

WSA News

Special Sponsor Edition 07.09.2006



Reaching out to the communities we serve - WSA partner and main sponsor MTC describes its business and philosophy.



Upcoming Road Show Events - PICNIC '06 Cross Media Week, Sept. 27 - 29, Amsterdam; Global E-Content Summit, October 6-7, Yerevan, Armenia



Selecting the best in e-Content - The call for nominations for the WSA Expert Panel will be started on September 15th, 2006. It is an open selection process to find partners worldwide.



New partnership: UK based Terrapinn Ltd. Cooperation in the framework of e-Government conferences in South Africa, The Netherlands and UAE.



Two Heads of State support WSA initiative - Vaira Vike-Freiberga and Leonel Fernandez, have granted the High Patronage for the WSA for the period 2006-2007.



MTC

www.mtctelecom.com

Reaching out to the communities we serve

MTC began its operations in 1983 as a pioneer in the mobile telecommunications industry in the Middle East and is now a major player on the African continent.

With the appointment of Dr Saad Al-Barrak as CEO in 2002 and the initiation of the 3X3X3 profitable expansion strategy, under his tutelage MTC grew from a single operator in Kuwait with 600,000 customers in 2002 to a conglomerate of operations in 20 countries in the Middle East and Sub-Saharan Africa serving and providing over 23 million customers with a comprehensive and innovative range of products and services.

In the Middle East, MTC operates in Kuwait, Jordan, Bahrain, Iraq, Lebanon and Sudan.

On the African continent, MTC operates the "Celtel" brand in 14 countries - Burkina Faso, Chad, Democratic Republic of the Congo, Republic of the Congo, Gabon, Kenya, Madagascar, Malawi, Niger, Nigeria, Sierra Leone, Tanzania, Uganda and Zambia.

For the half-year ending June 30, 2006 conso-

lidated revenues were USD 1.72 billion for the 6 months ended June 30, 2006, an increase of 121% over the same period in 2005 and consolidated net income of USD 871.55 million, an increase of 55% compared to the same period last year. Listed on the Kuwait Stock Exchange, MTC's market capitalization exceeded US\$12 billion as at June 30, 2005.

Strategy

MTC's corporate strategy can simply be summarized as "3x3x3", an ambitious, sustainable and profitable expansion strategy that will see MTC become a leading mobile and lifestyle services provider on the global stage by the end of the year 2011.

Initiated in year 2002, it is this strategy that will make MTC a global player in three stages: regional, international and global, with each stage completed in three years, with an aim of reaching a subscriber base in excess of 30 mil-

lion. In essence, through acquisitions, partnerships and green-field opportunities, MTC aims to achieve in nine years what other companies have taken more than 27 years to achieve.

Customer focused

MTC is continuously improving its services and product offering as a customer centric organization. MTC has inadvertently sought to bridge the digital divide by introducing new technologies that entice customers to make better use of their mobile as well as the internet. In recent months MTC has made excellent strides in introducing the leading



A strong partnership: MTC's CEO Dr Saad Al-Barrak with Peter A. Bruck

technologies to help customers make more of their communications means.

In Bahrain for example MTC was the first operator in the Middle East to launch 3G network nationwide and most recently launched 3.5G HSDPA technology. Today customers in Bahrain can enjoy high speed data downloads, video conferencing, MMS, TV streaming services, Live TV and much more.

The same is taking place in Kuwait where EDGE and GPRS is prominent medium of MTC data service offering and in 2006 the operation introduced 3G.

On MTC's website customers can access their accounts, pay their bills, and purchase online services as well as shop online for mobiles.

MTC customers in several of our country operations can have email access as well as voice and fax messages. These services and products have definitely improved the way people do business as well as the way people live their lives. It has driven communities to learn more about the internet and communicate in ways they never thought possible.

In Jordan, an operation with a renowned record of introducing many ground-breaking technologies i.e. the first to introduce MMS in the Middle East for one, customers also benefit from similar facilities to those in Kuwait and Bahrain.

Reaching out

In addition to securing the best possible returns for shareholders consistent with a

high standard of corporate governance, MTC considers itself defined by a commitment to excellence in providing world-class mobile / data services and an ethos of corporate social responsibility in supporting communities, offering employment and creating business opportunities wherever it operates.

It is important to MTC that its economic, social and cultural projects have a positive impact on the people of all the countries in which we operate. Our donations, grants and support to all facets of the communities that we serve are unmatched and we will continue to do so. With MTC's acquisition of Celtel (April 2005) in Sub-Saharan Africa and its hope to expand and cover other areas in the continent, MTC is seeking to offer these same services to its current customer base of over 14 million customers in that part of the world. Mobile telephony on the continent is contributing in many economic and social aspects by empowering Africans whether it is in their business dealings or in connecting to loved ones across the continent and beyond.

Even in Iraq, a region stricken by violence and hardship MTC's subsidiary MTC Atheer has provided over 2 million affordable mobile lines to populations in the Southern and Baghdad region. Not only has this allowed the population in this region to communicate more easily but MTC plans to further enhance GPRS, Voice Mail, Email and MMS services by the end of 2006 to further educational efforts as well as improve the business environment.

With the WSA

The exponential annual mobile subscriber growth rates in the 2 continents where MTC operates, has prompted MTC to work closely with governments and international organizations such as the World Summit Award (WSA) to improve the economic and social standing of populations in these regions to enable them to leap frog and compete with developed countries. MTC shares the same beliefs as the WSA, that a global Information Society is one that enables all people, wealthy or not, to create, receive and share information and knowledge for their own benefit. The WSA puts its emphasis on a core part of the Information Society: high-quality e-contents and applications. By selecting, presenting and promoting the best products from all over the world, it makes a contribution to bridging the Digital Divide and narrowing the Content Gap. Without the use of new and improved technologies such as Mobile communications, and the wireless internet and data services accompanying mobiles countries can develop themselves quickly in order to meet with the increasing demands incumbent on them. Whether the slogan is "We hear you" in Kuwait or "Yes we can" in Jordan, or "Making life better" in Africa, MTC is committed to providing the best mobile communications services to the widest number of customers. We will continue to work with NGO's, international organizations, governments and businesses to achieve this and more.

Participate in selecting best e-Content worldwide

Join the WSA Expert Panel 2007!

The World Summit Award is entering the most important phase for the years 2006 and 2007 - the selection of the best e-Content examples in 191 UN members states and the WSA Global Contest 2007. Based on the experience of the WSA 2005 process, the selection of the best practice examples in e-Content and creativity will be made through the most recognized national experts - the WSA Expert Panel 2007.

The Selection Process

The main task of an expert panel member is to propose the best multimedia products or applications from his/her country for the WSA 2007 global contest according to the 8 categories and guidelines of the WSA.

This selection can be done through 3 means:

- Establishment of a National WSA contest (i.e. Bahrain e-Content Award www.bea.bh), which will serve as an official pre-selection. WSA offers a software package for handling the registration and jury process along with a manual and contest hand book.
- Selection through a committee/board, established by the expert.
- Personal selection made by the expert and based on an extensive experience and acquaintance with the local content market

Get involved!

The call is an open selection process. Experts who have been already involved in the WSA process in either 2003 or 2005 encouraged to prolong their commitment. Self nominations are accepted.

We encourage you to ensure that your country is part of this worldwide initiative and to enter your nominations.

Registration start: September 15th, 2006

You can nominate yourself or make a recommendation either through our online registration or by sending an e-mail.

→ www.wsis-award.org

→ wsis-award@icnm.net

Join the WSA community of experts in ICT & creativity!



Two Heads of State support WSA initiative

Vaira Vike-Freiberga and Leonel Fernandez join WSA patrons for 2006/2007

H.E. Vaira Vike-Freiberga, President of the Republic of Latvia and H.E. Leonel Fernandez, President of the Dominican Republic have accepted to become High Patrons of the WSA for the period 2006-2007. This patronage serves as a significant encouragement for both content creators and application producers worldwide.

President Vike-Freiberga has already been involved in the WSA process by playing an active role and being present on stage at last year's World Summit Award Gala on the occa-



Vaira Vike-Freiberga, President of the Republic of Latvia



Leonel Fernandez, President of the Dominican Republic

sion of the UN World Summit on the Information Society in Tunis. It was of great significance to the international community that Vike-Freiberga took the stage and honored excellent content creators in the category e-Government.

"Citizens feel empowered by having information. Information is power so having access to it for every citizen should make them feel that they are part of the government of their country", said President Vaira Vike-Freiberga.

President Fernandez and the Dominican Republic have been actively involved in the WSIS process during 2003-2005.

Dr. Fernandez is one of the leading advocates for the formation of a sustainable information society. Dr. Fernandez managed the Presidential Commission on the Millennium Development Goals and Sustainable Development (COPDES) in the Dominican Republic and delivered a significant input for discussions at the second phase of the WSIS in Tunisia in November 2006.

WSA Road Show

Upcoming events in The Netherlands and Armenia



PICNIC '06 Cross Media Week
Sept. 27 - 29, 2006 | Amsterdam, NL

PICNIC is Amsterdam's new annual event focused on creativity in cross media content and technology. Not an average industry event, PICNIC '06 will explore how art, science, business and technology are changing the way we interact with, produce and consume media. WSA will be present at the event with its own booth and a special workshop where winners of the WSA showcase their projects. We have negotiated special rates for members of our network. For further information about this take a look at: [WSA Road Show: Picnic 06](#)

→ www.crossmediaweek.org



Global E-Content Summit
October 6-7, 2006 | Yerevan, Armenia

The Global e-Content Summit 2006 is jointly organized by the World Summit Award and the Government of the Republic of Armenia, represented by the Information Technologies Foundation. With its theme "Empowering Creators and Educators", the conference will showcase the world's best practice in quality e-Content in the framework of the WSA Exhibition and place a special emphasis on concrete benefits of quality e-Content. A number of the WSA network members as well as 15 WSA winners will attend the conference.

→ www.esummit2006.am

WSA at e-Government Conferences

Major events in South Africa, The Netherlands and UAE

Get further Information at www.intelligentgovernmentworld.com



WSA and UK-based Terrapinn Ltd. are going to cooperate with three different conferences entirely dedicated on e-Government. It is becoming increasingly clear that the intelligent application of information technology is the key enabler of efficient, integrated and accessible government, and that governments across the world have to develop and implement a coherent e-Government strategy if they are to play a key role in the emerging Information Society.

The World Summit Award is an enthusiastic supporter of these fora and will actively engage with keynote presentations from members of the WSA Board of Directors. In addition, the WSA Best Content Road Show will be stopping by, showcasing what we regard as the finest examples of e-Government implementation from around the world.

Government Technology World Africa Oct. 2-5, 2006 | Johannesburg, SA

Government Technology World Africa is the only dedicated event in Africa targeted exclusively at government, designed specifically to meet the individual needs of government buyers and decision-makers. Among the keynote speakers is Jak Boumans, Member of the WSA Board, who will speak about "The Public Services Sector to Meet Rising Citizens' Expectations".

www.terrapinn.com/2006/govtechza/

t-Government World Europe Oct. 9-11, 2006 | Amsterdam, NL

This conference is a chance to learn from the people at the forefront of government transformation in Europe in a non-political, information-sharing forum. More than thirty speakers will examine key issues in the development, implementation and management of IT-enabled government services. WSA Chairman Peter A. Bruck will chair the opening day of the conference.

www.intelligentgovernmentworld.com

Government Technology World Middle East Dec. 3-5, 2006 | Dubai, UAE

Bringing together the Middle East's eGovernment leaders', this conference will discuss best-in-class solutions to improve government efficiency and services through the use of ICT. Waheed Al Balushi, Chairman of the Arab eContent Award, will hold a presentation on "eGovernment best practice in the Arab region, showcased by the winners of WSA and Arab eContent Award".

www.terrapinn.com/2006/govme/