

Business Excellence

DIGITAL AFRICA

Summit

Engaging positive change...

Knowledge Zone Programme

"Digital Convergence and Innovation Driving Positive Change"

9-11 March 2010 • Munyonyo Commonwealth Resort • Kampala, Uganda

Endorsing Partners

Ministry of ICT Uganda – UMTS Forum – ITU – GSMA

The 8th Annual Digital Africa Summit is Africa's premier business summit, it is an opportunity for 'C' Level executives from Telecoms Operators, Governments, Regulators, ISP's, Policymakers, Practitioners, Industry Leaders and Solution Providers of the African communications industry to carry forward their ICT visions of the region and consolidate them into an actionable programmes through collaborative learning and partnerships.

"Digital Convergence & Innovation Driving Positive Change"

In the digital era, access to information and the sharing of knowledge have created a new global currency that is transforming the fundamental economic, educational and social constructs of society, creating unprecedented opportunities for positive change.

Africa's ICT sector is the fastest growing globally with mobile and broadband penetration rates set to continue to rise with lower cost high speed broadband now a reality companies must prepare and build solid foundations allowing them to take advantage of the opportunities, that this exciting industry and continent has to offer.

A wide range of new opportunities for growth have developed, whether through communication and messaging applications, management of personal information, entertainment, localization, productivity, etc. Video on Demand, interactive TV, online interactive games, e-learning, telemedicine, teleworking, web conferencing and web surfing are only a few examples linked to the new content and multimedia applications that will meet the new demand for more flexibility and mobility. Therefore, there is nothing more attractive than combining the mobility of the cellular world to the more accessible prices of the minutes in the fixed telephony world. *Thus, the challenges to win in this new and dynamic environment are enormous making focus, speed, cooperation and ongoing innovation imperative to its many members.*

The summit helps senior executives prepare and engage positive change by provoking a rethink of business procedures while discussing how innovations, a harmonisation of standards, processes and infrastructures, will build a stronger backbone for the Next Generation of Communications and Drive Positive Social and Economic Growth.

World-class experts and organisations, including Chief Executives, Regulators, Governments and Industry Associations, will present a range of case studies and material through a world-class conference, equipping the region's senior executives with the insight they need to stay competitive and respond to their customers needs.

200 C level Executives from operators, governments and regulators from across the region will converge at the summit with a selection of solution providers to exchange knowledge and to consider the following key issues and their impact on the future.

Knowledge Zone Sessions

- Session 1 - Infrastructure Excellence
- Session 2 - Wireless Excellence
- Session 3 - VAS Excellence
- Session 4 - Content Excellence
- Session 5 - Convergence Excellence
- Session 6 - Mobile Excellence
- Session 7 - Internet Excellence
- Session 8 - Communications Excellence

Knowledge Zone Roundtables

- Roundtable 1 - Regulatory Excellence
- Roundtable 2 - Public Sector Innovation
- Roundtable 3 - Service Innovation
- Roundtable 4 - Business Innovation
- Roundtable 5 - Socio-economic Innovation
- Roundtable 6 - Knowledge Economy
- Roundtable 7 - Finance Excellence

Chaired by Dr Madan Mohan Rao, Research Director at AMIC and editor of "Wireless World Magazine", "The Knowledge Management Chronicles" and "AfricaDotEdu" the summit will help delegates engage positive change in their goal to be excellent.

Business Excellence Master-Classes: The Digital Africa Summit will host three master-classes focused on the critical areas of 'Process Excellence', 'Knowledge Excellence' and 'Mobile Excellence' hosted by world-renowned academics. Dillon Dhanecha BA (Hons) MA, international academic and founder of The Change Studio (London).

Digital Africa “Solution Zone”

Designed to create business opportunities the Solution Zone will showcase solutions from key solution providers enabling delegates to assess technologies; meet solution providers in a series of pre-arranged one to one “Power Meetings”. Solution providers will be armed with key market intelligence regarding the delegate’s solution requirements ensuring the meetings are both highly focused and productive.

Business Excellence “Power Meetings”

Business Excellence “Power Meetings” Sessions are designed to maximise business opportunity. Each solution provider will host up to 35 pre-arranged Power Meetings each lasting 20 minutes, allowing time to interact, build relationships and assess delegate’s requirements. *All power meetings are pre-arranged and are conducted at your stand within the solution Zone.*

Prior to the summit solution providers receive a list of all delegates including exclusive information on the delegates solution and business requirements. Based on this information solution providers select their meeting preferences and a meeting schedule is compiled prior to the summit, enabling time to prepare the meetings.

Year on year attendees keep coming back. Why? With a busy schedule of pre-arranged solution provider - delegate meetings, exhibition, tailored programme with top-level speakers and excellent networking opportunities, the summit ensures that business is carried out. With delegates from across the region looking to forge real relationships, business partnerships and make actual progress the **Digital Africa Summit** is a model for **business excellence**. Don't miss your opportunity to sign up.

Digital Africa “Power Networking” VIP Delegate Package

- **VIP Networking Delegate Package ----- One Complimentary Place per Company**
- **Networking Delegate Package -----£500 per additional Delegate**
- Solution Provider Power Meetings and Networking
- Access to the Business Excellence Master Classes
- Business Excellence Digital Africa Network Membership
- Subscription to Business Excellence Digital World Journal
- Accommodation, Hospitality & Full delegate status
- Access to all networking opportunities including Gala dinner
- Full Page personal and corporate profile in the summit guide

Qualifying delegates will have an opportunity to meet with key solution providers enabling them to move their technology strategy forward and gain insights in to how they can maximise the use of technology, creating an unprecedented opportunity for positive change.

Terms and Conditions

By registering your place as a VIP delegate at the Digital Africa Summit you are stating that unless a more pressing engagement arises you will attend the event. In the event of a more pressing engagement please nominate a colleague of suitable caliber to attend in your place.

Business Excellence Global Media will cover a maximum of three nights accommodation, including breakfast, lunch and dinner. All attendees must fully complete and return the Delegate Registration Form and Questionnaire including a personal and corporate bio along with solution and business requirements. Failure to do so will result in your place being cancelled.

You have the right to cancel your position without nominating a replacement up to three weeks before the event although we would ask you to act with the utmost professionalism before making this decision.

*Note – You will NOT be charged for nominating a replacement.

If no replacement is nominated, cancellation within three weeks of the event will incur a cancellation fee of UK£500 to cover administration and accommodation costs.

A “No Show” fee of £2000 will incur if you fail to attend the summit without any prior notice of cancellation.

*Note - Business Excellence may review these terms if you provide evidence of cancellation due to a major incident beyond your control.

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DAY ONE

Opening Session: Digital Convergence & Innovation Driving Positive Change

1:00 – 1:10	Welcome & Summit Overview: Chair: Dr Madan Rao		
1:10 – 1:30	Keynote Address "Digital Convergence and Innovation Driving Positive Change" ITU – Secretary General		
1:30 – 1:50	Keynote Address Knowledge Zone Sponsor SAP - CMO - TBC		
1:50– 2:10	Official Opening Address Official Opening of the 8 th Annual Africa Summit Minister of ICT Uganda, Hon. Aggrey .S. Awori		
2:10 – 2:15	Remarks – Chair: Dr Madan Rao		
2:15 to 2:30 - COFFEE/TEA/SMS/EMAIL			
Time	Session Title - Speaker		
	Session 1 - Infrastructure Excellence		
2:30 – 2:40	Session Overview Chair: Dr Madan Rao		
2:40 – 3:00	Models of NG Evolution: The Road to Excellence Zain – CEO – Chris Gabriel		
3:00 – 3:20	Next Generation Infrastructure Bridging the Digital Divide Orange - France Telecom Group – EVP Africa		
3:20 – 3:40	Optimising Infrastructure Opportunities Seacom - CEO – Brian Herlhey		
3:40 – 4:00	Infrastructure Innovation & Emerging Markets Altech Group – CEO – Craig Venture		
4:00 – 4:20	Strategies for Infrastructure Innovation Etisalat - TBC		
4:20 – 4:40	Infrastructure Excellence Driving Positive Change Tim Kelly - World Bank		
4:40 to 5:00 – COFFEE/TEA/SMS/EMAIL			
Business Excellence - Power Meetings & Networking Session 1		Round Table 1: Regulatory Excellence	
5:00 – 5:20	Power Meetings 1	5:00 – 6:40	Panelists: UCC, ICASA, NCC, WAPA, CCK, NCA, Nokia, UMTS Forum, GSMA,
5:20 – 5:40	Power Meetings 2		
5:40 – 6:00	Power Meetings 3		
6:00 – 6:20	Power Meetings 4		
6:20 – 6:40	Power Meetings 5		
END DAY ONE			
7:30 – 8:30 Digital Africa Summit Welcome Cocktail Reception			
	8:30 – 10:30 Digital Africa Summit Gala Dinner After Dinner Keynote: Web Foundation - Sir Tim Berners-Lee TBC		

<div>Digital Africa Summit Knowledge Zone Programme Day Two "Digital Convergence and Innovation Driving Positive Change" 9-11 March 2010 • Munyonyo Commonwealth Resort • Kampala, Uganda</div>				
Business Excellence –Master-class Sessions				
8:00 – 9:00	Master-class	Process Excellence	Dillon Dhanecha – Business Excellence	
8:00 – 9:00	Master-class	Knowledge Excellence	Dr Madan Rao - Business Excellence	
8:00 – 9:00	Master-class	Mobile Excellence	APIS Training	
9:00 to 9:15 - COFFEE/TEA/SMS/EMAIL				
Digital Africa Summit – Day Two Start				
Time	Session Title - Speaker			
Session 2 - Wireless Excellence		Ministers Round Table		
9:15 – 9:20	Opening & Overview Chair: Dr Madan Rao		Opening & Overview Chair:	
9:20 – 9:40	Wireless Innovation Strategies TBC		Minister Only Round Table Hosted By Ministry of ICT Uganda Hon. Minister Awori Evolution of the ICT sector	
9:40 – 10:00	The Wireless Revolution TBC			
10:00 – 10:20	Wireless Excellence Connecting the Next Billion TBC			
10:20 – 10:40	Creating Innovative Wireless Ecosystems in Citizen Habitats TBC			
10:40 – 11:00	Wireless Opportunities for Rural Connectivity TBC			
11:00 – 11:10	Chairman's Closing Remarks			
11:10 to 11:30 - COFFEE/TEA/SMS/EMAIL				
Business Excellence – Power Meetings & Networking (Session 2)		Round Table 2: Public Sector Innovation		
11:30 – 11:50	Power Meetings 1		11:10 – 1:10	Panelists:
11:50– 12:10	Power Meetings 2			
12:10 – 12:30	Power Meetings 3			
12:30 – 12:50	Power Meetings 4			
12:50– 1:10	Power Meetings 5			
1:10 to 2:10 – LUNCH				
Session 3 - VAS Excellence		Round Table 3: Service Innovation	Round Table 4: Business Innovation	
2:10 – 2:20	Session Overview Chair: Dr Madan Rao		Session Overview Chair: Dillon Dhanecha	
2:20 – 2:40	Value Added Services Innovation TBC		Panelists:	
2:40 – 3:00	Service Strategy TBC			
3:00 – 3:20	Revolutionising Services for Growth TBC			
3:20 to 3:40 - COFFEE/TEA/SMS/EMAIL				
Session 4 - Content Excellence		Round Table 3: Service Innovation	Round Table 4: Business Innovation	
3:40 – 3:50	Session Overview Chair: Dr Madan Rao		Session Overview Chair: Dillon Dhanecha	
3:50 – 4:10	Africa Content – Mobile and Beyond TBC		Panelists:	
4:10 – 4:30	Content is King TBC			
4:30 – 4:50	Content Excellence TBC			
4:50 to 5:00 - COFFEE/TEA/SMS/EMAIL				
Business Excellence - Power Meetings & Networking (Session 3)		Round Table 5: Socio-economic Excellence		
5:00 – 5:20	Power Meetings 1		5:10 – 6:10	Panelists:
5:20 – 5:40	Power Meetings 2			
5:40 – 6:00	Power Meetings 3			
6:00 – 6:20	Power Meetings 4			
6:20 – 6:40	Power Meetings 5			
END DAY TWO				
8:30 – 10:30 – Charity Evening Entertainment and Dinner				

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Business Excellence – Master-class Sessions				
8:00 – 9:00	Master-class	Process Excellence	Dillon Dhanecha – Business Excellence	
8:00 – 9:00	Master-class	Knowledge Excellence	Dr Madan Rao - Business Excellence	
8:00 – 9:00	Master-class	Mobile Excellence	APIS Training	
9:00 to 9:15 - COFFEE/TEA/SMS/EMAIL				
Digital Africa Summit - Day Three Start				
Time	Session Title - Speaker			
Session 5 - Convergence Excellence		360 Excellence Matrix Master Class Part 1		
9:15 – 9:20	Session Overview Chair: Dr Madan Rao		Minister Only 360 Excellence Matrix Master-class Dillon Dhanecha – Business Excellence	
9:20 – 9:40	Convergence Excellence Driving Positive Change TBC			
9:40 – 10:00	Convergence The Digital Media Revolution TBC			
10:00 – 10:20	Convergence Transformation Models TBC			
10:20 – 10:40	Managing Converged Networks TBC			
10:40 – 11:00	Convergence Evolution TBC			
11:10 to 11:20 - COFFEE/TEA/SMS/EMAIL				
Business Excellence – Power Meetings & Networking Session 4		360 Excellence Matrix Master Class Part 2		
11:30 – 11:50	Power Meetings 1		Minister Only 360 Excellence Matrix Master-class Dillon Dhanecha – Business Excellence	
11:50 – 12:10	Power Meetings 2			
12:10 – 12:30	Power Meetings 3			
12:30 – 12:50	Power Meetings 4			
12:50 – 1:10	Power Meetings 5			
1:10 to 2:10 – LUNCH				
SESSION 6: Mobile Excellence		Round Table 6: Knowledge Economy	Round Table 7: Finance Excellence	
2:10 – 2:20	Session Overview Chair: Dr Madan Rao		Session Overview Chair: Dillon Dhanecha	Session Overview Chair: TBC
2:20 – 2:40	Mobile Excellence TBC		Panelists:	Panelists:
2:40 – 3:00	Next Generation Mobile Strategies TBC			
3:00 – 3:20	The Future of Mobile Broadband TBC			
3:20 – 3:40	Mobile Evolution TBC			
3:40 to 4:00 - COFFEE/TEA/SMS/EMAIL				
SESSION 7: Internet Excellence				
4:00 – 4:10	Session Overview Chair: Dr Madan Rao			
4:10 – 4:30	Internet Evolution TBC			
4:30 – 4:50	Next Generation Internet Opportunities TBC			
4:50 – 5:10	Internet Bridging & Building Communities TBC			
5:10 – 5:30	Africa's Internet Revolution TBC			
CLOSING SESSION: Communications Excellence				
5:30 – 5:40	Session Overview Chair: Dr Madan Rao			
5:40 – 6:00	Keynote Address Communications Excellence Driving Positive Change TBC			
6:00 – 6:20	Keynote Address Digital Africa; The Next Decade TBC			
6:20 – 6:30	Closing Remarks Chair: Dr Madan Rao			
Digital Africa Summit Close				
7:00 – 10:30 Farewell Drinks and Dinner				
<div>Business Excellence Global Media www.be-excellent.com</div>				