



Press Release: Bellagio Summit

Rockefeller Foundation and Kenya ICT Board host Global Conference on, “Developing Strategies for the implementation of the Kenya ICT Value Proposition”.

Tuesday, March 2nd, 2011

Kenya ICT Board together with the Ministry of Information and Communications will for the first time host an international convention to consult global experts on the government’s implementation strategy for Outsourcing and IT Enabled Services.

The convention will be hosted at the prestigious Bellagio Centre in Italy from 14th to 18th March 2011.

The three day closed door invitation only event will bring together international policy makers, Venture capitalists, IT entrepreneurs and a diverse group of leaders who will form a think tank that will see Kenya’s proposition for outsourcing taken a notch higher to ensure that the industry meets the expectations of an international audience.

The Kenya Outsourcing and IT enabled services sub-sector has experienced double digit growth in the past three years. This growth is owed to several factors that have all worked well for the market. The fibre optic cables (TEAMs, Seacom, and Eassy) in the country improved the quality, affordability and availability of broadband. Additionally, there has been increased confidence in the Kenya ICT market and this has been brought about not least due to the outstanding level of innovation the IT players have demonstrated.

The Bellagio Centre Kenya Convention is sponsored mainly by Rockefeller Foundation and the Government of Kenya. Rockefeller Foundation has in the past three years supported three major projects at Kenya ICT Board. These are the BPO Value Proposition, development of the shared services framework for local government and now the Bellagio Kenya Convention. This is a clear demonstration of support for Kenya’s lucrative and growing ICT sector and confidence in Vision 2030.

The Bellagio venue was chosen as it would position Kenya as a serious player in the global outsourcing arena. The venue, Bellagio centre, which is owned and run by Rockefeller foundation has been host to several innovators across the globe from artists and writers to entrepreneurs, policy makers and thought leaders for over fifty years.

It is a privilege for Kenya ICT Board to host this event at Bellagio and pool the best talent to strategize on how to get Kenya to indeed be a top ICT hub.

This conference will deepen the understanding of Kenya, offer an opportunity for the delegation to network with colleagues comprising leading thinkers in the IT and Outsourcing industry.

The audience, Kenya’s counterparts include decision makers in the outsourcing field, policy makers, Venture capitalists and Entrepreneurs.

Kenya ICT Board developed the Country's BPO Value proposition in 2008. As the local market dynamics have changed over the years, and in response to worldwide economic changes, the board now seeks to validate and enhance the marketing strategy and action plan to ensure competitive international penetration. This conference will increase the level of awareness of Kenya and the ICT and Outsourcing opportunities that exist.

About the convention

Kenya ICT Board seeks to deepen and strengthen the country strategy for outsourcing and IT Enabled services. This has been limited in the past for a number of reasons, some of these have been resource allocation / budget, inclusion of IT enabled services as these form a major part of outsourcing and the new opportunities the fibre optic cables brings.

The IT sector has been very vibrant with several companies expanding their operations including IBM, SAP, Google, Nokia and Business Connections. With these changes in dynamics, a more robust strategy and action plan is required and this is the expected outcome from this convention.

About Bellagio Italy

A quiet setting for focused work. A place to connect with dynamic innovators from across the globe. A multi-sectoral community committed to solving the greatest challenges facing our world.

The Rockefeller Foundation Bellagio Centre, through conferences and residency programs, supports the work of scholars, artists, thought leaders, policymakers and practitioners who share in the Foundation's pioneering mission to "promote the well-being of humanity." The Centre has a record of major impact, from meetings that led to the Green Revolution and the Global AIDS vaccine initiative, to residencies that furthered Michael Ondaatje's work on *The English Patient* and Bill T. Jones' choreography. This legacy, the serene work environment on the shore of Lake Como in northern Italy, the diverse groups of people, and the promise of future achievements makes Bellagio an inspiring and productive forum for fostering positive change.

For more about Bellagio, go to <http://www.rockefellerfoundation.org/bellagio-center>.