

Andrea

FOR BRAINSTORM 02 FEBRUARY 2011 [Lunch 1p.m. Meeting sdtarts 2p.m.] SANDTON SUN

1. Background about IIC, its objectives

The International Institute of Communications is an independent, not for profit, international organisation that has been in existence for over 40 years and spans the entire communications industry - it was converged before convergence became a reality. It was founded with the express intention to develop and exchange best practice in the field of communications so that all people may benefit from the opportunities offered. Communications now spans telecommunications, broadcasting and other content, internet and broadband and the IIC provides its members and other organisations the ability to analyse the market and policy shifts happening at a breakneck speed and exchange information and learnings. Its objectives therefore remain to provide an opportunity for the exchange of information so as to provide the best solution for society in this very important global environment.

2. IIC Annual Conference what is the purpose/ how are venues selected, why was SA selected to host the 2011 conference

As an international membership organisation, the IIC travels the world so that the span of issues faced by all sectors within the communications industry can be discussed and learnings can be made from each other. Africa has a vibrant and growing communications environment, with micropayments for example, taking hold in the continent before being explored or developed in other countries. Its diversity of geography and population makes for innovation and other countries can learn from this. ICASA who are sponsoring this meeting and the International Regulators Forum which will be held just before the Conference are long term members of and active participants in the Institute and we have many other friends in Africa including Telkom SA. We were last here for a very successful meeting in 2002 and it seemed a good time to return.

3. What the Conference seeks to achieve?

Those who know the Institute know that they will come away from the meeting not only with new contacts and opportunities but with a different way of looking at both market and policy issues and an understanding of how some of those challenges might be addressed and are being addressed in a variety of countries with greater or lesser levels of development in say, telecommunications or content provision

Kind regards

JMATLOU