

Dear Readers,

This month is marked by the UN Summit on the Millennium Development Goals (MDGs). Making the benefits of Information and Communication Technologies (ICT) available to all is not only stated in MDG 8 as a goal in itself. Over the years ICT have also been recognized as powerful enablers for achieving the whole range of MDGs and overall sustainable development. In this spirit, United Nations Global Alliance for ICT and Development ([GAID](#)) is setting up the web-based "eMDGs Portal". This portal will present proven tools, solutions, resources and best practices in using ICT to assist governments in achieving the MDGs.

In line with these efforts, this issue of our newsletter contains information on several activities and aspects of the wide spectrum of ICT4D in German Development Cooperation relevant for achieving the MDGs, ranging from e-learning applications for universities in Ethiopia to the use of ICT for providing financial services and for private sector development. In a new "spotlight" feature of our newsletter we enrich the information on ICT4D activities by giving some details and background information on the topic of private sector development through ICT-based business intelligence services.

Last but not least I am very happy to inform you that Pierre Lucante currently is enjoying first hand experiences of (human) development by staying at home with his recently born daughter Marie-Aliénor. That's also the reason why I – instead of Pierre – am writing these lines to you, today.

I wish you pleasant reading, and as always we look forward to receiving your comments and feedback.

Kind Regards,

Thorsten Scherf

#### General ICT4D News

#### Mobile technology for banking the unbanked



Two thirds of the world's population – more than 4 billion people – have no bank account. Of these however, one billion possess a mobile phone. Therefore mobile technology-enabled banking offers a real chance to reach out to the poor and to serve them with inclusive financial services. Africa for

example has the world's fastest growing market for mobile phones and the mobile operator Safaricom has become the largest bank in all of East Africa.

At the same time the challenges are still considerable: e.g. insufficient business and institutional capacity, the lack of financial literacy and the challenge of adapting regulatory frameworks to new business models while safeguarding security standards, market competition and an appropriate level of consumer protection.

At GTZ's Financial Systems Development Retreat, held from August 18 to 20, 2010, a working group on New Technologies and Banking Beyond Branches focused on these challenges and potentials. Experts of KfW, of Alliance for

#### Handbook on Business Intelligence Systems

The handbook 'Business Intelligence Systems in Private Sector Development Initiatives' will be available on the GTZ website shortly (->Publications). Based on GTZ private sector promotion experience in Egypt, this handbook informs practitioners about how business associations, institutions and organisations can improve their business development services by integrating business intelligence systems into their portfolio. (See also the Spotlight article at the end of this newsletter.)

#### Upcoming ICT4D Events

[IT and Security - 1st German-African ICT Forum](#), October 19 - 21, Berlin/Germany  
[Online Educa](#), December 01 - 03, Berlin/Germany  
[Euro-Africa Cooperation Forum on ICT Research](#), December 07 - 08, Helsinki/Finland  
[ICTD2010](#), December 13 - 16, London/United Kingdom  
[ICT for Africa](#), March 23 - 26, 2011, Ota/Nigeria  
[IFIP WG9.4 Conference: Partners for Development: ICT Actors and Actions](#), May 22 - 25, 2011, Kathmandu/Nepal  
[eLearning Africa](#), May 25 - 27, 2011, Dar-es-Salaam/Tanzania

ICT for Rural Economic Development, November 18 - 19, Berlin/Germany (organised by the sector project ICT4D). For this conference, the participants limit has already been reached. Background information, results and proceedings of the conference will however be available soon on the [e-agriculture website](#).

#### Publications

The World Bank recently published the report "Broadband for Africa: Policy for Promoting the Development of Backbone Networks". The report focuses on the lack of high-capacity

Financial Inclusion, from academic institutions, as well as GTZ staff working on these and other relevant topics came together to discuss challenges for regulators, problems and potentials for microfinance institutions and finally to reflect about approaches that can leverage the impact of mobile/branchless banking on poverty reduction.

For more information please contact [Thomas Rahn](#), [Pierre Lucante](#) or [Thorsten Scherf](#).

---

### Knowledge & Learning Systems

#### eNetwork for eLearning



Through eLearning, users can tap an almost unlimited wealth of knowledge in all varieties of media – text, video, or audio. Also, users can discuss with their classmates

whenever an idea arises, not only during the few hours a week they actually sit in the same class room.

The on.e | eCapacity Development team of ecbp has been working with Ethiopian universities to make eLearning a lasting part of their education system. To ensure success and sustainability, the team has relied on a ground-up movement of involvement in the process, both on and off campus. On campus, this has driven the creation of eCompetence Centers – the core of eLearning at the universities. These centers not only manage the courses on the platforms, but help educators develop their own content and implement modern active and blended learning approaches. As income generating units, the eCompetence Centers also make their services available to other institutions interested in developing their own eLearning courses.

Even more impressive is what has been happening off and between campuses. An eLearning network – eLearning Ethiopia– has been created with members from 30 countries on 6 continents sharing ideas, information and resources to advance eLearning in Ethiopia. This network, moderated by the on.e team, is also organizing events such as the 'Barcamp Ethiopia', a community organized conference held on September 17-18 at EiABC.

The on.e team continues to spread its knowledge to campuses around the country, successfully having set up eCompetence Centers at 6 universities with hopes to reach 4 more within the next year.

To learn more about eLearning or the 'Barcamp Ethiopia', visit [elearningethiopia.ning.com](http://elearningethiopia.ning.com) or contact [Márton Kocsev](#). More information about the ecbp can be found here: [www.ecbp.biz](http://www.ecbp.biz)

---

### Knowledge & Learning Systems

#### Wanted: Future trainers on Linux Open Source Certification in East and Southern Africa



The ict@innovation programme, a partnership between FOSSFA and InWEnt financed by BMZ, is

looking for African experts and institutions, who want to become qualified trainers on the subject of Linux system administration. IT Experts from East and Southern Africa have the opportunity of incorporating certification training in Free and Open Source Software (FOSS) into their institution's curriculum. The goal is to promote internationally accepted quality standards in the field of IT and enlarge the availability of trainings for certification and accreditation. By fostering FOSS certification, ict@innovation supports small and medium enterprises and encourages the growth of African ICT industries. Other actions of ict@innovation include to the spreading of FOSS business models for enterprises and support to innovative local FOSS applications for social and economic development.

Application deadline for the 1st Regional Training of Trainers in Nairobi, Kenya, is September 22nd, 2010 (Course dates: 1st - 12th November 2010), application deadline for the 2nd Regional Training of Trainers in Johannesburg, South Africa is November 15th, 2010 (Course dates: 14th - 25th February 2010).

backbone networks in Africa and addresses three specific questions: What role do backbone networks play in the provision of broadband services? What is the current state of backbone network development in Sub-Saharan Africa and the reasons for this? What can be done to promote the development of backbone networks and thereby stimulate the take-up of broadband services?

#### [Broadband for Africa](#)

In May, ITU published a short paper outlining trends in ICT regulation around the globe.

#### [ICT Regulatory News](#)

For more information please visit the [ict@innovation website](mailto:ict@innovation-website) or contact [Balthas Seibold](#) from [InWEnt](#).

---

## Market & Business Solutions

### Discussion on Business Intelligence Systems at the GTZ's Private Sector Development Symposium



During GTZ's symposium on Private Sector Development in August 2010, a number of experts presented the role of market information and business intelligence systems for private sector development.

Based on general experience from Germany and specific project experience from Egypt

and Ethiopia the experts discussed benefits and lessons learnt of different business intelligence systems.

Guido Zakrzewski from the chamber of industry and commerce (IHK) in Essen presented web-portals from German BDS-providers. He explained that costs for business information are an important criteria in companies' decision-making process (market selection, market entry, market competition, supplier, demand, barriers, infrastructure and financing). Therefore business and market information portals play a supportive role for Small and Medium sized Enterprises (SMEs), especially when combined with personal advisory services. After a short introduction into GTZ's approach to market and business information systems by Peter Rave, CIM expert Frank Giesel (CIM) presented how this works in practice. He explained how companies in Egypt were able to improve their competitiveness by accessing better market information and services offered by the Chamber of Food Industries and the Egyptian Exporters Organization. Finally Thomas Rolf (GTZ) explained how parts of the system have been transferred relatively quickly to Ethiopia and complement existing business development services.

For more information please contact [Peter Rave](#).

---

## Spotlight

### How Business Intelligence (BI) Systems can support business development providers



In general, access to business data and the ability to interpret this data are important variables influencing a company's commercial success. This is certainly the case for those enterprises engaged in, or wishing to become engaged in, the increasingly competitive and complex international market. Intermediary organisations such as chambers or business development service (BDS) providers that set up market or business intelligence systems can improve their services considerably and help those companies to become "export-ready".

A Business Intelligence (BI) System involves the technology, processes and applications required to gather, analyse and disseminate business data from external, mostly online sources that have been identified as being relevant to decision-making by the majority of enterprises within a specific sector. Within this context, the BI system can be viewed as the back office of a comprehensive information and business development service capable of serving a multitude of clients.

Such systems can support BDS-providers to identify and analyse online business data and disseminate this information to the local business community in structured packages of demand-oriented "business intelligence". SMEs that do not have enough resources to screen and analyse existing

business data benefit from regular access to relevant and affordable business intelligence services as it helps them respond more adequately to (international) market opportunities and increases their competitiveness.

Based on these experiences GTZ will shortly release a handbook on Business Intelligence Systems for Private Sector Development Initiatives. Its three chapters inform practitioners about how business associations, institutions and organisations can improve their business development services by integrating business intelligence systems into their portfolio.

In the first chapter, the reader is being introduced to the concept of business intelligence and is presented with the different elements that need to be considered to implement such a system. The second chapter provides practical experience and lessons learnt on the introduction of a BI-System in the export-oriented food and textile sectors in Egypt. The final chapter provides a scorecard that assists project managers to assess the relevance of incorporating a BI initiative in their project/programme.

For more information or if you are interested in the handbook, please contact [Peter Rave](#).

---

#### Imprint

Deutsche Gesellschaft für  
Technische Zusammenarbeit (GTZ) GmbH  
- German Technical Cooperation -  
Dag-Hammarskjöld-Weg 1-5, 65760 Eschborn, Germany  
Chairperson of the Supervisory Board:  
State Secretary Hans-Juergen Beerfeltz  
Managing Directors: Dr Bernd Eisenblaetter (Chairman),  
Dr Christoph Beier, Dr Hans-Joachim Preuss  
Turnover Tax ID No.: DE 113891176  
Commercial Register: HRB 12394



If you no longer wish to receive this newsletter, please click [here](#).

#### In charge of this newsletter:

Pierre Lucante ([pierre.lucante@gtz.de](mailto:pierre.lucante@gtz.de))

#### Editor(s):

Anja Kiefer ([anja.kiefer@gtz.de](mailto:anja.kiefer@gtz.de))

[Unsubscribe](#) | [Disclaimer](#) | [Contact](#) | [Recommend this newsletter](#) | [www.gtz.de](http://www.gtz.de)