www.expo.ict4all-tunis.org

Newsletter
ICT 4 all Exhibition Tunis 2005

ICT 4 all Exhibition, 15 - 19 November 2005, Kram PalExpo, Tunis – Tunisia
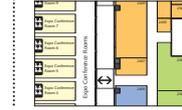
Opportunities for all!

Lights – camera – action! In just a matter of days exhibitors will start building stands and the Kram PalExpo will be transformed into a bohemian community fizzing with digital innovations, sparkling personalities and vibrant events. A trip to Tunis could be one of the best investments you've ever made: not only will you be part of an historic event but you will also meet the crème de la crème under one roof!

Projecting digital achievements
Visit the Central Place at the heart of the ICT 4 all Exhibition to experience a colourful cocktail of digital innovations, achievements, awards and celebrations. Special events will take place throughout the day and evening. Experience how innovations have connected people around the world and indulge in a dazzling multimedia theatre performance by a college of art in Tanzania. Network with the stars of today and tomorrow and see how youth have provided fresh incites for the advancement of the digital revolution.

Get the most out of the ICT 4 all Exhibition, project your personal opportunities and simply enjoy the show!

See you there!

GKP AWARDS CEREMONY, ICT4D PLATFORM 2003

Interactive Hall Plan

■ Are you an exhibitor interested to see who your neighbour is? Or would you like to check out the extensive list of exhibitors to prepare your visit to the largest event at the second phase of the World Summit on the Information Society? Visit **www.expo.ict4all-tunis.org**

Coming soon!

■ A workshop schedule will be available online soon! Visit **www.expo.ict4all-tunis.org** to see topics of debate covering: case-studies from around the world, ICTs for disaster relief, models for partnerships, pioneering innovations, new perspectives and opportunities.

world summit on the information society
Geneva 2003 - Tunis 2005

Organisation Committee:
Tunis 2005

Event Management:
OTTOFREI AG

Building partnerships to connect your community!

infoDev, The World Bank Group and their Partners – Linking Knowledge and Action

infoDev is a multi-donor partnership, with close ties to the global operational capacity of the World Bank and strong relationships with key donors and partners.

■ Since its creation in 1995, infoDev has been a pioneer in promoting the innovative uses of ICT as tools for poverty reduction. Donors and other development partners are now keen to assess the results of these efforts. It's mission today is to help the international development community to make sense of the rapidly changing world of ICT by commissioning action research, developing high quality knowledge products, tools and services, and by undertaking pilot activities which support ICT applications as tools of development and

poverty reduction. Visit our pavilion to learn more about our work in mainstreaming ICTs, in access for all, and in innovation and entrepreneurship. And come to our Symposium on November 17 and 18 where we will reflect on our collective experience in the past decade by addressing some key questions: Do ICTs matter to the poor? Do national ICT strategies matter? Do policy and regulation matter? Is information Infrastructure a public good? How can local innovation be unleashed?

www.infodev.org

ICTs AS A TOOL FOR ENTREPRENEURIAL DEVELOPMENT

Brazil Pavilion

The Federal Government of Brazil intensifies a democratic dialogue with the national and international civil society and considers the digital inclusion issue as a public policy priority. You are all welcome to Casa Brasil!

■ All people have the right to have access to the innovations of human intelligence and ingenuity to ensure their progress and quality of life. This was the message transmitted by Brazil during the first phase of the World Summit on the Information Society, Geneva 2003.

We are convinced that technological innovation is crucial to enable developing countries to overcoming development challenges. Participation in this debate must be as wide as possible, in order to avoid economic and cultural exclusion brought in by information technologies

In Tunis, we will showcase our projects about digital and social inclusion. For example: The program «Gouvernement Electronique d'Accueil du Citoyen»,

Telecentres, «PC connected», the CorreiosNet Shopping and «Points of Culture».

www.brasil.gov.br

ICIMOD and Mountain Forum

ICIMOD, since 1983, promotes the development of mountain ecosystems to improve the livelihoods of mountain people in the Hindu-Kush Himalaya. Based in Kathmandu, ICIMOD facilitates a partnership of Afghanistan, Bangladesh, Bhutan, China, India, Myanmar, Nepal, Pakistan, and over 300 institutions and donors.

■ The Information and Knowledge Management programme focuses on disseminating information and sharing mountain knowledge among research partners and mountain communities through publications and electronic media. The Mountain Environment and Natural Resources Information Systems of IKM programme plays a vital role in applying the GIS technology in the region.

ICIMOD hosts the Mountain Forum Secretariat. Mountain Forum is a community of people and organisations with a deep interest in sustainable mountain development worldwide. Members of MF from over 130 countries include individuals and

hundreds of diverse organisations. The community is linked through email, the internet, publications, and other media channels.
ICIMOD and Mountain Forum will present selected activities that best illustrate the role of ICT in development using videos, photos, and brochures.

www.icimod.org

Tunisia

The Tunisian pavilion presents the high level reached by the Tunisian private sector in the field of ICT, as well as its diversity of competences and know-how.

■ With forty companies and five start-ups, the pavilion highlights the Tunisian private sector's knowledge and innovation capacity in the fields of e-solutions, research and development and technologies for the benefit of industry, administration, services, agriculture, health, etc.

The ten Public Private Partnership (PPP) projects will highlight the contribution of these partnerships to obtain successful and operational projects within a shorter timeframe for the needs of administration, as well as development and solidarity or inclusive access.

These projects would not have been started without high quality Tunisian knowledge and human resources in the latest technologies.

The meeting and partnership space will enable Tunisian companies to meet, create or conso-

lidate partnerships with customers or potential foreign customers.

Several trade unions and companies from the Tunisian private sector in the field of ICT will be present themselves at the UTICA space.

MICROSOFT

Mr Jean-Philippe Courtois, President of Microsoft International speaks about Microsoft's participation in the second phase of the WSIS and ICT 4 all Exhibition.

■ **Why do you think it is important for Microsoft, as a leader in the software industry, to play an important role in the field of ICT for development?**

At Microsoft, we believe that by working in close collaboration with governments, non-governmental organizations, and other leading businesses to advance digital inclusion, we can help to improve education and learning, create new opportunities, strengthen local communities, and raise standards of living for people around the world. Further, we believe that traditional barriers to digital inclusion such as poverty, age, disability, geographical location, and lack of education must not be allowed to stand between people and their dreams of a better life. Through innovative technologies and partnerships, we are working to extend digital inclusion to a broader spectrum of people in every part of the world, and by 2010 to bring the benefits of ICT and technology skills training to a quarter billion people previously underserved by technology.

How are you contributing to the WSIS and parallel events, such as the ICT 4 all Exhibition?

Microsoft and our partners will be participating in the WSIS ses-

MICROSOFT, IMPROVING LEARNING OPPORTUNITIES

sions. We will host a pavilion space that will highlight our efforts to broaden digital inclusion including Microsoft products, programs and projects. The company's technology innovations will be showcased in booths operated by our NGO and intergovernmental partner organizations, such as the International Development and Research Centre and the telecentre.org initiative to support telecentres worldwide. The com-

pany will also participate in several press announcements that we hope will support the advancements of the ICT community.

As a leader in the software industry, what general progress do you think has been made since the first phase of the WSIS and ICT4D Platform in Geneva until now?

Since the first phase of WSIS held in Geneva, Microsoft has

continued to recognize the importance of public private partnerships. For Microsoft, public/private partnership is not a buzzword, but a fundamental strategy for learning how to offer our technologies and solutions in new and emerging markets, and to extend digital inclusion to more people. A global network of government, industry and community partners supports our ongoing commitment to make technology more usable, available and accessible to more people. As we learn from our partners, we also work with them to develop concrete programs to address the needs we see in communities and countries worldwide.

Could you tell us what you will be showcasing at your stand on the ICT 4 all Exhibition?

The Microsoft pavillion will feature our corporate wide effort to broaden digital inclusion including new technologies, innovations for improved access, and education, and skills training programs that enable people to reach for and embrace new opportunities. While Partners in Learning and Unlimited Potential are Microsoft's two flagship digital inclusion programs to be

… continuing Interview from page 3

featured – the first focuses on students and educators in primary and secondary schools, the second on community-based learning – our work on digital inclusion is much broader than these two programs. Visitors will see how the company has used its resources to partner with governments, educational institutions, businesses and research facilities in more than 90 countries to help create solutions to meet the needs of anyone who wants to learn more about technology – regardless of their age or level of technology proficiency.

How do you see the digital benefits of Microsoft technology really being made accessible and available to all?

Microsoft was founded on the belief that technology – if it is accessible, affordable and easy to use – can empower people to pursue their dreams and realize their full potential. Over the past three decades, we have seen that idea come to life for millions of people as information and communication technologies have become less expensive, more widely available, and a mainstay of personal and professional life in many parts of the world.

Our digital inclusion strategy for workforce development combines programs that promote digital literacy and ICT skills, providing education and training to students at primary and secondary schools (Partners in Lear-ning), colleges and univer-sities, and to mid-career professionals who need to sharpen or increase their skills (Unlimited Potential). We also support university research programs and academic departments that teach and use technology, and we provide in-depth technical resources to a worldwide community of developers, which enables them to continue learning throughout their careers.

Mr. Courtois, thank you. We look forward to visiting the Microsoft pavilion.

Interactive map

■ Don't know your way around Tunis? Check out our new 3D map to find out how to get to the ICT 4 all Exhibition:
www.expo.ict4all-tunis.org

Hall Plan

■ A pocket size hall plan is available at the entrance point of the exhibition.

■ e-Solutions Quartier

■ Inclusive Access Quartier

■ Development and Partnership Quartier

■ Research and Innovation Quartier

■ National Pavilion

■ Special services

The information in the charts is subject to change
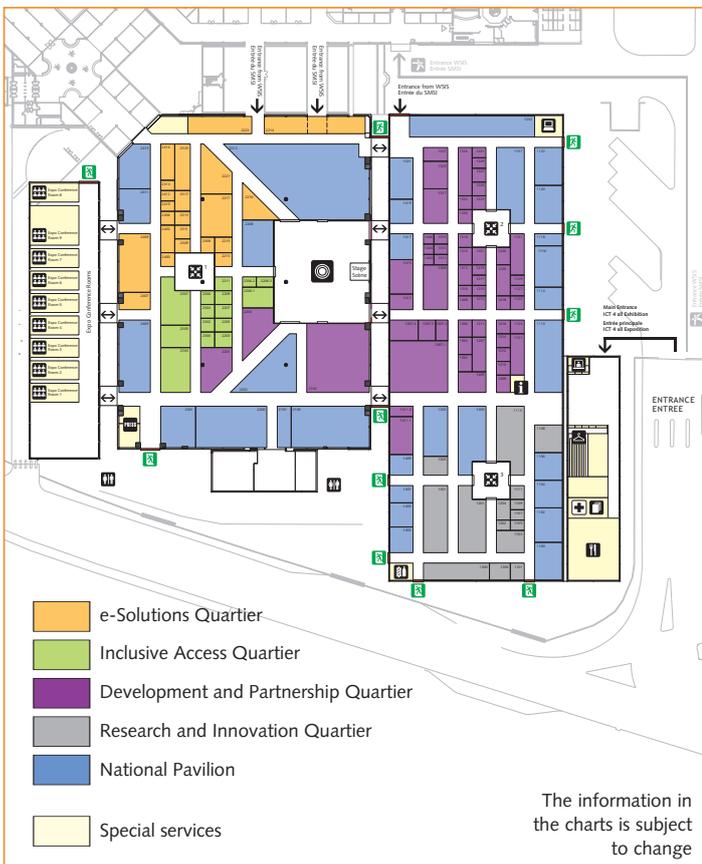
Just the ticket!

Everyone needs a personal badge and valid passport to enter the ICT 4 all Exhibition for strict security purposes.

■ It is now possible to order and print@home your personal visitor or exhibitor badge through the ICT 4 all Exhibition ticket portal: *www.expo.ict4all-tunis. org/participation*.

Entry fees
It is possible to purchase your badge online or on the spot. Badges purchased online are payable in Swiss Francs and on the spot badges must be paid for in Tunisian Dinar's.

Badges online	Badges on the spot
1 Day, 15 CHF	1 Day, 15 TND
5 Days, 25 CHF	5 Days, 25 TND
Saturday, 19 November, 1 TND	

Organisation Committee:

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