Advisory Board



Dr Bitange Ndemo, PS,  
Ministry of Information, Kenya



Paul Kukubo, CEO, Kenya ICT  
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Brian Longwe, Kenya



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Jyoti Mukherjee, CEO, Software Technologies



Charles Nduati, GM Enterprises, Jomo Kenyatta University of Agriculture & Technology



Harry Hare, CEO, eDevelopment Centre, Kenya



Kris Verspecht, GM, Soulco



Joseph Nganga, Representative, InfoDev, World Bank, USA



Joseph Sevilla, Dean, Faculty of Information Technology, Strathmore University, Kenya



Muriuki Mureithi, MD, Summit Strategies, Kenya



Mustafa Abdullabhai, Managing Director, Computer Pride, Kenya



John Mwangi, MD, AITEC East Africa, Kenya



## Delegate fees

Price: US\$270 per delegate for the two-day main conference. This includes lunch and refreshments on both days. To register as a delegate, log on to [www.aitecafrica.com](http://www.aitecafrica.com)

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