



Local Content Innovation Summit

Windsor Golf Hotel and Country Club, Nairobi
7 – 8 August 2009

HOSTED & ORGANISED BY



The East African Region is on the brink of access to broadband. News of the undersea cable-laying progress reaches us on a daily basis. There is huge hope behind the arrival of this technology that will change the way that East Africans access and use the internet.

On the heels of this conversation comes a second one. East Africans want locally developed content that is relevant to their interests and needs. Who is going to develop this new content? What will it look like? Who will use it, and how? What opportunities are there to enhance community development and stimulate business? How will entrepreneurs capture the value of the new possibilities?

In this Summit, participants will:

- Engage in high-level dialogue with their peers on innovation.
- Explore and understand the web content needs of business and local communities throughout East Africa.
- Discover the common positive themes that drive the need for local content.
- Collaboratively discuss actionable ideas to serve local content needs.
- Design plans for implementation and follow-through.

PROGRAMME

The programme of events for this Summit is unique in East Africa because the participants themselves will develop some of the content together. Instead of being fed prefabricated data through lecture format, all participants will spend much of their time in **facilitated** dialogue with their peers.

Day 1

- Explore and understand successful innovation stories of the past. Explore and understand what has already worked in the development of internet products and services.
- Develop a consensus on the key themes and enablers for success in the internet product and service industry in the region.
- Begin to develop ideas around what internet users need and want.

Day 2

- Share visions of the near future in the business of internet product development in the region.
- Share visions and ideas about how East Africans will be using the internet in new ways with new services.
- Discuss specific actions companies, users, and other stakeholders can take to advance internet usage and internet business success in East Africa.

Throughout the Event

- Participants will have the opportunity to meet and network with many other participants. The Summit facilitation process specifically enables dynamic conversation formats.

CONTACT DETAILS

East Africa:

E-mail: kenyainfo@aitecafrica.com

Tel: +254 (0)20 2121028; +254 (0)20 2195727; +254 (0)20 2304113;
+254 (0)20 2441923

International:

Email: info@aitecafrica.com

Tel: +44 (0)1480 880774