

Dear Readers,

IT sector promotion in developing and emerging countries is in the spotlight this month. In this issue of the ict4d newsletter, you can notably read about the newly published Toolbox and the Manual on IT sector promotion, about UNCTAD's report on "ICTs as an Enabler for Private Sector Development", about Senegal's efforts to improve IT SMEs' access to public procurements and about ict@innovation's first open source IT business training in West Africa. Further, a workshop on IT Sector Promotion / ICT and Public Sector Development organised in collaboration with UNCTAD is taking place tomorrow (24 November) at BMZ in Bonn.

**Pierre Lucante**

#### Market & Business Solutions

### Manual and Toolbox on IT Sector Promotion



The Sector Project ICT4D just published its new Manual and accompanying Toolbox on IT Sector Promotion in Developing and Emerging Countries. These publications seek to address the following question: how to maximise the contribution of the IT industry in developing and emerging countries to sustainable economic development and poverty reduction?

The Manual and the Toolbox are based on German development cooperation experience in promoting IT sectors in several regions (like the Balkans region, Latin America, Sub-Saharan Africa and Southeast Asia). They

introduce a methodology and a set of practical tools to promote the IT industry in developing and emerging countries. They provide a strategic "roadmap" for IT sector promotion which can be flexibly adapted to upcoming changes in resources, global markets and technologies.

You can download the Manual and the Toolbox from the [ICT4D weblog](#).

For further information see the Spotlight section of this newsletter, or contact [Pierre Lucante](#) or [Thorsten Scherf](#).

#### General ICT4D News

### Launch of Information Economy Report 2011 - "ICTs as an Enabler for Private Sector Development"

#### ICT4D Weblog

To learn more about ICT4D, visit our [weblog](#). With this blog, we aim at facilitating communication between all ICT practitioners working in the field of development cooperation all over the world.

Feel free to tell us about your projects and daily work, post personal opinions and questions and comment on other articles.

#### Upcoming ICT4D Events

[3rd International ICST Conference on e-Infrastructure and e-Services for Developing Countries](#), Nov. 23 - 24, 2011, Zanzibar Islands/Tanzania  
[Online Educa](#), Nov. 30 - Dec. 2, 2011, Berlin/Germany  
[ICTD 2012](#), March 12 - 15, 2012, Atlanta/USA  
[ICT for Africa](#), March 21 - 24, 2012, Kampala/Uganda

#### Other ICT4D News

In September, ITU published the 2011 edition of its flagship report "Measuring the Information Society". For more information, see ITU's [press release](#). The report can be [downloaded](#) (without the statistical annex) or ordered from the [ITU website](#).

#### Newsletter Archive

On the [ict4d weblog](#), past editions of this newsletter are available for download. You'll find the "ict4d Newsletter Archive" on the left-hand side of all weblog pages.



On October 19, UNCTAD published its new Information Economy Report 2011, the sixth in the flagship series. This year's report focuses on "ICTs as an Enabler for Private Sector Development".

The potential of leveraging ICT to develop the private sector, which has greatly expanded thanks to changes in the global ICT landscape, is far from fully exploited. Many national and donor strategies related to private sector development currently fail to take adequate account of this ICT potential.

The Information Economy Report 2011 identifies four facets of the ICT/private sector development interface. These are a) ICT infrastructure as part of the investment climate; b) ICT use to improve the performance of the private sector; c) the ICT producing sector as a strategic component of the private sector; and d) ICT use as a component of interventions for private sector development.

To find out more about the report, please visit [the UNCTAD website](#) (you can also [download the IER 2011](#) directly). For more information on German development cooperation activities in the area of IT sector promotion, please contact [Anja Kiefer](#).

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#### Market & Business Solutions

##### **Senegal: Improving IT SMEs' access to public procurements**

At the end of September and under the lead of the Agence de l'Informatique de l'Etat and the Stratégie de Croissance Accélérée, Senegal has set up a public / private working group that will analyse options to improve IT SMEs' access to public procurements; notably by better taking IT interoperability requirements into account during the public procurement process. German Development Cooperation's Programme "Promoting the Competitiveness and Growth of Small and Medium-sized Enterprises and Capacity Development in the Microfinance Sector" and the Sector Project ICT4D are supporting this initiative. They have commissioned ESG Consulting and Fraunhofer Institute to draft a report that will make a series of concrete recommendations to the working group. The report will be presented at the beginning of December in Dakar.

For further information, please contact [Pierre Lucante](#).

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#### Regulation

##### **Kick-off Workshop on Universal Access Policy and Regulation for Namibia**

In collaboration with the Namibian Ministry of ICT (MICT) and the Namibian regulatory authority CRAN, the sector project ICT4D has been organising a kick-off workshop on Universal Access Policy and Regulation in Namibia. This workshop was the first step in supporting Namibia in its efforts to create and implement a policy and regulatory framework ensuring that all parts of Namibia's population – especially those in rural areas – will have access to affordable, up-to-date telecommunication services like e-mail and fast internet connections. In the follow-up to this workshop, a team of international telecommunication experts, MICT and GIZ is developing a draft policy, which will be submitted for consultation at the beginning of next year.

For further information, please contact [Thorsten Scherf](#).

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#### General ICT4D News

##### **The use of Tablet PCs for electronic data collection and online mapping**



The GIZ Private Sector Promotion Programme in the Philippines is replacing paper-based data collection with electronic forms on tablet PCs. Open Data Kit (ODK Collect) software for Android devices is used to generate data forms for interactive touch screens to enter survey data, e.g. baseline profiles on tourism enterprises and

creative industries, or consumer satisfaction surveys.

Smaller tablet PCs (e.g. with 7-inch screens) are handy enough to become working instruments for empirical enterprise surveys in the field. All data are almost instantaneously available for analysis and further action. These electronic devices not only support the collection of alphanumeric data (which can be entered via the touchscreen), but also facilitate the visualisation of enterprises through the use of GPS and photos (using the built-in digital camera). This way, enterprise and product information can be easily uploaded to web-based mapping sites (e.g. Google Maps), increasing sales opportunities.

Programme and partner staff appreciate the efficiency, speed, accuracy and usability of location-based data collection methods which can be used for many other purposes, e.g. for results-based monitoring, enterprise development and household surveys.

To browse the Bohol tourism map, please see the [Google Maps file](#) or the [Google Earth site](#).

For more information, please contact [Uwe Sturmann](#).

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### Knowledge & Learning Systems

#### Kickstarting Open Source IT-Business in West Africa



On 24th October 2011, the first training of trainers of ict@innovation in West Africa on African business models in Free and Open Source Software (FOSS) took place in Abuja, Nigeria. Open Source experts and trainers from Cameroun, Ghana, Nigeria, Senegal and Togo came together to

discuss FOSS business models in Africa and to learn how ICT enterprises can use FOSS as a business, obtain the necessary business skills, and adopt FOSS training as a business. The course consists of a two-week, full-time face-to-face phase in Nigeria (Oct 24 – Nov 4), complemented by four weeks of part-time online training.

This is the fifth round of an African training cycle on FOSS business models organised by ict@innovation, a partnership of FOSSFA (Free Software and Open Source Foundation for Africa) and GIZ. Funding partners are the German Federal Ministry for Economic Cooperation and Development (BMZ) and the Open Society Initiative for Southern Africa (OSISA).

ict@innovation focuses on Free and Open Source Software (FOSS) as a key technology to drive innovation, add local value and create sustainable and affordable ICT solutions. The programme aims at enhancing regional networking and strengthening consulting capacities of regional and national ICT associations, training institutions, and other change agents.

Please find more information [here](#).

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General ICT4D News

## Welcome to the Ethiopian Blogosphere!



Ethiopia is one of the countries least represented on the internet. According to

ITU data, only 0.75% of the population has access to the internet. Internet traffic generated by Ethiopian sites is limited, making the country less favorable to online businesses.

iceEthiopia, an open innovation hub which has been working to network the Ethiopian tech community, took the initiative to promote blogging in the country. According to our study, less than 20 bloggers had been active in Ethiopia. Compared to Egypt's 160,000 bloggers in 2008, this is a shockingly low number (even though, according to an Egyptian report, there had been only 40 bloggers active in Egypt in 2004). However, in contrast to the almost non-existent blogging community, Ethiopians love social media. For example, about 90% of internet users in Ethiopia use Facebook on a daily basis.

After starting our initiatives for content generation and blogging, we have already seen a positive change within the last few months. The number of bloggers in Ethiopia has doubled and is still growing. Markus Reuter from the Heinrich Boell Foundation (and one of the most famous bloggers in Berlin/Germany) and Markos Lemma of iceEthiopia offered a first successful blogging training. The next training is scheduled for late November.

There is indeed a dramatic and significant progress in the Ethiopian blogosphere, and with it in Ethiopian content on the internet. Ethiopia's netizens have started to make themselves heard.

For more information, please contact [Markos Lemma](#).

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General ICT4D News

## Mobile Banking and Access to Financial Services: Parliamentary State Secretary participated in panel discussion

"The efforts of the donor community can only contribute to closing the access gap in financial service provision. Equally important and necessary are private sector investments," stated Parliamentary State Secretary Gudrun Kopp during a panel discussion on the role of innovation for financial inclusion, which took place on Sep. 8 in Berlin.

As two thirds of the world's population do not own a bank account, while at least one billion of them has access to a mobile phone, Gudrun Kopp stressed the significance of mobile financial services for reaching these "un-banked" people. Here, BMZ sees the role of German development cooperation in supporting the establishment of enabling environments for branchless banking business models which benefit all parts of the population. Besides legal and regulatory frameworks, BMZ advocates the importance of principles for consumer protection and responsible finance.

For more information on mobile banking, please contact [Thomas Rahn](#) or refer to the [April 2011 edition of the ict4d newsletter](#) (available for download on our [weblog](#)).

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Spotlight

## The IT Sector – a Driver for Private Sector Development

Many governments have recognised the strategic importance of the IT sector.

What exactly makes the IT sector special and how can the whole economy

benefit from a strong IT sector? Why is it important to promote the IT sector in developing and emerging economies?

Several factors contribute to making the IT industry an important driver of economic development. The IT sector is skill-intensive and knowledge-based, providing a high economic value addition and ample opportunity for employment creation. At the same time, increasingly available access to global communication networks strengthens the export potential of the IT industry in developing and emerging countries (e.g. as companies from industrialised countries increasingly out-source IT services). Locally, a well-functioning IT industry offers relevant services for other sectors, increasing productivity and efficiency, and provides access to information and knowledge. Directly and indirectly, the IT sector can therefore serve as a source of innovation, industrial transformation and economic development.

Having recognised the significance of the IT industry for economic development, how can we contribute to promoting the IT sector in developing and emerging countries?

The international competitiveness of a local IT industry can only be improved if all relevant stakeholders on the three systemic levels (i.e. the so called “macro”, “meso”, and “micro” levels) are included in the project design and implementation. On the policy level, governments should formulate ICT strategies which pay attention to the needs, challenges and strengths of the local IT industry. At the “meso” level, the promotion of IT clusters or networks play a significant role in improving the systemic competitiveness of the sector. Export and/or domestic market promotion measures should seek to open up new markets for local IT SMEs (public procurement is one such market – on this please see the spotlight on interoperability in the [last issue of this newsletter](#)). Finally, adequate capacity development and professional training for individual IT entrepreneurs, IT companies, or IT clusters is a key factor to improve the competitiveness of the sector.

To explore the challenges and opportunities of IT sector promotion, please refer to the newly published [Manual](#) and [Toolbox](#) for IT Sector Promotion in Developing and Emerging Countries.

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