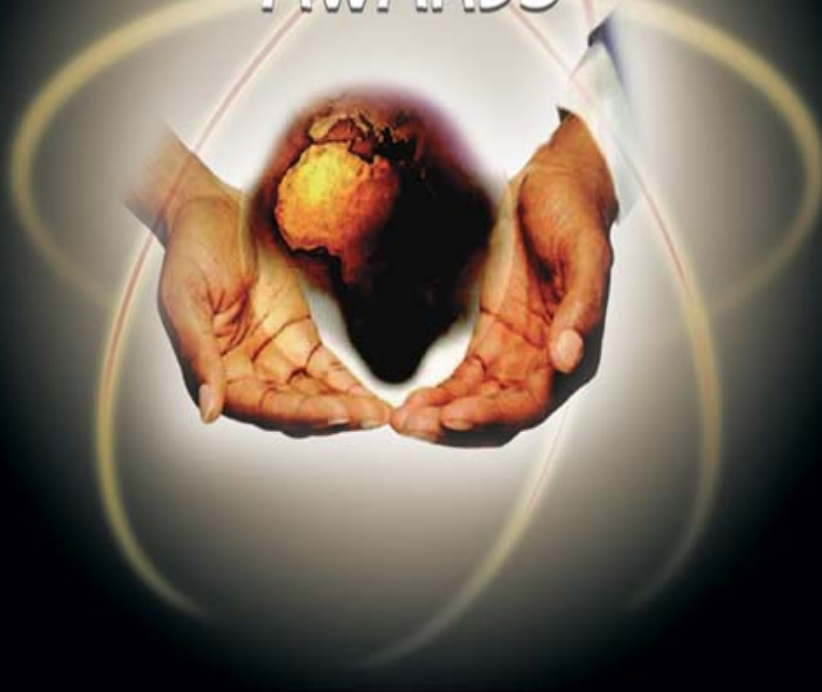


AFRICAN ACHIEVERS

AFRICAN
ICT ACHIEVERS
AWARDS



2008

ICT Achievement
Making the African Century a Reality



WHY PARTICIPATE AS A CORE PARTNER IN THE PROGRAMME?

- . Grow and associate your brand with the extensive Africa wide reach that the African ICT Achievers Programme has, with key decision makers and politicians at the highest level in governments, to CEOs and Captains of Industry.
- . Identify and leverage extended business opportunity brought about as a result of your association with the African ICT Achievers Programme.
- . Leverage the networking opportunities associated with your partnership in the African ICT Achievers Programme.
- . Be seen by all political spheres of governments as an organisation that is championing digital inclusion, access and ICT skills for the continent.
- . Be recognised as a leader in the African ICT world.

WHAT THE FUTURE HOLDS FOR 2008

2008 heralds the 10th anniversary of the African ICT Achievers Programme which promises to be a special year in the life of the African ICT Achievers Programme especially dedicated to a celebration of 10 years of African Excellence. The planned programme for the year will include:

- Achievers Golf Day in March 2008
- The launch of the 10th Anniversary in March 2008
- Launches in South Africa as well as in various regions in Africa
- Regular bi-monthly Achievers Networking Forums
- Heightened marketing communications and direct marketing activity to ensure that this special year long event makes a significant impact at all levels of the programme.
- Regional Adjudication which will take place in SADAC, North, East and West Africa.
- An African ICT Achievers Banquet spectacular in November 2008, one that will go down in history because of:
 - A planned Fund Raising Exercise on the evening of the banquet
 - Heightened Corporate Social Investment activity
 - President Mbeki has been invited as the key-note for the evening
 - The launch of a new category for the awards, namely ICT Project Excellence Awards
 - A special 10th Birthday identity, which partners to the Programme may re-use afterward, indicating that they were part of the 10th anniversary programme
 - A special 10th Birthday identity which finalists and winners may use to identify them as participants and winners over the past 10 years.
 - A special 10th anniversary commemorative issue
- Stronger participation from African Ministers in the African ICT Achievers Leaders Forums

OVERVIEW

Driven by the vision for a Digital Africa, stakeholders on the African Continent continue to fast track a cost effective sustainable computer infrastructure that will provide access to information, education and business opportunity for all. In support of this vision, ForgeAhead launched the African ICT Achievers Programme in 1997 to recognise and reward those individuals and organisations who have achieved in the information and communications technology sector; to create an environment for dialogue and debate; and to actively deploy technology into needy communities and schools on the continent. This programme has grown from strength to strength and continues on all fronts, to be the premier ICT Programme for the continent.

Endorsed by the NEPAD e-Africa Commission and sustaining the theme "Making the African Century a Reality", the Programme comprises three complementary focus areas: the African ICT Achievers Awards, the African ICT Achievers Leaders Forum and the African ICT Achievers Corporate Social Investment.

An inaugural African ICT Achievers Leaders Forum was launched in November 2007 and drew a high level participation from African Ministers, Embassies and Trade Commissions, NGOs, Investment organisations to Captains of Industry. The main theme of the debate focused on ICT Investment and Development for the Continent as a means to ensuring ICTs play a significant role in making the African Century a Reality.

The African ICT Achievers Programme has formally launched in many countries in Africa. Continued marketing to extend the reach of the programme is achieved through broadcast, print and electronic media as well as an ongoing dynamic direct marketing programme. The South African Broadcasting Corporation (including SABC Africa and Channel Africa) as Associate Partners to the African ICT Achievers Programme also work with ForgeAhead in a multi-year partnership to provide support in the form of television and radio interviews and advertising, and an official TV broadcast of the banquet to the African continent. ForgeAhead has developed a programme of updates which go directly to the ICT Ministers of each of the African countries and to their communications departments for ongoing transmission to the key stakeholders in their respective countries.



THE PROGRAMME ELEMENTS

The African ICT Achievers Awards :

The Awards include an active marketing programme to mobilise the continent and canvas for nominations in the various categories comprising individual awards and organisational awards, as well as a formal adjudications programme and the annual banquet to recognise and reward the winners. Once nominations open in March each year, Africans across the continent are invited to nominate those individuals and organisations whom they believe are worthy of recognition for their achievements through the use of ICT. All nominations are accepted as long as they are complete and are nominated in the correct categories. These nominations are submitted online on the ForgeAhead website. Once nominations close, an independent adjudication process takes place, managed by our audit partner. The adjudication process has two phases, and involves Africa wide respected judges who judge the nominees online per region. After finalists are determined these finalists are requested to attend a face to face, video conferencing or telephonic judging cycle. The winners are announced at a gala banquet that takes place in November 2008. The overall winners are invited to become ambassadors for the African ICT Achievers Programme for the next year and work together with ForgeAhead to grow the Programme on an ongoing basis.

Categories in the African ICT Achievers Awards are broken down into three sections, namely:

- . Individual Categories
- . Organisational Categories
- . Project Excellence Category

Organisational Awards	Individual Awards	Project Award
Top ICT Company in Africa	Top ICT Business Woman in Africa	Top ICT Project Excellence in Africa
Top ICT SMME in Africa	Top ICT Businessman in Africa	
Most Innovative ICT Company in Africa	Top ICT Youth Innovator in Africa	
Top ICT Multi-National in Africa	Top ICT Young Entrepreneur in Africa	
Top ICT Workplace Provider in Africa	Top ICT Educator in Africa	
Civil Society Award for Bridging the Digital Divide in Africa	Top CIO/CTO in Africa	
	Top Minister in Africa with an ICT Portfolio	

African ICT Achievers Corporate Social Investment (CSI)

The CSI section of the Achievers Programme assists in capacitating early childhood development centres, needy communities and schools with computer technology. ForgeAhead continues to monitor the benefit of these CSI awards and has documented this progress in case studies showing the difference that technology has, and continues to make in the lives of the organisations and individuals that have benefited from these technology donations. These case studies appear in the African ICT Achievers section of the ForgeAhead web site.

The African ICT Achievers Awards is complemented by an annual **African ICT Achievers Commemorative Publication** that honours the finalists and winners. The publication covers interesting topics such as insights into the status of ICT investment and development on the continent; case studies of successful ICT implementation and Uniquely African Innovations and solutions. A review of the African ICT Achievers activities during the year forms the background for a focused section on the Awards. Last but not least, ForgeAhead reviews the success of the Achievers CSI programme. More information on the publication can be accessed by logging onto www.forgeahead.co.za/achievers or by contacting ForgeAhead at +2711 603 1600.

African ICT Achievers Dialogue and Networking

This component of the programme provides the Achievers community with a year long programme of launches, social events, networking forums and an Annual Leaders Forum. The core objective is to demystify technology in Africa, and act as a catalyst to mobilise ICT investment and development to bridge the digital divide. The dialogue and networking calendar covers:

- **The African ICT Achievers Launch and Golf Day** which takes place in March each year, This event is a celebration at which the past years sponsors and partners are honoured and thanked and the nominations for the new year are launched. The past partners, sponsors and winners as well as prospective new partners and the media share in this networking opportunity.
- **South African Regional launches** of the African ICT Achievers Programme as well as **launches of the Achievers Awards in the rest of the continent**. These events bring together communities of government, business and ICT Leaders and decision makers in the various countries in Africa to work towards creating a better understanding of the benefits of technology as well as the Achievers Programme. An environment for extended debate and discussion is delivered through FutureTalk Networking Forums, which are networking events combined with regular discussion forums to debate and overcome ICT capacity building inhibitors.
- **The Annual African ICT Achievers Leaders Forum** is an annual conference with high level decision makers from Government and Business, and takes place two days before the Banquet. This forum is preceded by research on the continent into the status and use of ICTs as well as the impact, both positive and negative, that technology is having on Women, Youth and SMME's. The conference seeks to lobby ICT Investment into the deployment of technology and stimulation of innovation, in support of all Africans, for economic and social benefits.



- Topics that came under the spotlight during the 2007 Summit include:
 - . Deploying a Digital Infrastructure to provide the whole continent with access to communications.
 - . The Financial investment needed to fast track digital inclusion
 - . The infrastructural requirements for the continent
 - . Developing a knowledge economy - growing skills
 - . Taking technology to the people
 - . The ICT Business opportunities presented by connectivity
 - . ICT Macro infrastructural plans and development - stimulating, enhancing and bringing new business opportunities
 - . Realising a Dream - Listening to past Achievers and how the African ICT Achievers has made a difference in their lives.
 - . Multi-disciplinary investment in ICTs and a look at what Grant Funding has helped to achieve in the area of ICTs over the past ten year
 - . The impact that financial investments in ICTs has made in developing business on the continent
 - . How can investment in ICTs be focused to achieve the best results for Africa
 - . How much investment is enough
 - . Initiatives such as the NEPAD e-Schools and similar initiatives. Where is CSI making the most difference. Is there a coordinated view. What about duplication and how can the continent taking a coordinated approach to CSI.
 - . Overcoming risk to unlock Private Sector contribution to African Development
 - . Harnessing the power of innovation, while attracting investment into ICTs - The Rwanda Case Study
 - . Africa - Alive with Possibility: Changing the perception that Africa is a single geo-political entity and that the whole of Africa suffers from the ills of war, famine, genocide and natural disasters.
 - . Eliminating the educational barriers - Technoserve Case Study
 - . Investment - What are the challenges facing potential investors in Africa

PARTNERSHIP BENEFITS

ForgeAhead, through the African ICT Achievers Awards Programme provides Public and Private Sector organisations in Africa with the opportunity to sponsor the Achievers Programme each year and to leverage the opportunities created by the programme to gain access to the key decision makers that form part of the Achievers community.

The Africa wide reach of the Achievers brand, the endorsement and sponsorship of influential partners, form one of the most powerful platforms for branding and marketing as it gives brand marketing opportunities at the Banquet, launches, road-shows, networking forums and the annual ICT Business Leaders Forum.

The African ICT Achievers Awards also provides partners with a powerful medium through which to run their Corporate Social Investment activities. All forms of unique sponsorship packages can be designed to meet stakeholders individual needs and objectives.

For more information go to www.forgeahead.co.za/achievers or contact ForgeAhead at +2711 603 1600.