

Content

- | | | |
|----------|---|-----------|
| 1 | Opening Remarks | 1 |
| | Prof. Jörg Eberspächer, Technische Universität München, Munich | |
| 2 | ICT for the Poor at Large Scale:
Innovative Connections to Markets and Services | 3 |
| | Prof. Dr. Joachim von Braun, International Food Policy
Research Institute (IFPRI) | |
| 3 | People Driven Innovation – How to create the
Demand for ICT Solutions in Underserved Areas | 15 |
| | Kazi Islam, Grameen Solutions Limited, Dhaka, Bangladesh | |

APPLICATIONS FOR EMERGING ECONOMIES

Chair: Josef Lorenz, Nokia Siemens Networks, Munich

- | | | |
|----------|---|-----------|
| 4 | Transfer of services to emerging markets –
mobile services, m-payment & m-health | 25 |
| | Stanley Chia, Vodafone Group R&D | |
| 5 | Incubating Micro Enterprises in Rural South Africa –
The Use Case of Virtual Buying Cooperatives | 35 |
| | Christian Merz, SAP Research, Karlsruhe | |
| 6 | “What can we learn from the Developing World?”
Impact of Mobile Applications
from developing Markets on Mature Economies | 47 |
| | Prof. Gary Marsden, University of Cape Town, South Africa | |

BUSINESS MODELS FOR SUSTAINABLE DEVELOPMENT

Chair: Christian Merz, SAP Research, Karlsruhe

- | | | |
|----------|---|-----------|
| 7 | Mobile Broadband Community Centers | 55 |
| | Jean-Marc Cannet, Alcatel-Lucent, Velizy | |

8	Myths about ICT for the Other Billions	63
	Dr. Kentaro Toyama, Microsoft Research India, Bangalore, India	
	AFFORDABLE INFRASTRUCTURE FOR EVERYONE, EVERYWHERE	
	Chair: Prof. Jörg Eberspächer, Technische Universität München	
9	From Voice to Broadband Data – Affordable Communications in Emerging Markets	81
	Frank Oehler, Nokia Siemens Networks, Espoo Finland	
10	Leapfrogging ICT with Cloud Computing in Emerging Countries	91
	Dr. Hagen Wenzek, Corporate Strategy, IBM, Armonk, NY	
11	PANEL DISCUSSION ICT and Economics Development in Underserved Markets – A Chicken and Egg Problem	99
	Chair: Prof. Dr. Arnold Picot, Ludwig-Maximilians-Universität, Munich	
	<u>Participants:</u> Anriette Esterhuysen, Association for Progressive Communications, Melville, South Africa Dr. Arnulf Heuermann, Detecon International, Bonn Samia Melhem, The Worldbank Group, Washington D.C. Thorsten Scherf, Federal Ministry for Economic Cooperation and Development (BMZ), Bonn	
12	Closing Remarks	119
	Prof. Dr. Arnold Picot, Ludwig-Maximilians-Universität, Munich	
	Appendix	121
	List of Speakers and Chairmen	