



# CALL FOR PAPERS



Featuring Four Worlds in One Event



CLOUD COMPUTING WORLD



DATA SECURITY WORLD



MOBILE APPLICATIONS WORLD



ICT-ENABLED OUTSOURCING WORLD

### Theme:

*Smart cities > smart societies > smart enterprises > smart exports*

Oshwal Centre, Nairobi  
24-25 October 2012

An AITEC Africa Event



Network • Learn • Do business



## 2012 Conference Subject Areas

The Summit will focus on deploying ICT solutions to improve the quality of life for East Africa's citizens and empower them to export their knowledge and skills. Specialised focus areas will include:

**Building Smart Cities:** The region's cities are hampered by inefficient management and infrastructure, reducing the productivity of their workforces and degrading the quality of life for all levels of society. The smart application of ICT solutions can dramatically transform these cities from their post-colonial quagmire of corruption, maladministration, poor planning and under-performance. The Summit will act as a clearing house for international and regional best practices in order to identify short-term fixes and medium and long-term strategies to create smart cities that serve the needs of their citizens.

**Developing Smart Societies:** Deploying ICT solutions to increase the quality of life for both urban and rural populations. Delivering improved services in healthcare, education, agriculture and housing.

**Creating Smart Enterprises:** Smart enterprises are competitive and profitable. In order to compete locally, regionally and internationally Africa's large enterprises, as well as its SMEs, need to plan and implement world-class ICT management systems. The Summit will provide a platform to take a broad perspective on latest enterprise systems

**Exporting Smart Skills:** Building an outsourcing industry in East Africa that capitalises in the region's expanding pool of ICT expertise, a tech-savvy workforce and customer-centric interpersonal skills.

These sub-themes will be covered from different perspectives in each of the conference streams:

- Cloud Computing World
- Mobile Applications World
- Data Security World
- ICT Outsourcing World

## The Summit Audience

The event has the following key audiences:

- ICT managers & professionals
- Policy-makers
- High-level managers at CEO, COO and CFO level
- Innovators and service providers
- Telecom operators and service providers
- NGOs/civil society organisations
- Media representatives

## Evaluation and Outputs

There will be several outputs from the event:

The objective of the conference is to focus on practical implementation of ICT solutions and systems to improve the quality of life for the citizens of East Africa; improve the productivity and profitability of enterprises; and stimulate the development of an ICT-empowered outsourcing industry.

The Summit's will spread this knowledge and awareness in the following ways:

- Increased knowledge among ICT managers and professionals across government, private sector and the NGO and developmental community of latest international trends and technologies and their application in the region.
- Increased awareness among high-level non-technical managers in the sector of the vital role ICT has to play in their business strategies – and the range of technologies and systems available.
- Informed media coverage that will help build a profile for the issues under discussion.
- Broker relationships between suppliers and users of ICT systems.

## Presentation proposals

### 1. Fast-track Theatres (covering all proposed topics):

Standard Presentation (15 minutes) – No fee for exhibitors; US\$1,250 for non-exhibitors\*

Showcase Presentation (30 minutes) – US\$3,500

### 2. Focussed Streams (covering three main Summit themes):

Standard Presentation (20 minutes) – No fee for exhibitors; US\$1,250 for non-exhibitors\*

Showcase Presentation (30 minutes) – US\$3,500

*\* Non-vendor analysts, academics and researchers will be invited to make presentations free of charge.*

### 3. Panel discussions

No charge

### Showcase presentation benefits

A Showcase Presentation entitles the sponsor to make a 30-minute presentation focussed on the organisation's products and services. The presentation will be branded in the programme.

- Branding on forum documentation.
- Appropriate sized pop-up or banner next to podium during presentation
- Mention in the press promotional material including advertisements and press releases.
- Prominent branding on all pre-event publicity material and advertising.
- Sponsor's logo on the Aitec Africa website: [www.aitecafrica.com](http://www.aitecafrica.com) on the event page.
- Insert in the event bag

To propose a presentation or if you wish to sit on a panel, send a topic title, brief outline, biography and photo to: Sean Moroney [seanm@aitecafrica.com](mailto:seanm@aitecafrica.com)

## Contact details

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