



105,000,000

Approximate population of Ethiopia, making it the second most populous country in Africa.



15%

Percentage of Ethiopian population with access to the Internet.



AUGUST 2019

Month when a Telecom regulator (Ethiopian Communications Authority) was established.



④ Background

Ethiopia is the second most populous country in Africa with more than 105 Million citizens. However, it has relatively low Internet connectivity with less than 15% of its population having access to the Internet. Even those having access to the Internet pay a hefty price for it and are not guaranteed to get reliable connectivity. As a result, Ethiopians are marginalized from the Internet economy, mainly due to a state monopoly on telecommunication.

The new Prime Minister who took the helm of the power in April 2018 made a watershed decision to end the state monopoly. The process to liberalize the telecommunication sector started in June 2019 and is going at a very rapid speed. A Telecom regulator (Ethiopian Communications Authority) was established in August 2019 and it is expected that two new telecom operators will join the sector in March 2020. The incumbent will also be partially privatised within the same period. These changes require the development of new policies and regulatory frameworks that the nascent regulator cannot do alone. Therefore, an opportunity exists to support the development of structural and governance frameworks for the Internet ecosystem, which are not yet well developed. For example, there is currently no IXP, no independently operated ccTLD worthy of that name, no Internet Governance Forum, no Internet Society chapter or barely any civil society organization working for the Internet, etc. With this in mind, it is now a good time to organize a multi-stakeholder event to open the lines of communication with Ethiopians, so that the local community can start developing the Internet ecosystem for the benefit of citizens and businesses alike.

④ Objective

The objective of the conference is to create awareness amongst policy makers, regulators, businesses, technologists, and potential entrepreneurs about the Internet model, technology and organizations and create the foundation for a robust Internet Ecosystem in Ethiopia. Specifically, the conference will:

- ④ Address the main issues and challenges the country is facing in relation to the Internet.
- ④ Explore different technical options to improve the local Internet infrastructure and to make better use of the regional and global Internet infrastructure.
- ④ Explore the potential and future Internet related obstacles, threats and discuss potential solutions and recommendations.

④ Sponsorship Packages

Platinum/Gold/Silver

BENEFIT	Platinum \$15,000 (2 available)	Gold \$10,000 (6 available)	Silver \$5,000 (10 available)
PROMOTION			
Inclusion on all conference related communications	Logo	Logo	Logo
Inclusion on conference signage	Logo (prominently)	Logo	Logo
Inclusion on conference website, with link to company website	Logo (prominently)	Logo	Logo
Inclusion on all conference materials (including program)	Logo (prominently)	Logo	Logo
Thank you and recognition of sponsorship at conference	Yes	Yes	Yes
Photos of conference on ISOC website including Sponsor branding	Yes	Yes	Yes
PRESS			
Retweeting of suitable posts on social media	Four	Three	Two
Write a blog post, which will be uploaded onto conference website	Yes	No	No
AT THE EVENT			
Table at the conference	Yes	Yes	Yes
Display free-standing pop up banners	Two	One	One
Opportunity to provide branded gifts	Fellows and guests	Fellows	No
Boardroom available for 1x 45 minute bilateral meeting	Yes	Yes	No

2. The Fellowship Programme Sponsor

Sponsorship Value: \$5,000

- ④ Opportunity to 'host' a Fellows breakfast with opening remarks to officially welcome the Fellows onto the Programme.
- ④ Retweeting of up to four suitable posts on social media.
- ④ Thank you and recognition of company at conference.
- ④ Logo recognition on Internet Society website with a link to company's website.
- ④ Opportunity to provide branded gifts for the Fellows
- ④ Two free-standing 1m x 2m pop up banners at conference venue.
- ④ Photos of conference on Internet Society website including Sponsor branding.
- ④ Fellows to write a blog post about their experience at the conference and how the opportunity to take part in the Fellows Programme has made a difference to them. To be featured on Internet Society website and shared through social media.

④ Other Sponsorship Opportunities

1. Social Event Sponsor

Sponsorship Value: \$10,000

- ④ 5-minute opening remarks and welcome at social event.
- ④ Provide branded gifts for the tables.
- ④ Two free-standing 1m x 2m pop up banners at the venue.
- ④ Photos of social event on Internet Society website including sponsor branding.
- ④ Corporate logo on Internet Society websites, with a link to company's website.
- ④ Opportunity to write guest blog about social event, to be uploaded to conference website.
- ④ Listed as the sponsors of the social event on the conference website.

3. Ethiopian Coffee Ceremony Sponsor (per day)

Sponsorship Value: \$5,000

- ④ Coffee ceremonies are an integral part of Ethiopia's social and cultural life and have been passed from generation to generation. It is considered a mark of friendship and respect to be invited to such an event and is likely to be hugely popular with participants at the Conference in Addis.

④ Sponsorship Contact

To discuss sponsorship opportunities, please contact:

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