

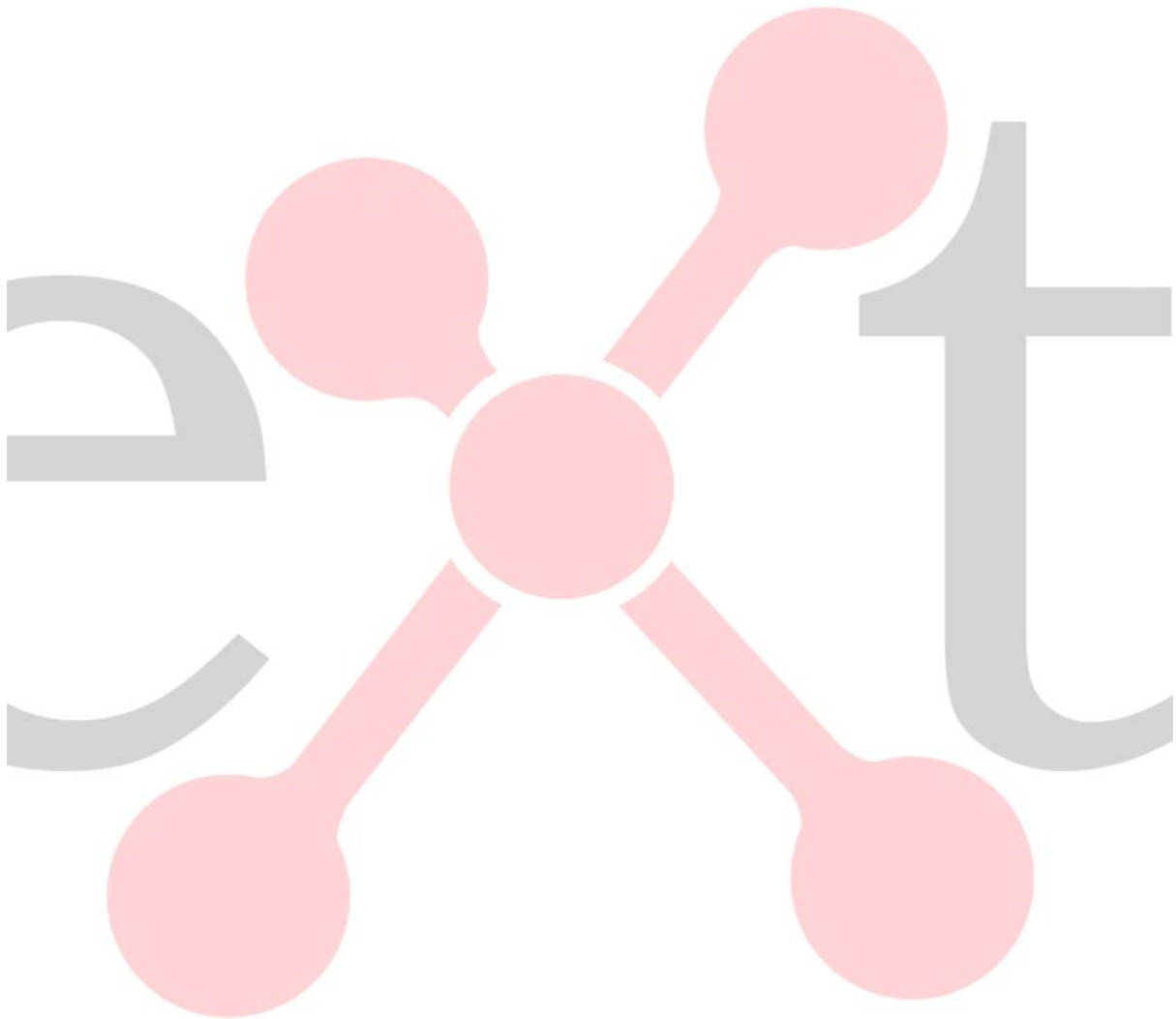


**ACCESS, ENGAGEMENT & RETENTION**

# **INNOVATION AFRICA DIGITAL SUMMIT 2018**

*THE SHERATON ADDIS, ADDIS ABABA, ETHIOPIA • 20<sup>TH</sup>-21<sup>ST</sup> MARCH 2018*

---



## **SUMMIT REVIEW AND REPORT**



ACCESS, ENGAGEMENT & RETENTION

## INNOVATION AFRICA DIGITAL SUMMIT 2018

THE SHERATON ADDIS, ADDIS ABABA, ETHIOPIA • 20<sup>TH</sup>-21<sup>ST</sup> MARCH 2018

### IAD 2018 in Numbers



**300+ Attendees**



**174 Organisations**



**31 Countries**



**20 African Countries**



**42 Speakers**

Visit the IAD 2018 photo albums

[https://www.flickr.com/photos/extensia\\_summits/albums](https://www.flickr.com/photos/extensia_summits/albums)

View the presentations from IAD 2018 at the end of this document



**ACCESS, ENGAGEMENT & RETENTION**

## **INNOVATION AFRICA DIGITAL SUMMIT 2018**

*THE SHERATON ADDIS, ADDIS ABABA, ETHIOPIA • 20<sup>th</sup>-21<sup>st</sup> MARCH 2018*

### **IAD 2018:**

We would like to extend our thanks to our generous hosts of IAD 2018, MCIT (Ministry of Communications and Information Technology) and the Government of Ethiopia who were once again, generous in their support and contribution towards the success of the 16<sup>th</sup> annual IAD Summit. We also offer a huge thanks to our Headline Sponsor, Ethio Telecom who added value to the event, far beyond their financial support by attending with their full suite of C' level executives who contributed to the discussions and engaged enthusiastically with the international delegation to clarify the reality of Ethiopia's Digital Evolution enabled by Ethio Telecom's continued re-investments. Thanks also to our Programme Sponsors MTN Group who also attended with a very senior delegation of executives from group and country OpCo units. MTN contributed generously to the conference programme with key executives sharing valuable insights. The IAD Summit is made possible by the valuable financial support provided by our sponsors, many of whom have supported us over many years and continue to do so in order to show their support for the evolution of Africa's Telecoms and ICT ecosystems. Thanks you to all of our sponsors and thanks to our guests who made the valuable investment to spend their time with us over the 2 day summit. We look forward to seeing you all again at the Connect Africa Summit in Durban South Africa on the 11<sup>th</sup> and 12<sup>th</sup> September, ITU Telecom World on the 10<sup>th</sup>-13<sup>th</sup> September in Durban South Africa and next year's IAD Summit.

Many thanks and best wishes for the year ahead. I hope you enjoy the following report and review of IAD 2018.

**Adrian Hall**  
**Chief Operating Officer**  
**Extensia**



**ACCESS, ENGAGEMENT & RETENTION**  
**INNOVATION AFRICA DIGITAL SUMMIT 2018**  
 THE SHERATON ADDIS, ADDIS ABABA, ETHIOPIA • 20<sup>TH</sup>-21<sup>ST</sup> MARCH 2018

**Innovation Africa Digital Summit 2018: Tips and roadmaps to improve access, engagement, and retention of stakeholders**

by Dr. Madanmohan Rao, Conference Chair, IADS 2018

With the theme of “Access, Engage, Retain,” the 16th annual Innovation Africa Digital Summit (IADS) kicked off in Addis Ababa on March 20-21, 2018. It attracted around 300 delegates representing 174 companies; they came from 31 countries, 20 of which are in Africa.

The Digital Africa Report 2018 was released at the conference. In addition to insights from keynote speakers and panellists, the conference featured solutions showcases from a range of tech pioneers such as Hughes Network, iDirect, NetApp, ACE, SirNet Technologies, ABS, WTL, GlobalTT, and Globecom.

Here are my key takeaways and insights from IADS 2018; see also my earlier conference reports from [IADS 2017](#), [2016](#), [2015](#), and [2014](#), as well as [Youth Engagement Summit 2013](#), [Africa4Tech 2016](#), and [book review](#) of *Success in Africa: CEO insights from a continent on the rise*.

### **I. Access**

"Digital infrastructure rollout is expected to drive innovation and efficiency in the economy and has been included in Ethiopia's five-year plan for 2015-2020", according to **H.E. Getachew Negash, State Minister, MCIT Ethiopia** in his keynote opening speech.

Affordable access, shared infrastructure, and forward-looking regulation were identified by a range of speakers as a key requisite for Africa's digital future to be fully realised.

SES Networks has developed managed data services using fibre in DRC and also provided inter-province connectivity in Burkina Faso, according to Harve Cloarec, VP for North, West and East Africa, **SES Networks**. Such services can boost education, healthcare and governance in these markets.

A range of solutions are being deployed in rural Africa for low-cost and low-power connectivity. Shared infrastructure such as mobile communications towers can drive costs even lower, said Bradley Shaw, Regional Manager, MEA, **NuRAN Wireless**. Shaw also shared his insights on a panel with Dell-EMC, WTL and Liquid Telecom which discussed how



ACCESS, ENGAGEMENT & RETENTION

## INNOVATION AFRICA DIGITAL SUMMIT 2018

THE SHERATON ADDIS, ADDIS ABABA, ETHIOPIA • 20TH-21ST MARCH 2018

infrastructure sharing helps not just with cost reduction but faster rollout times and better resilience; regulators can also play an enabling role here.

Infrastructure sharing can improve network efficiency, speed to market, and cash flow savings, according to Emmanuel Léonard, Business Development Director, **Helios Towers Africa**. Co-location improves contract sustainability as well as sales and delivery planning.

Africa will be host to a wide range of networks from 2G to 5G, and service providers will need to balance technological capability with market capacity. With speeds of greater than 10 Gbps, 5G networks by 2020 can drive massive connections as well as applications such as IoT, said Dick Chen, Member of the CTO Group, **ZTE**. Device density, peak data rates, and latency are some metrics to track 5G performance. 5G trials are already under way in Egypt, Nigeria, South Africa, and Kenya, said Chen.

Closed linear models and architectures will give way to a “diamond shaped” economic model, with service retailers interacting with service providers who in turn have solid cloud infrastructure. The service ecosystem will be characterised by openness, cloudification, micro-services, and DevOps; this will drive efficiency as well as innovation, according to Chen. Success factors include agile design, automated deployment, and intelligent assurance.

While much media attention understandably focuses on consumer mobile, there is lots of value that can be unlocked and generated in the business sector by satellite connectivity as well, said Najwa Ayoub, Business Development Manager, **Thuraya** Telecommunications Company. The company directly covers two-thirds of the world by satellite, and also has roaming agreements across the globe.

Compelling applications include disaster relief, energy sector communications, enterprise networks, transportation services, and maritime communication. Satellite networks along with mobile connectivity enable reliable and resilience infrastructure, according to Ayoub. Use cases developed by Thuraya include precision GPS for farming, banking ATM, election polling, freight monitoring, and control of renewable energy farms.

IoT applications tend to be of two types: fixed (eg. utilities, surveillance) and mobile (eg. fleet management). New advances in routing intelligence help deliver greater efficiency and predictability of performance. For example, smart features in trucking help detect rash driving patterns, accidents and thefts. Digitising the African economy can help in irrigation



**ACCESS, ENGAGEMENT & RETENTION**  
**INNOVATION AFRICA DIGITAL SUMMIT 2018**  
 THE SHERATON ADDIS, ADDIS ABABA, ETHIOPIA • 20<sup>TH</sup>-21<sup>ST</sup> MARCH 2018

management, border security, livestock monitoring, and remote health management, according to Ayoub.

Africa certainly has the ability to design and develop communications suited to its unique needs, according to Sam Nkusi, Chairman, East Africa, **Liquid Telecom Group**; his presentation was aptly titled 'AfrICAN.'

The independent communications provider has overcome jungles, deserts and wild animals – as well as regulators, Nkusi joked. Its infrastructure initiatives for “fibre to the hut” in remote landlocked regions of Zimbabwe have even drawn attention from international media like *The Economist*.

Liquid Telecom’s networks span 60,000 kilometres and 15 countries in Africa. Its African Digital Corridor initiative will connect all of Africa on a terrestrial fibre network. Major data centres are emerging in South Africa, Kenya and Nigeria, and there is growing demand for cloud services from African businesses, observed Nkusi. Business transactions will move to a utility-based model, and Big Data will create a “super mine” for analytics and insights.

Digitisation is characterised by mass adoption of connected digital services by citizens, business and government, explained Chidi Ajuzie, CTO, **Backbone Connectivity Network**, Nigeria. This will be powered by broadband access and digital applications, with government and regulators providing policy and legal support frameworks.

Effective national broadband plans call for a competitive environment, independent regulators, and universal access provisions. Other success factors cited by Ajuzie include clean energy solutions, off-power grid, and shared facilities.

More local and localised content generation is needed, along with local hosting. Language literacy should be augmented with digital literacy, urged Ajuzie. Broadband connectivity should be extended to research labs, health centres, schools and rural community centres.

For example, the Nigeria Broadband Plan (NBP) is planned to be implemented over five years (2013 – 2018), targeting increase of broadband penetration from 6% in 2013 to 30% in 2018 (with at least 50% of the population having 3G access).

As per the NBP scorecard, Nigeria’s active mobile broadband internet penetration is 20.95%. More incentives are planned for wholesale service providers and rural service providers.



**ACCESS, ENGAGEMENT & RETENTION**

## **INNOVATION AFRICA DIGITAL SUMMIT 2018**

*THE SHERATON ADDIS, ADDIS ABABA, ETHIOPIA • 20TH-21ST MARCH 2018*

Licenses have been awarded to players such as InfraCo, IHS, Zinox, and BCN consortium. BCN offers connectivity as well as premium services.

“As raw capacity becomes abundant, service providers and operators must move up the value chain,” advised Ajuzie; this calls for open access service architecture. In the long run, broadband can help sectors ranging from healthcare and education to energy and environment. The challenge for regulators is to focus on measurable outcomes, he added.

Digital policies and regulations for Africa should be collaborative, light-touch, forward-looking, inclusive, innovative, and evidence-based, advised Andrew Rugege, Regional Director for Africa, **ITU**.

Infrastructure use should be equitable and efficient, and policies should be consultative as well as benchmarked with international best practices. Silos between different ministries should be broken or bridged, and the investor climate should be competitive and fair.

Requirements such as local loop unbundling and ‘dig once’ should be enforced on fair and reasonable terms. Radio spectrum should be available in a non-discriminatory manner, added Rugege. Harmonisation efforts should be promoted at a Pan-African level as well. “The migration from analogue to digital TV will liberate the digital dividend,” he said; this will free up more spectrum for rural communications.

### **II. Engage**

Dealing with customers in a “hyper age” raises a new set of challenges and strategies, observed Shams Hasan, Infrastructure Solutions Manager - Middle East, Turkey, Africa (META), **Dell-EMC**.

Connected customers have never been ‘smarter’, and businesses must be on the level in an instrumented, interconnected and intelligent world. Customers are hyper-connected, hyper-targeted, hyper-aware and hyper-proactive, Hasan cautioned. Businesses need to respond by being agile and analytics-driven.

As customer attention spans dwindle down to the length of that of a goldfish (nine seconds!), it is even more challenging for a communication service provider (CSP) to have effective customer engagement, cautioned Philip Thomas, Senior Sales Consulting Manager, ME Africa South Asia, **Oracle**.



ACCESS, ENGAGEMENT & RETENTION

## INNOVATION AFRICA DIGITAL SUMMIT 2018

THE SHERATON ADDIS, ADDIS ABABA, ETHIOPIA • 20th-21st MARCH 2018

Digital customers today are hard to please, do not want ‘hard sell,’ prefer texting over phone calls, and expect service via social media. Customers use a range of six touch points in their activities: web, mobile, social, call centre, in-person, and paper, explained Thomas.

This is where the data advantage comes in. “Data is the foundation of digital business,” said Thomas. Every touch point, click and data item should be seen as relevant insight. CSPs need to innovate faster but at lower cost, and offer integrated services in a pro-active way. Digital platforms are key here, with capabilities in analytics and service management across channels and applications. “Data is an asset and a source of differentiation,” added Thomas.

Oracle offers integrated solutions via the cloud for marketing, sales, commerce and content. This has helped CSPs like Vodafone improve marketing influence and social media followers; Tata Communications has reduced pre-sales cycle time and speeded up revenue generation; Oi Brazil has improved customer service via IoT updates.

Engagement also happens at the grassroots community level. ICT access helps improve on the regional targets defined by the UN’s Sustainability Development Goals (SDGs) via empowered digital communities, according to Dawit Bekele, Director, African Regional Bureau, **Internet Society (ISOC)**. ISOC helps provide Internet access to communities, along with proactive policies and engagement activities. New country partners have been signed up in Africa, such as Zimbabwe.

Upcoming regional events for ISOC include the Community Networks Summit in Mankosi, South Africa. ISOC also conducts online and in-person workshops. Communities are important socio-economic organisations, but remoteness and isolation can be challenges that need to be overcome with better connectivity, urged Bekele.

Industry and academia also need to jointly engage with each other to promote ICTs in Africa. While much has been written about the role of local universities in innovative regions like Silicon Valley, African universities are also stepping up their digital innovation activities. “Academia are the apex of digital transformation,” said Christopher Momanyi, Lecturer, **Strathmore University**.

Founded in 2010, @iLabAfrica is Strathmore University’s ICT driven centre of excellence in research and innovation. Its entrepreneurship and commercialisation arm is @iBizAfrica, and spurs local and global innovation new ventures and spinoff companies. Focus areas





ACCESS, ENGAGEMENT & RETENTION

## INNOVATION AFRICA DIGITAL SUMMIT 2018

THE SHERATON ADDIS, ADDIS ABABA, ETHIOPIA • 20TH-21ST MARCH 2018

include mobile technologies, information and systems security, blockchain, digital advertising, IoT, data science, analytics, and AI.

The campus also runs on solar power, and runs a testing programme for solar engineers. It has launched online education initiatives for refugees in Kakuma as well. Other programmes include the Strathmore Centre for Intellectual Property and IT Law.

Graduated startups from @iBizAfrica include Purpink Gifts (e-commerce); it received seed funding from the Idea Foundation Programme. EliteWays Travel is another startup which began as a class project, and now provides corporate shuttle services.

Countries can lead in digital innovation irrespective of their size, population and natural resources, according to H.E. Kadri Humal Ayal, Honorary Consul at the **Estonian Consulate in Kenya**. Estonia is widely regarded as an e-society pioneer in urban planning and digital citizen services.

Emerging technologies like blockchain offer a lot for African countries in activities ranging from elections to public finance. Estonia also hosts bilateral innovation exchange and transfer programmes with African countries.

### III. Retain

New offerings like customised subscriber plans for mobile users can help retain them in the face of stiff competition, recommended Danny Rahal, Sales Director, Africa, **MATRIX**. Successful telcos don't just need to be reliable, they also need to be agile and pro-active in engaging with customers.

Consumers today, especially millennials, expect value, experience and self-management of service options from telcos, and will become advocates and fans if satisfied. "Good enough is no longer enough," cautioned Rahal. Successful digital transformation calls for new business models, faster innovation, and transparent customer service.

MATRIX takes a "Silicon Valley approach" to telco innovation, and helps operators reinvent themselves, said Rahal. Its clients include Swisscom, Wingo, Vodafone and Teleena. Personalisation and instant gratification help build customer loyalty, particularly if configurations can be altered and paid for in realtime.



ACCESS, ENGAGEMENT & RETENTION

## INNOVATION AFRICA DIGITAL SUMMIT 2018

THE SHERATON ADDIS, ADDIS ABABA, ETHIOPIA • 20TH-21ST MARCH 2018

Operators can help customers try out new BYO plans, new premium offerings, social plans, customisable roaming options, and addition of IoT devices. Impact metrics include switches to premium plans, higher ARPU, more roaming revenue, reduced bad debts, and fewer data complaints, according to Rahal.

Network function virtualisation (NFV) helps operators deliver a range of services such as VoWiFi, VoLTE and multi-line services, explained Mohamed Issa Regional VP Africa Sales, **Mavenir**. Its clients include Tele2, metroPCS, 3, T-Mobile and Vodafone.

NFV helps operators increase ARPU, deploy agile services, and gear up for the OTT and IoT challenges. Next-generation market services will not just be faster broadband services but dynamic, programmable and automated, said Issa. Cloud-based virtualisation helps with functional granularity and service elasticity built on scaleable micro-services architecture.

To retain consumer and business confidence, telcos will also have to ensure that they properly address data privacy and security. “Data is the new gold,” observed Florence Guthfreund Roland, Partner, **DLA Piper**. “Telecoms-related markets and associated data flows are exploding worldwide,” she explained. More than five billion people worldwide use smartphones, with over three billion connected to social networks.

Privacy and security are necessary to sustain business relationships and protect their reputations. A number of regulators have also passed laws for compliance regarding data rights, transfers and cloud hosting for telcos and data processors. For example, some countries require operators to identify users as part of the fight against terrorism, otherwise they will be fined, cautioned Guthfreund.

There has been a significant increase in data protection laws in Africa since the early 2000s, with Burkina Faso, Mauritius, Tunisia, Senegal, Morocco, Benin, Angola, Gabon, Ghana, Mali, Ivory Coast, South Africa, Madagascar and Equatorial Guinea leading the way.

16 countries in Africa have personal data protection laws, and others reportedly have bills under review that are yet to be passed into law. Some countries have a Data Protection Authority, explained Guthfreund: Benin, Burkina Faso, Cape Verde, Gabon, Ghana, Ivory Coast, Lesotho, Mali, Morocco, Senegal and Tunisia. For example, South Africa passed the Protection of Personal Information Act (POPI) in 2013.



**ACCESS, ENGAGEMENT & RETENTION**  
**INNOVATION AFRICA DIGITAL SUMMIT 2018**  
 THE SHERATON ADDIS, ADDIS ABABA, ETHIOPIA • 20TH-21ST MARCH 2018

Personal data protection laws need to address data security, consent, notification, access rights, data quality, and data retention. Other issues include children's consent regarding digital services, and the cost of failure to comply with obligations. “Africa must participate more in the world governance on personal data,” urged Guthfreund.

More principles on data security were highlighted by Joseph Mathenge, COO, **Serianu**. Secure data is that which is confidential and not corrupted, tampered, incomplete or unusable. Businesses should map out what data they have with respect to partner information, employee records, trade secrets, and intellectual property. Data flows, shelf-life, ownership and processing roles should be clearly defined, advised Mathenge.

The protection of data should match the value of data, and companies should prepare for unusual and unexpected scenarios. African countries differ in terms of their data localisation laws. African countries mandating citizen data to remain in-country include Tanzania, Rwanda, and Nigeria, according to Mathenge. Future trends to watch include data ownership in IoT networks.

### **Spotlight: Ethiopia**

A range of keynotes and panels focused on the special role of Ethiopia in Africa’s telecom market. ICTs can transform the socio-economic landscape of the country, explained Esayas Dagne, COO, Ethio Telecom, as he spelled out a vision for Digital Ethiopia. Ethio Telecom has 85.5% coverage for 2G (51.6 million subscribers) and 66% coverage for 3G (11 million subscribers); there are also 400,000 users of 4G LTE in Addis Ababa. Ethiopia hopes to have 100% mobile penetration by 2020, with 113.9 million customers and revenues of 100 billion bir.

“Having the best and accessible network alone does not guarantee success in today’s dynamic telecom sector,” cautioned Dagne. Customers expected diversified touch points and services. Management approaches used by Ethio Telecom include Kaizen quality circles, a knowledge sharing platform (spanning 13,219 topics in 2017), and balanced scorecard (for better planning and control).

As in the case of fintech startups in Silicon Valley, Africa also has a response in Ethiopia’s “Sheba Valley,” said Bereket Amsalu, country manager, **IBEX Ethiopia**. He also pointed to Nigeria’s Yabacon Valley and Kenya’s Silicon Savannah as innovation hotspots. Nigeria’s fintech firm Paga is supported by Ethiopian company Apposit.



ACCESS, ENGAGEMENT & RETENTION

## INNOVATION AFRICA DIGITAL SUMMIT 2018

THE SHERATON ADDIS, ADDIS ABABA, ETHIOPIA • 20TH-21ST MARCH 2018

Ethiopia is fertile and alluring “fintech dream-land,” explained Amsalu. It has 100+ million population and 65 million mobile subscribers, but only 22% of the population consists of current bank account holders.

Kifiya, a fintech company operating since 2010, enables G2C and B2C transactions, branchless banking, and digital payments. In 2017, it launched international remit-to-pay service MELA in partnership with Mastercard. The target is \$2 billion (out of about \$5 billion) annual Ethiopian diaspora remittances.

ZayTech, Ethiopia’s ride-hailing startup, is coming up with the Arifpay mobile payment platform. Gebeya is building software skills for sectors like fintech, said Bekure Tamrat, Director of Operations, **Gebeya**. Yenepay offers digital marketplace tools for the financial services industry, according to Nurhassen Mensur, Co-founder, **Yenepay**.

### Spotlight: MTN

Three sessions focused on the major role played in Africa by the MTN Group, particularly with respect to financial inclusion and digital ecosystems for media and entertainment. Established in South Africa in 1994, MTN has offerings in 24 countries. It is considered the largest Pan-African multi-national mobile and telecommunications operator, having recorded 217 million subscribers as of December 2017, according to Ebenezer Asante, Vice President, Southern East Africa & Ghana, **MTN Group**.

“Africa has missed many opportunities in the past but one area that should not run past us is the dividends from telcoms and ICT,” urged Asante. Africa has 980 million mobile subscribers (81% of the population) and this is forecasted to grow to 1.34 billion (95% of the population) by 2022.

By the end of 2017, MTN had recorded 22 million active Mobile Money customers and 325,000 active agents in 14 countries. MTN wants to increase this base to 60 million subscribers by 2020, according to Asante.

In Uganda, customers can remotely open a MoKash account using their phones and access micro-saving and loan services. In Ghana, subscribers are able to invest as low as \$3 and above in government treasury bills through Mobile Money. Overseas remittances to MTN Mobile Money wallets are available in Cameroon, Côte d’Ivoire, Rwanda, and Zambia; MTN



**ACCESS, ENGAGEMENT & RETENTION**

## **INNOVATION AFRICA DIGITAL SUMMIT 2018**

*THE SHERATON ADDIS, ADDIS ABABA, ETHIOPIA • 20TH-21ST MARCH 2018*

is participating in 28 digital remittance corridors between countries in Africa, explained Asante.

In Nigeria, special services are geared at financial inclusion of women through convenient access to digital financial services. The UN's World Food Programme also leverages MTN Mobile Money in Cameroon, Congo-Brazzaville, Guinea-Bissau and Liberia to disburse social and emergency aid, added Asante.

The MTN aYo extends financial services to life insurance, hospital cover and payment of school fees for children who have lost their parents. Africa should go beyond the mere consumption of ICT and become suppliers of value-added innovations, urged Asante.

"Africa is a true leader in mobile banking payments," said Herman Singh, Group Chief Digital Officer, MTN Group. In eight countries, MTN has more than one million mobile users, which can be regarded as a tipping point in those markets.

Mobile Money usage is at 200 million transactions per month, amounting to \$4 billion in total transaction value. The usage of Mobile Money now accounts for 66% of MTN's network. Simplified transaction processing allows transfer of funds and purchase of goods and services for as low as a dollar, according to Singh.

Potential offerings of MTN for Ethiopia include merchant services, bulk payments, and e-government transactions. This enables governments to save the cost of manipulating cash, simplify social disbursements, and fasten social and tax payment collections, according to Singh.

The PWC Global Entertainment and Media Outlook estimates that the market size for video, music, gaming and other lifestyle digital services in MTN markets is around \$4.2 billion. MTN is partnering with international players as well as nurturing the development of indigenous African content, eg. Nigeria MTN's Music+ streaming service, as well as music festivals run by MTN.

The e-commerce market could be as high as \$5 billion by 2020, with e-government being half of that, according to Singh. Digital ecosystems will be multi-disciplinary, and require new models of technology and operation.



**ACCESS, ENGAGEMENT & RETENTION**

## **INNOVATION AFRICA DIGITAL SUMMIT 2018**

*THE SHERATON ADDIS, ADDIS ABABA, ETHIOPIA • 20TH-21ST MARCH 2018*

“Digital initiatives can substantially improve the quality of lives of Africans on a massive scale. Ecosystems can only be built in a collaborative manner with value chain players,” said Singh.

“Africa represents a huge untapped e-commerce opportunity. Africa’s key megatrends bode well for the development of e-commerce,” Singh explained. The expected growth of the middle class in Africa is 54% between 2020-30. Africa also has the world’s youngest population, with a media age of 16.3 years. Of the 10 world’s youngest countries, all are in Africa, said Singh.

Digital can help leapfrog the underdeveloped brick-and-mortar retail sector in Africa: there is only one store for 60,000 people in Africa (compared to 22,000 in Latin America and 7,000 in Asia Pacific). Ripe opportunities lie in digital info services, digital music, and OTT video.

E-commerce player Jumia, regarded as Africa's first unicorn, has built a strong ecosystem to capture this huge market opportunity with offerings like Jumia Logistics and Jumia Pay. Interesting models to look at overseas include India’s plan for the Umang integrated e-government transactions app.

“Africa’s future is digital. Asset-light and agile Africa-centric solutions will win,” Singh summed up. The solution for Africa is trade not aid, and low-cost but not cheap. Governments should make it easier for companies to launch businesses, invest in power, promote local content, and ensure upskilling of the workforce, he concluded.

In sum, Africa is a world leader in areas like mobile banking and money, with new opportunities opening up in digital media and government services. A range of solutions providers are rolling out innovations that are converging and at times confusing the market, but rational and forward-looking infrastructure design coupled with progressive regulation can help reap the dividends of Africa’s digital future. Events like the annual IADS conferences, Extensia’s Connect Africa Summit for African Inter-Connectivity, and its supporting online media platforms will continue to build multi-stakeholder community engagement in this regard.

In a rapidly-evolving, globalised and always-on digital economy, businesses need quality data analytics for smart decision making, driven by visionary leadership and continually re-skilling workforces. A wealth of case studies, success stories, and empowered partnerships are paving the way for further research and development for Africa’s digital ecosystem.



**ACCESS, ENGAGEMENT & RETENTION**  
**INNOVATION AFRICA DIGITAL SUMMIT 2018**

THE SHERATON ADDIS, ADDIS ABABA, ETHIOPIA • 20<sup>TH</sup>-21<sup>ST</sup> MARCH 2018

*Dr Madanmohan Rao is conference chair for Extensia's IADS summits, and author of 15 books including 'AfricaDotEdu' and 'African Proverbs.' He is also the editor of the 'Africa Mobile Report,' and has spoken at conferences in over 90 countries around the world on creativity, innovation and knowledge management.*

**PROGRAMME WITH LINKS TO PRESENTATIONS**

**DAY 1**

08:00	<b>REGISTRATION &amp; NETWORKING</b>
09:00	<b>WELCOME &amp; OPENING CEREMONY</b> <i>No Presentations</i> COO Extensia H.E. Getachew Negash, State Minister <b>MCIT ETHIOPIA</b>
09:20	<b>NETWORK EXPANSION, SERVICE EVOLUTION &amp; CUSTOMER EXPERIENCE</b> <i>No Presentations</i> CEO EthioTelecom
09:40	<b>ACCESS, ENGAGE &amp; RETAIN</b> <i>No Presentations</i> Vice President Southern and East Africa and Ghana (SEAGHA) Region <b>MTN Group</b>
10:00	<a href="#">EMBRACING THE 5G FUTURE AND DRAMATIC OPPORTUNITIES</a> <i>(click for presentation)</i> Dick Chen – CTO- <b>ZTE</b>
10:20	<b>NETWORKING BREAK</b>
11:00	<b>SHARED INFRASTRUCTURE AND OPEN ACCESS NETWORKS</b> <i>No Presentations</i> Infrastructure Solutions Manager - (META) - <b>Dell EMC</b> Sales Director <b>World Telecom Labs</b> Regional Manager MEA <b>NuRAN</b>
11:50	<a href="#">CONNECTING AFRICA WITH SATELLITE IOT AND M2M NETWORKS</a> <i>(click for presentation)</i> Najwa Ayoub - Business Development Manager, Humanitarian Sector <b>Thuraya</b>
12:10	<a href="#">PAN AFRICAN DIGITAL NETWORKS</a> <i>(click for presentation)</i> Sam Nkusi - Chairman East Africa <b>Liquid Telecom</b>
12:30	<a href="#">STRATEGIES TO PROMOTE BROADBAND AND DIGITIZATION</a> <i>(click for presentation)</i> Chidi Okpala - CTO <b>Backbone Connectivity Networks Nigeria</b>
12:50	<b>SOLUTION SHOWCASES</b> <i>No Presentations</i> <b>Thuraya • Hughes Networks • NuRAN Wireless • iDirect • NetApp</b>
13:10	<b>NETWORKING LUNCH</b>



**ACCESS, ENGAGEMENT & RETENTION**  
**INNOVATION AFRICA DIGITAL SUMMIT 2018**  
 THE SHERATON ADDIS, ADDIS ABABA, ETHIOPIA • 20<sup>TH</sup>-21<sup>ST</sup> MARCH 2018

14:20	<p><a href="#">DIGITAL FOUNDATIONS, POLICIES FOR AFRICA</a> <i>(click for presentation)</i>          Andrew Rugege Regional Director for Africa <b>ITU</b></p>
14:40	<p><a href="#">DIGITAL COMMUNITIES</a> <i>(click for presentation)</i>          Dawit Bekele - Director African Regional Bureau <b>Internet Society</b></p>
15:00	<p><a href="#">DELIVERING A FAST-TRACK DIGITAL EXPERIENCE</a> <i>(click for presentation)</i>          Dany Rahal - Sales Director Africa <b>MATRIX Software</b></p>
15:20	<p><a href="#">NETWORK FUNCTION VIRTUALISATION</a> <i>(click for presentation)</i>          Mohamed Issa - Regional VP Africa <b>Mavenir</b></p>
15:45	<b>NETWORKING BREAK</b>
16:15	<p><b>DIGITAL AFRICA – APPLIED INNOVATION</b> <i>No Presentations</i>          Faculty Manager <b>Strathmore University</b>          Founder <b>ICT Innovators Cooperative society Uganda</b>          Honorary Consul <b>Consulate of Estonia</b></p>
17:15	<b>CLOSE – DAY 1</b>

**DAY 2**

9:00	<p><a href="#">CUSTOMER ENGAGEMENT</a> <i>(click for presentation)</i>          Philip Thomas- Senior Sales Consulting Manager, ME Africa South Asia - <b>Oracle</b></p>
	<p><a href="#">THE TALE OF FINTECH PIONEERS IN SHEBA VALLEY</a> <i>(click for presentation)</i>          Bereket Amsalu - Country Manager <b>Ibex Frontier</b></p>
	<p><a href="#">SAVING YOU TIME – SAVING YOU MONEY</a> <i>(click for presentation)</i>          Nurhassen Mensur - Co-founder, <b>Yenepay</b></p>
	<p><a href="#">FINANCIAL INCLUSION</a> <i>(click for presentation)</i>          Herman Singh - Executive of Mobile Financial Services <b>MTN Group</b></p>
10:15	<p><b>SOLUTION SHOWCASES</b> <i>No Presentations</i>          ABS • WTL • Globecomm • ACE</p>
10:30	<b>NETWORKING BREAK</b>





**ACCESS, ENGAGEMENT & RETENTION**  
**INNOVATION AFRICA DIGITAL SUMMIT 2018**

THE SHERATON ADDIS, ADDIS ABABA, ETHIOPIA • 20<sup>TH</sup>-21<sup>ST</sup> MARCH 2018

11:00	<p><a href="#">DATA PRIVACY</a> (click for presentation)            Florence Guthfreund Roland - Partner Telecom, Media &amp; Technology <b>DLA Piper</b></p>
	<p><a href="#">DATA SECURITY</a> (click for presentation)            Joseph Mathenge Njoroge-Chief Operating <b>Serianu</b></p>
	<p><a href="#">BUSINESS WITH CONNECTED CUSTOMERS</a> (click for presentation)            Shams Hasan - Infrastructure Solutions Manager - (META) - <b>Dell EMC</b></p>
12:15	<b>NETWORKING LUNCH</b>
13:30	<p><a href="#">DRIVING A COMMERCE REVENUE STREAM ON MOBILE VIA SERVICE AND ECO SYSTEM OPTIMISATION</a> (click for presentation)            Herman Singh - Group Chief Digital Officer <b>MTN</b></p>
	<p><b>Digital Malawi</b> <i>No Presentations</i>            Hon. Nicholas Harry Dausi - Minister of ICT - <b>Republic of Malawi</b></p>
14:30	<b>NETWORKING BREAK</b>
15:00	<p><a href="#">4G DEPLOYMENT, KEY SUCCESS FACTORS</a> (click for presentation)            Mounir Qalam - Partner <b>Extensia Bridge Consulting</b></p>
15:00	<p><a href="#">UNLEASHING THE POTENTIAL OF AN EMPOWERED WORLD</a> (click for presentation)            Herve Cloarec - VP Sales <b>SES Networks</b></p>
16:20	<p><a href="#">IMPROVING NETWORK EFFICIENCY THROUGH INFRASTRUCTURE SHARING</a> (click for presentation)            Emmanuel Léonard - Business Development Director <b>Helios Towers</b></p>
	<p><a href="#">DIGITAL ETHIOPIA</a> (click for presentation)            Esayas Dagneu - COO <b>Ethio Telecom</b></p>
16:40	<b>CLOSING REMARKS</b>

*Thank you for joining us at this year's IAD Summit. Please contact Extensia at any time if we can assist you further*

[info@extensia-ltd.com](mailto:info@extensia-ltd.com)

[www.extensia-ltd.com](http://www.extensia-ltd.com)

+44 203 841 4590