



Co-Locating



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# Oshwal Centre Nairobi

20-21 November 2013



**THEME**

Harnessing ICT to Improve Quality of Life in East Africa



## EXPO Features



A wide range of specialist conference streams and forums to provide a unique educational and networking platform for the region's ICT professionals from all sectors and levels of government.

An intensive education programme to empower East African organisations to accelerate the delivery of improved customer and citizen services.

## EXPO Features





### eGovEast Africa

Delivering citizen services at local level; integrating local, regional and national government systems and services; mobilising ICT to manage, monitor and track expenditure at all levels.



### Channel East Africa

The region's first forum for manufacturers, distributors and resellers to discuss business models, network and optimise the ICT channel across the region to increase competitiveness, fight piracy and grey marketing and improve end-user service and experience.



### East African Internet Forum

A platform for all stakeholders involved in Internet development, governance, usage and service provision across the region to meet and map out strategies and programmes to accelerate network development and data services over the coming years.



### ICT Education Forum

Continuing the outcome-oriented discussion among education and industry stakeholders to identify and concretise education strategies to address the ICT skills gap in the region.



### EA Innovation Accelerator

Morning, lunchtime and evening sessions for start-ups to present their innovations and promote themselves to potential customers and investors.



### Cloud Computing

Leveraging on cloud technology to distribute the benefits of computing power and scale up citizen services.



### Mobile Applications

Mapping business and implementations strategies to leverage locally and internationally on East Africa's emerging comparative advantage in mobile applications development and deployment.



### eWaste EA

The explosion of mobile and computing technology use in East Africa is causing a build-up of e-waste that if ignored will result in severe environmental degradation throughout the region. Clear national policies and corporate strategies are urgently needed to deal with this challenge.



### Game Developer Forum

A Forum to highlight the huge business potential for the region's game developers, focussing both on capacity building in the necessary technical skills and on the development of successful business models to take the region's developers onto the world stage.



### e&m Agriculture

Agriculture underpins the region's economy and provides more employment than any other sector. If ICT is going to contribute to the improvement of quality of life in the region, this is where it has to prove itself.



### East African Outsourcing Forum

Projects, tools, business models and partnerships to accelerate the creation of digital jobs and establish East Africa as a credible outsourcing destination.



### East African Open Source Forum

Open source solutions to drive down costs and deliver access to computer resources at all levels of government and business.

## Sample Presentations

### ICT applications for business productivity: Sales & marketing

David Svarrer, CEO, Digital Age Institute, Kenya

### How to build a world class tech team in Africa

Adam Nelson, Consultant, Kenya

### How to get it right this time: New models for African operators and ISPs

KaiWulff, Access Field Development Director, Google, USA

### The Internet is not flat: Location and the African user

Adam Nelson, Consultant, Kenya

### What is cloud computing and why does it matter?

Adam Nelson, Consultant, Kenya

### Building a cost-effective cloud computing architecture for education, research & business

Prof. Kefa Rabah, Professor of ICT, Kabarak University, Kenya

### Small Data: Starting with the little we have

Linet Kwamboka, Software Engineer, Carnegie Mellon University, School of Computer Science, Kenya

### Serving the democratic process:

#### Lessons from Kenya's 2013 election system

Dismas Ong'ondi, Director Information and Communication Technology, Independent Electoral & Boundaries Commission, Kenya

## WORKSHOP

### A hands-on Cloud Briefing for CEOs

David Svarrer, CEO, Digital Age Institute, Kenya

How to use cloud services, such as Google Documents: sharing documents and the immense savings for almost any company from 4-5 staff up to hundreds of staff

## TECH TALKS

### Mobile application development

David Svarrer, CEO, Digital Age Institute, Kenya

How to develop your own mobile application for your organisation. This is a fairly inexpensive thing to do, and can boost the organisation's efficiency while at the same time boosting the image of the corporate.



Conference Sessions at the 2012 Summit





In Partnership with



## Conference Topics

- Public/Private partnerships in telemedicine
- E-health strategies for government health services
- Health management systems for Africa
- Latest developments in communications networks and systems and their impact on the delivery of healthcare services
- Telemedicine/mHealth: New frontiers of service delivery, building on mobile networks and applications
- SMS Solutions for enhanced patient safety
- New perspectives on pharmaceutical supply chain management systems
- Structures to support and develop of the application of ICTs in healthcare delivery
- Internet-based learning programs for nurses and clinicians
- Health informatics and human resources
- Business models for scaling up and replicating effective systems
- Systems for improved social care provision
- The role of Open Source systems in healthcare delivery

### Latest threats and counter strategies

*Almerindo Graziano, CEO, Silensec, Kenya*

### The state of the Internet security in East Africa

*Tony Githuku, Country Manager, Business Connexion, Kenya*

### The East African information security challenge:

*Case studies and experiences*

*William Makatiani, Operations Manager, Serianu, Kenya*

### Developing the capacity for growth of e-commerce in the region

*David Svarrer, CEO, Digital Age Institute, Kenya*

*Mbwana Alliy, Savannah Fund, Kenya*

### Securing the enterprise to support business growth

*Jona Owitti, Director, Security Risk Solutions, Kenya*

### Responding to the evolving threat environment

An overview of new emerging context to security approach in which security controls need to be installed outside the perimeter of an organisation in order to protect business assets.

*Vinod Vasudevan, Paladion*

*Vasily Dyagilev, Kaspersky Lab*

### Corporate governance and regulatory support for information security

A discussion on the governance and management challenges of information security, the enablers (organisational structures, culture, skills, policies, services and knowledge) and recommended action steps.

*Fiona Asonga,*

*Telecommunications Service Providers Association of Kenya*

*(TESPOK)*

*James Saaka, National Information Technology Authority - Uganda*

*(NITA-U)*

### Information security strategies

The roles and responsibilities of industry, government, academia and citizens. Michael Katundu, Director of IT, Communications Commission of Kenya

*Dr Matunda Nyanchama, CEO, Agano Consulting, Canada.*



2012 Summit: Networking and Learning

### Target Audience

- Government directors involved in healthcare projects and provision of public health services
- NGOs involved in the healthcare Sector
- Health Management Organizations
- Relevant standardization, professional bodies and competent authorities at international and national levels
- Relevant public authorities and policy-makers at regional, national and local government levels
- Relevant standardization and competent authorities on international and national levels
- Directors and administrators at all levels in the sector
- Clinicians and other health workers professionals
- Hospital suppliers
- Health Informatics Professionals
- Health information technology users and buyers
- Pharmaceutical Companies
- Vendors (software and hardware development companies and professional services firms)
- Healthcare academics, researchers and senior students



Young Innovators and Exhibitors at 2012 Summit

# Floorplan



Various Stands from the 2012 ICT Summit



Sri Lanka National Stand



Internet Solutions Stand



IBM Stand

## RATES

**Exhibition space:**  
US\$450 per sq. metre including shell scheme.

### Sponsorship Opportunities:

**Platinum Sponsor**  
US\$25,500

**Gold Sponsor**  
US\$15,000

**Silver Sponsor**  
US\$10,000

**Specialised Workshop Sponsor**  
US\$7,500

**Cocktail Reception Sponsor**  
US\$15,000

**Welcome Cocktail Reception Sponsor**  
US\$6,500

**VIP & Speaker Lounge Sponsor**  
US\$12,000

**Refreshment and Lunch Sponsor**  
US\$10,000

**Delegate Folder Sponsor**  
US\$6,750

**Conference Stream/Forum Sponsor**  
US\$7,000

### Additional Sponsorship Opportunities:

**Banner in Exhibition Area**  
US\$800

**Insertions in event bag**  
US\$750 per insert

**Internet Sponsorship**  
US\$2,250

**Lanyard Sponsorship**  
US\$4,000  
(Sponsor to supply lanyards)

### Advertising:

DPS – US\$3,000  
Full page – US\$1,700  
Half page – US\$950  
Quarter page – US\$650  
Inside Front Cover – US\$2,000  
Outside Back Cover – US\$2,000  
Inside Back Cover – US\$2,000

For enquiries and details, please contact us through

Kenya: +254(0)723764118  
Uganda: +256(0)392-907857  
International: +44(0)20 8441 1231



salesadmin@aitecafrica.com  
info@aitecafrica.com  
www.aitecafrica.com