United Nations
Economic Commission for Africa
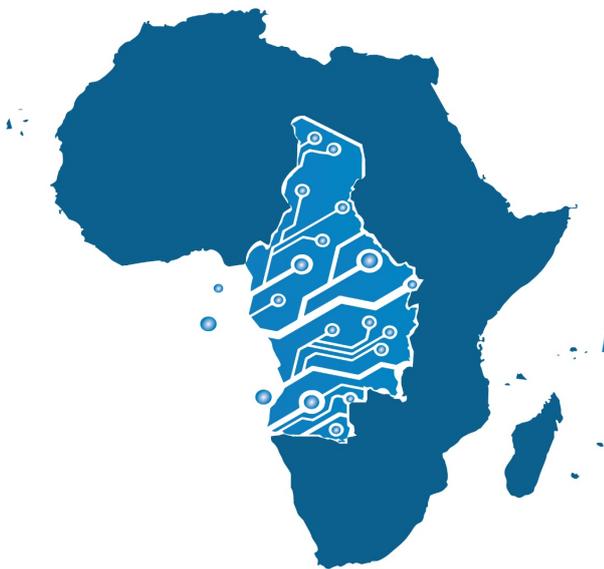
ICE 2019

35th Session of the Intergovernmental Committee of Senior Officials and Experts for Central Africa (ICE)

Digital Transformations and Economic Diversification in Central Africa: Issues, Challenges and Opportunities

MALABO │ 23 - 27 September 2019

DEMONSTRATION HUB

« Digital Economy to Accelerate Technological Leapfrogging in Central Africa :

Experiences and Perspectives"

Concept Note

Wednesday 25 September 2019

14h30 – 17h00

Purpose: This session is organized to enrich the debates with concrete experiences of companies engaged in lifting the technological content of several activities and in responding to several development challenges by using tools offered by the digital economy. The recommendations that may emerge from the debates will also enrich the final conclusions and recommendations of the ICE.

More specifically, this session is organized to:

1. Demonstrate that the digital economy is not free-floating, but is a catalyst for exponential technological progress across a broad range of activities and sectors, and that the private sector's role in it is cardinal;
2. Debate around what can be done to multiple these experiences in Central Africa to bring a faster technological change in all areas of our society, economy and institutions.

It is therefore expected that:

1. National decision-makers and experts learn firsthand what the private sector is doing to attain sustainable development via the digital economy in Africa, and more specifically in Central Africa;

2. National decision-makers and experts have a better grasp of what obstacles are limiting the full deployment of the digital economy in specific activities and sectors, and identify ways of addressing these obstacles;

3. Entrepreneurs of the digital economy are offered an opportunity to open a policy dialogue with national decision-makers on matters of importance for the digital economy;

Format:

Quick Presentations

Moderator gives a general overview to the segment and introduces each demonstrator, calling on them to introduce their concept/solution to the audience in just 5 minutes.

In the brief presentation, each demonstrator will answer the following questions (straight to the point):

1. What gap is the product plugging, for what use?

2. What are the difficulties for the product/service to be effectively deployed or used?

3. What impact are the creators of the products making on their economies in terms of productivity/tax contribution/growth/transparency/accountability/welfare/job creation?

4. What should the public sector be aware of to multiply and enhance the impact of the digital economy in their respective activity or sector?

Q&A

Following the presentation, the Moderator opens the floor for two pertinent questions, only. The demonstrator answers.

Moderator announces that everyone will have enough time to interrogate the demonstrator during the demonstration bazaar.

Demonstration Bazaar

During the ICE, a stand will help each product/service/solution to be exposed and demonstrated in a more detailed manner.

For that purpose, each demonstrator may use PowerPoint, video, aids, simple conversation or a mix of techniques.

Essential elements:

1. Each exhibitor showcases their product and problem it is meant to solve;

2. Expose the impact they may be having on their economy and/or society/community;

3. Expose the main difficulties encountered for the product/service/application to be effectively deployed;

4. Suggest some actions that could be taken to be upscaled and what role for public policies, universities, organizations of the private sector, regional organizations;

5. Touch and feel of the product service;

6. Networking, dispersal.

Closing: The moderator asks volunteers to recount the pertinence of the product / service / solution presented during this session.