

United Nations Association of Greater Boston



Presents

A ONE-DAY BUSINESS CONFERENCE

Reaching Across the Digital Divide:

Opportunities and Challenges in Emerging Markets for IT Companies

THURSDAY, JUNE 14, 2001

American Academy of Arts and Sciences
Cambridge, Massachusetts

PROGRAM

In cooperation with:

**Better World Campaign
Business Council for the United Nations**

Gold Sponsor

Accenture

Supporting Sponsors

GGA Software Services
TranSwitch Corporation
Sovereign Bank
Meek Foundation
Jane E. O'Brien
Das Family Foundation
McDermott, Will & Emery
International Center for Distance Learning

Organizing Sponsors

Massachusetts Software and Internet Council
Massachusetts Interactive Media Council
Massachusetts E-Commerce Association
Mass Export
The Alliance for the Commonwealth
eCoast Technology Roundtable
New Hampshire High Tech Council
Fletcher Roundtable on a New World Order
New England Latin America Business Council

Boston, June 14, 2001

Dear Conference Participant:

On behalf of the Board of Directors of the United Nations Association of Greater Boston (UNA-GB), we would like to welcome you to the "Reaching Across the Digital Divide" conference. This conference represents a landmark event for involving the New England business community in the worldwide effort to narrow the digital divide by taking advantage of business opportunities in emerging markets. We are very pleased to play a special role in hosting the first working-level meeting of the United Nations Information and Communication Technologies (ICT) Task Force, and we want to extend a special welcome to the ICT Task Force members from around the world. We wish them all success in their efforts to promote ICT for development.

This conference represents a first in many ways. It is the first major event that UNA-GB has undertaken as part of its initiative to reach out to the New England business community and especially to the IT and telecom industry. We believe that, by virtue of their business focus, IT and telecom companies are inherently involved in improving world communication and understanding, and we hope that this conference is an important step in bringing these companies into active involvement with the United Nations and its critical work in the ICT area.

In addition, for the first time, the United Nations is holding a working-level meeting of its ICT Task Force initiative, and for the first time, the United Nations has decided to hold such a meeting in Cambridge. In fact, the United Nations Secretariat was eager to co-locate its working-level meeting to coincide with our conference, because one of the Task Force's missions is to build partnerships with the private sector.

This conference has been a true collaboration among numerous organizations and individuals. We would like to especially thank the United Nations Secretariat for its active involvement in helping to organize this event. We also would like to thank the Better World Campaign and Accenture for the financial support needed to make this conference a reality. In addition, our many supporting sponsors and organizing sponsors have contributed essential support in this effort.

Throughout the conference, you will have a unique opportunity to gain multiple perspectives on ways to narrow the digital divide and, at the same time, secure business opportunities in emerging markets. We have taken a business approach to the digital divide issue, and we expect that the numerous presentations and panel discussions will provide you with the tactics and strategies needed for undertaking successful business projects that also help bridge the digital divide.

Thank you once again for joining us, and we look forward to meeting you individually during the conference.

*Richard Golob
Conference Chairman*

*Arthur Holcombe
President, UNA-GB*

CONFERENCE ORGANIZERS

United Nations Association of Greater Boston

For more than 45 years, the United Nations Association of Greater Boston (UNA-GB) has served the Massachusetts community through outreach efforts that are designed to inform and enhance public understanding of the United Nations and its specialized agencies. The "Reaching Across the Digital Divide" Conference represents the first time that UNA-GB has organized a major business conference on a critical UN issue, and UNA-GB expects to organize other business meetings on UN-related topics. Each year, UNA-GB organizes a UN Day celebration at the State House in conjunction with the Governor's office. In 2000, UNA-GB inaugurated an annual UN Day Luncheon for the international and business community in Massachusetts. Throughout the year, policy-oriented programming, lecture series, and study panels that deal with various international issues are organized. The centerpiece of UNA-GB's educational activities is the *Bringing the World to Our Children* (BTW) program, an innovative curriculum developed and written by UNA-GB which brings the Model UN experience into the classroom through a series of class sessions that teach about the UN System, negotiation, communication, research and non-violent conflict resolution. Since its pilot launch in 1994, the BTW curriculum has reached over 20,000 students across the United States. Membership in UNA-GB is open to everyone. UNA-GB is the third-largest of nearly 200 chapters of the United Nations Association of the United States of America.

Better World Campaign

The Better World Campaign (BWC) is a project of the Better World Fund, which was created with initial support from businessman and philanthropist R.E. Turner as part of his historic \$1 billion gift to support UN causes. It is a bi-partisan, non-profit national education and outreach effort dedicated to enhancing the awareness of and appreciation for the vital role the United Nations plays around the world. In particular, the Campaign works to highlight the UN's work to strengthen international security through multilateral cooperation. BWC believes that UN efforts on behalf of global peace and progress help advance the interests of the U.S. and all nations.

Business Council for the United Nations

The Business Council for the United Nations (BCUN) promotes greater cooperation between the United Nations and the business community, linking the private sector's expertise and efficiency with UN Ambassadors and Secretariat officials and serving as a catalyst for a stronger UN and a more peaceful, prosperous world. Through roundtables, timely briefings and access to UN Ambassadors, members are kept informed of major developments affecting markets worldwide. BCUN's agenda includes monthly luncheon briefings with UN Ambassadors from major emerging markets and industrialized nations, working groups, conferences and special events on the digital divide, economic development, corporate responsibility, health and education, and the annual Global Leadership Awards Dinner. In addition, BCUN provides members with news, information, source material, and research on evolving business-related UN policy. BCUN is a division of the United Nations Association of the United States of America, a 501(c)(3) not-for-profit organization.

GOLD SPONSOR

Accenture

Accenture is the world's leading provider of management and technology consulting services and solutions, with more than 70,000 people in 46 countries delivering a wide range of specialized capabilities and solutions to clients across all industries. Accenture operates globally with one common brand and business model designed to enable the company to serve its clients on a consistent basis around the world. Under its strategy, Accenture is building a network of businesses to meet the full range of any organization's needs -- consulting, technology, outsourcing, alliances and venture capital. The firm generated revenues of \$9.75 billion for the fiscal year ended August 31, 2000 and \$5.71 billion for the six months ended February 28, 2001. Working with the United Nations Development Programme, the Markle Foundation, and others, Accenture has helped design a strategic framework called the Digital Opportunity Initiative to help developing countries, communities, and supporting organizations leverage ICT's unique benefits to further sustainable human development. Accenture's home page is www.accenture.com.

Special Thanks to Jane E. O'Brien, Leadership Awards Chair and Supporting Sponsor, and to Howie Green Design, Steve Bennett, and Steve Stang of Gangi Printing for their invaluable assistance

CONFERENCE PROGRAM

8:00 am - 8:30 am **Registration and Continental Breakfast**

8:30 am - 8:40 am **Welcome**

Arthur N. Holcombe, President, United Nations Association of Greater Boston
Richard Golob, Conference Chairman, and Chairman, World Information Systems

8:40 am - 9:15 am Keynote Presentation

The State of the Digital Divide: An Overview

Jose Maria Figueres-Olsen, Special Representative of the U.N. Secretary-General on Information and Communication Technologies and former President of Costa Rica

President Figueres-Olsen will present an overview of the digital divide problem and will discuss the ways in which the United Nations, national governments, and private business will ultimately bring the benefits of information technologies to the farthest reaches of the planet. In addition, he will provide an update on the results of the working-level meeting of the ICT Task Force, focusing on the Task Force's action plan and discussing ways in which the private sector can participate in the effort.

9:15 am - 10:00 am Presentation

Information Society Index: Measuring the Digital Divide

Crocker Snow, Jr., Editor in Chief, The WorldPaper

The Information Society Index (ISI), developed by IDC and World Times, measures the ability of individual nations worldwide to access, absorb, and effectively use information and information technology. This benchmark study has emerged as a critical global strategic planning tool for IT companies, asset management firms, and governments, providing quantitative answers and insights.

10:10 am - 11:00 am Panel Discussion

Successful Policies for Closing the Digital Divide

What broad approaches will enable the public and private sectors to close the digital divide? In this session, representatives from industry, government, and NGOs will describe the large-scale policies and initiatives that will help build ICT capacity in developing countries. The panelists will describe their organizations' timetables and priorities, as well as the challenges ahead in achieving their goals.

Pekka Tarjanne, United Nations ICT Special Advisor, former Secretary-General, International Telecommunications Union (ITU)

Carlos Braga, Manager, Global Development Gateway, World Bank

John Cullinane, President, The Cullinane Group, and Founder, Cullinet Software

Sandrine Tesner, Manager, Private Sector Partnerships Unit, UN Office for Project Services

Moderator: Amir Dossal, Executive Director, United Nations Fund for International Partnerships

11:10 am -
12:00 noon Panel Discussion

Leveraging Cutting-Edge Technologies to Extend the Digital Revolution

What information and communication technologies will offer the greatest benefits worldwide? During this panel discussion, industry leaders will discuss the global markets for wireless and broadband communication, mobile computing, distance learning, and other cutting-edge technologies, and the critical role for these technologies in closing the digital divide. They will also discuss the challenges in implementing these technologies, as well as the next wave of technologies.

Rick Burnes, Co-Founder and Partner, Charles River Ventures

John Gage, Chief Scientist, Sun Microsystems

Moderator: John Landry, Founder, Lead Dog Ventures.com, Former Chief Technology Officer, Lotus

12:00 noon -
12:50 pm Lunch

12:50 pm - 1:00 pm **Presentation of the UNA-GB's 2001 Leadership Awards**

Honorees:

United Nations Development Programme, presented to Mark Malloch Brown, Administrator

Jose Maria Figueres-Olsen, Special Representative of the U.N. Secretary-General on Information and Communication Technologies and former President of Costa Rica

Presentations made by Arthur Holcombe, President, UNA-GB, and Edward R. Meekins, Partner, Accenture

1:00 pm - 1:30 pm **Keynote Presentation**

Narrowing the Digital Divide: Future Prospects

Mark Malloch Brown, Administrator, United Nations Development Programme

1:30 pm - 2:30 pm **Panel Discussion**

From Policy to Action: Bridging the Divide through Effective Programs

Leaders from the private sector and the United Nations system will present case studies and discuss specific tactical hurdles that must be overcome if the digital divide is to be bridged. They will also describe solutions that their organizations have successfully used despite infrastructure limitations and economic constraints.

Edward R. Meekins, Partner, Accenture

Julia Moffett, Managing Director, Markle Foundation

Nii Quyanor, Chairman and CEO, Ghana Internet Corp.

George Sadowsky, Executive Director, Global Internet Policy Initiative

Moderator: Denis Gilhooly, Senior Advisor and Director, ICT for Development, UNDP

2:45 pm - 3:45 pm **Panel Discussion**

New Global Marketplaces: Expanding Business Opportunities in Emerging Markets for IT Companies and IT Investment Groups

IT companies can position themselves for significant opportunities throughout the world while contributing to bridging the digital divide. In this panel discussion, the experts will discuss expanding markets in Asia, Latin America, and Africa, and will provide an overview of the size and characteristics of these markets. The panelists will discuss how major IT companies can enable local governments to accelerate the adoption and effective use of appropriate information technologies in the different regions.

Matthew Rothman, CEO, SOFTBANK Emerging Markets

Catherine Forster Connolly, President, Pyramid Research

Talal Abu-Ghazaleh, Chief Executive Officer, Arab Knowledge Management Society

Salomao Julio Manhica, Executive Secretary of the ICT Commission of Mozambique

Moderator: Sarbuland Khan, Director, ECOSOC/ICT Task Force

4:00 pm - 4:45 pm **Panel Discussion**

Triple Win Solutions at Work: Innovative IT Projects

In this session, panelists will highlight innovative IT projects in three specific sectors – health, education, and enterprise – that demonstrate the benefits of cooperative efforts involving industry, government, and grassroots organizations. The panel will discuss the strategy and tactics necessary to succeed with projects that help narrow the digital divide, and will focus on the tangible benefits that these projects provide to individuals and organizations on both sides of the divide.

Michael Scholtz, Director, Health InterNetwork

William Tiga Tita, CEO, Trade Information Network of G77 Chambers of Commerce and Industry

Dick Sabot, Co-Founder, eZiba, and Former Board Member, Lycos

Ronni Goldfarb, Executive Director, Equal Access

Moderator: Janot Mendler, Distance MSc Coordinator, University of London Centre for Developing Research Areas

4:45 pm - 5:00 pm **Closing Remarks**

Richard Golob, Conference Chairman
