



**WEST AFRICA**  
ABIDJAN • 27 APRIL 2017

## **Mobile 360 – West Africa** **27<sup>th</sup> April 2017, Abidjan, Côte d’Ivoire**

Mobile 360 – West Africa is a new regional platform bringing together in an exclusive environment senior regional and international policy, regulatory, operator, investor and start-up representatives from across the mobile ecosystem involved in fostering the digital transformation of West African economies.

The event will explore how MNOs can work with public and private stakeholders to deliver the digital transformation in West Africa, exploring what all stakeholders can do in collaboration to deliver the transition in a way which is sustainable for business, government and society.

The day will feature discussions between stakeholders, either through 1-on-1 interviews and/or broader panel discussions involving multiple stakeholders from the digital value chain. These discussions will be punctuated with short stimuli to add fresh perspectives and information. Input from attendees as well as on-stage participants will be encouraged.

**#M360WA**

**KEYNOTE 1 - Mobile as the foundation for digital transformation in West Africa**

Mobile has the opportunity to deliver more to West Africa than basic communications services. By putting mobile first when developing national strategies, mobile operators are uniquely positioned to transform national economies and drive inclusion in societies. This keynote session will discuss the state of the industry in West Africa and its potential to support the digital agenda ambitions of the region.

**Chair**

Habib Bamba, TMT Director, Deloitte Cote d'Ivoire

**09.30 – 09.45 Conference Open**

Bruno Nabagné Koné, Minister of ICT, Cote d'Ivoire

**09.45 – 09.50 Conference Welcome**

John Giusti, Chief Regulatory Officer, GSMA

**09.50 – 10.00 Keynote:**

Mamadou Bamba, CEO, Orange Cote d'Ivoire

**10.00 – 10.10 Keynote**

Dr Isaias Barreto Da Rosa, Commissioner for Telecommunication & IT, ECOWAS

**10.10 – 10.45 Panel Discussion: Mobile as the foundation for digital transformation in West Africa**

Pierre Guislain, Vice-President, Private Sector, Infrastructure and Industrialization, African Development Bank

Bilé Diéméléou, Directeur général, Autorité de Régulation des Télécommunications de Côte d'Ivoire (ARTCI)

Mamadou Bamba, CEO, Orange Cote d'Ivoire

Moderator:

Habib Bamba, TMT Director, Deloitte Cote d'Ivoire

**10.45 – 11.30 Morning Break**

**Building an environment conducive to expanding mobile broadband connectivity**

Addressing the economics of rural deployment requires a new policy approach. But what are critical success factors necessary to stimulate long-term private investment in telecom and the digital economy in the region? Are public and private stakeholders' ambitions aligned with the current business and policy environment? This session answers these questions and more.

**Chair**

Habib Bamba, TMT Director, Deloitte Cote d'Ivoire

**11.30 – 11.40 Session Welcome**

Daniel Pataki, Vice President Policy & Regulation, GSMA

**11.40 – 11.55 Keynote**

Daddy Mukadi Bujitu, Chief Regulatory Officer, Airtel

**11.55 – 12.45 Panel Discussion: Building an environment conducive to expanding mobile broadband connectivity**

Nezih Dincbudak, Vice President Regulatory Affairs, Orange Middle East & Africa

Shiletsi makhofane, Head of Government and Industry Relations, Ericsson

Jean Francois Le Bihan, Director Regulatory Affairs - Africa, Millicom

*Moderator:*

Habib Bamba, TMT Director, Deloitte Cote d'Ivoire

**12.45 – 14.00 Networking Lunch**

**KEYNOTE 2 - Leading the development of life enhancing mobile services**

Digital services are rising rapidly across Africa. By extending and enhancing coverage enables many more people to access the internet and life enhancing online apps and content such as mobile money and energy services. This keynote session will discuss the opportunity - and arguably the obligation - for mobile to continue leading the development of life enhancing services in West Africa, highlighting the positive impact it has on economic growth and inclusion across the region.

**14.00 – 14.05 Chair**

Habib Bamba, TMT Director, Deloitte Cote d'Ivoire

**14.05– 14.15 Keynote**

Adebisi Idowu, Vice President Marketing, Etisalat Nigeria

**14.15-14.25 Keynote**

Bunmi Banjo, Growth Engine & Brand Lead, Sub-Saharan Africa, Google

**14.25– 14.35 Keynote**

Patrick Roussel, EVP MEA Mobile Financial Services, Orange

**14.35– 14.45 Keynote**

Vamsi Madhav, VP & Head Product Management, Mobile Financial Solutions, Mahindra Comviva

**14.45 – 15.15 Panel Discussion: Leading the development of life enhancing mobile services**

Bunmi Banjo, Growth Engine & Brand Lead, Sub-Saharan Africa, Google

Mame Banda, Managing Director, Ericsson Cote d'Ivoire

Adebisi Idowu, Vice President Marketing, Etisalat Nigeria

*Moderator:*

Habib Bamba, TMT Director, Deloitte Cote d'Ivoire

**15.15 – 16.00 Afternoon Break**

### Use Cases: Mobile and social transformation

Mobile represents a powerful opportunity for over 2 billion people in the world who currently live in poverty and lack access to basic services. By reducing the digital divide between urban and rural areas will help alleviate poverty, improve healthcare and education, expand financial inclusion and enhance agriculture. This session will highlight recent industry success in delivering social impactful services and the effect it has had on rural families and small and micro businesses.

#### **Chair**

Max Cuvellier, Head of Ecosystem Accelerator, GSMA

#### **16.00 - 16.10 Session Introduction**

Max Cuvellier, Head of Ecosystem Accelerator, GSMA

#### **16.10 - 16.15 Presentation**

Daniel Asare-Kyei, Managing Director, Esoko

#### **16.15 – 16.20 Presentation**

Lizzie Merrill, Project Manager, Ignitia

#### **16.20 – 16.25 Presentation**

Ogunlana Olumide, Co-Founder, PrepClass

#### **16.25 - 17.15 Panel Discussion: Mobile and social transformation**

Daniel Asare-Kyei, Managing Director, Esoko

Lizzie Merrill, Project Manager, Ignitia

Ogunlana Olumide, Co-Founder, PrepClass

#### *Moderator:*

Max Cuvellier, Head of Ecosystem Accelerator, GSMA

**KEYNOTE 3 - Fostering Growth, Inclusion and Innovation**

Mobile is the leading platform for creating, distributing and consuming innovative digital solutions and services in Africa. But what are the next steps for expanding digital services, increasing innovation and ensuring mobile remains the platform of choice for accelerating the digital transformation in West Africa?

**17.15 - 17.30 Closing Fireside Chat: Fostering Growth, Inclusion and Innovation**

Bruno Nabagné Koné, Minister of ICT, Cote d'Ivoire

Moderator: Wale Goodluck, Head of Sub-Saharan Africa, GSMA

**17.30 Conference Close**