



# REPORT: WITSA Annual Membership Survey 2016

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## Methodology:

WITSA's 2016 Annual Membership Survey was conducted over the period January 19 – 29 February 2016 using a web-based online tool based on the surveymonkey.com web app.

The questionnaire comprised a maximum of 16 questions.

## Response Rate:

We received a total of 26 responses, including the following countries:

Belarus, Vietnam, Chinese Taipei, Costa Rica, Macedonia (x2), Nigeria, Albania, New Zealand, Dominican Republic, Armenia, Brazil, Colombia, Thailand, Bangladesh, South Korea, Haiti, Kosovo and Romania.

## Key Findings

### Top Policy Priority Areas

Survey respondents were asked to list the top policy priority areas for 2016, ranking each topic from 1 to 6 (with 1 being the highest priority). The following topics received the top rating in the 2016 WITSA SURVEY:

- Digital transformation of industry,
- economy and business;
- Security, Privacy, and Data collection;
- Skills shortage, ICT Workforce Challenges and re-qualifications;
- Environment;
- International trade

Other issues were also important to the members who responded to the survey. The following policy topics received the second highest score:

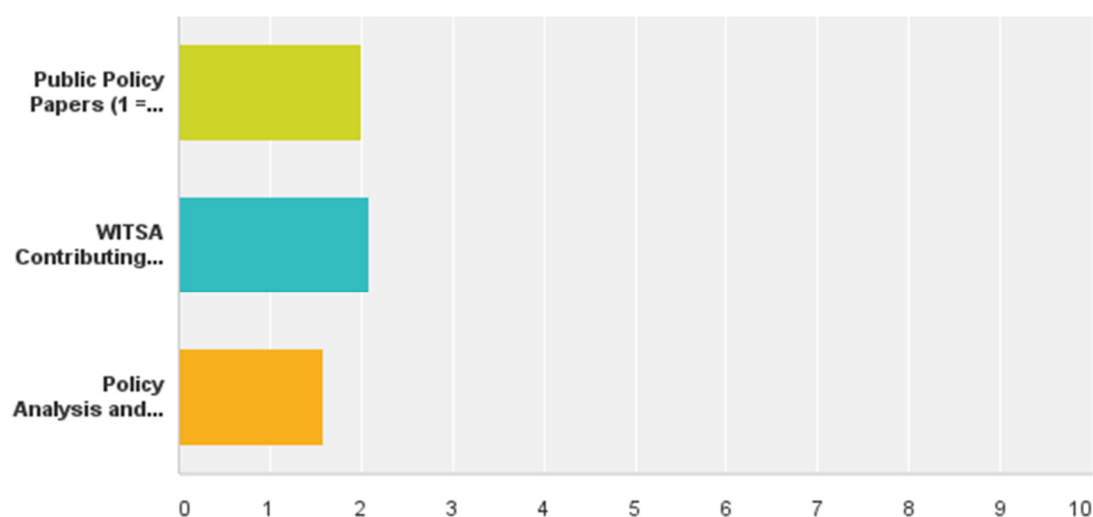
- Women in IT
- Taxation of software and services
- Government procurement,
- ICT governance, including Internet

Additional policy topics identified by survey respondents include:

- Digital banking
- Restrictions of the free flow of information across nationality/regional borders
- Digital inclusion
- National paperless trade systems
- Harmonizing Digital Markets of EU and Eastern Partnership Countries – HDM Initiative
- Healthcare

### Public Policy Activity Preferences

Members were asked what they expected from WITSA in terms of public policy activities over the next year: Publication of policy papers, having a voice at key meetings or policy analysis and information. The answer to this question was fairly well balanced among the three choices, with a slight preference for WITSA representation at key meetings, followed by policy papers and, lastly, analysis and information:



### UPCOMING KEY GLOBAL EVENTS LISTED BY MEMBERS: (Q 12- 21)

- Digital Economy Forum 2016 “Digital restart”, 9 March 2016, Athens
- Day camp with the community , location: Santo Domingo date: 20 March 2016
- WTO meetings relevant to ICT (various)
- Free flow of ICT workforce across nationality/regional borders
- ASOCIO Plenary Meeting, Seoul, Korea, 15~17 May
- Cybersecurity Summit 2016
- ITO & BPO GERMANY FORUM, 26&27 April, Berlin
- CEBIT2016, 14-18 March 2016, Hannover
- Technological Trade Fair, Santo Domingo, July 1, 2016
- UN (UNCTAD, UN/ECE and others) meetings relevant to ICT
- KOSICT,27&28 October, Kosovo
- Masters of Digital event, 5 April 2016, Brussels
- Standards meetings (ISO/IEC, ITU) - Various
- WCIT2016, 3-5 October 2016, Brasilia
- ASOCIO ICT SUMMIT, Myanmar

### WITSA Global Partner Program (Q 22 – 23)

The WITSA Global Partner Program is designed for economic development organizations to participate in WITSA activities in order to develop business relationships. In the survey, respondents were asked to list their suggestions for prospective partners.

- The World Bank
- Research and Bring to Market capability - patrick.attie@esih.edu
- Hispamedial Group srl Hamlet Martinez
- IDB (The Interamerican Development Bank)
- BIT Alliance - Bosnia and Herzegovina - Ms. Zana Karkin - zana@bit-alliance.ba
- EU agencies interested in ICT policies

### WITSA's Advisory Council (Q 24)

The Advisory Council is comprised of distinguished individuals from industry, governments, and multilateral institutions. They include co-founders of the Internet, World Economic Forum, and several corporations which, enable greater public policy dialogue and engagements globally for WITSA. (Ref. - <http://witsa.org/witsa-wp-site/partnership/witsa-advisory-council/> for a list of current members)

Members were asked to list possible contacts for Advisory Council nominees. Below are the responses received.

- Houlin Zhao - ITU Secretary-General
- Karen Higginbottom - Chairperson, ISO/IEC JTC1 (information technology)
- Mukhisa Kituyi, UNCTAD Secretary-General
- Jose Agustin Collado

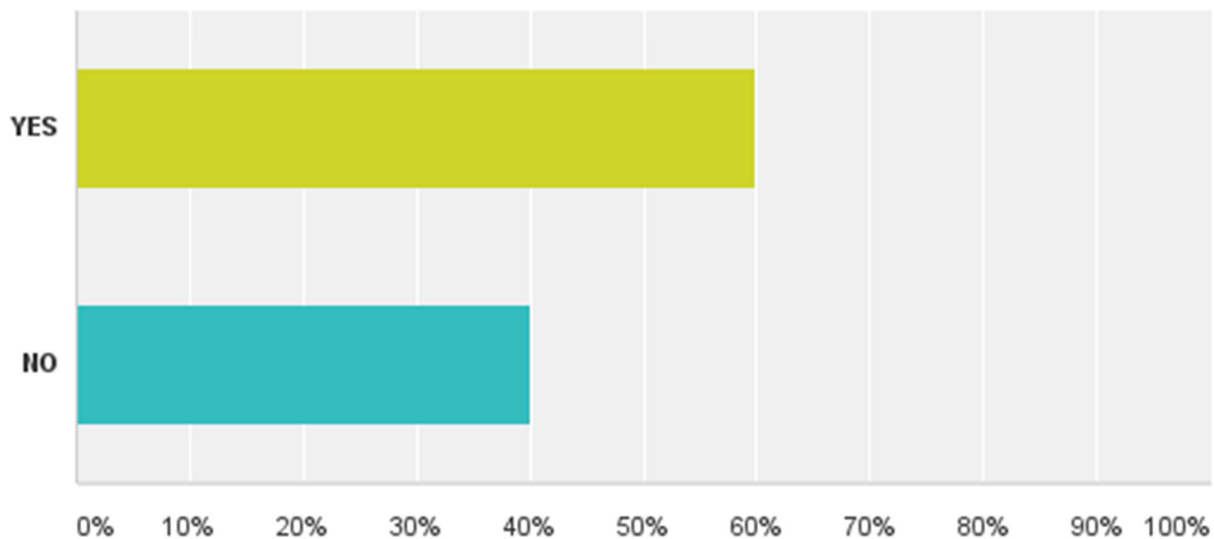
### WITSA's World Congress on IT (Q 25 – 29)

WITSA hosts a World Congress on IT events each year. This year, our WCIT will take place in Brasilia, Brazil on October 3rd - 5th.

100% of member responded that they would be interested in receiving group rates for their organization.

## Q25 Will you and your members be attending this event?

Answered: 10 Skipped: 16



### If yes, how many do you expect will attend from your Country?

Answer Options	Response Percent	Response Count
1 to 5	66.7%	4
6 to 10	16.7%	1
11 to 15	0.0%	0
More than 15	16.7%	1

### Are you or any members of your association interested in sponsoring / exhibiting at WCIT 2016?

Answer Options	Response Percent	Response Count
YES	28.6%	2
NO	71.4%	5

## WITSA Governance (Q 30 – 31)

Over the past year, WITSA has undertaken several initiatives to improve transparency to its members, including the issuing of monthly progress reports. These reports, as well as business plans, financial documentation, meeting minutes, standing committee and detailed working group activities, WCIT operation, WITSA contracts, and more is available and continuously updated on the members-only section of the WITSA website.

Does WITSA's current efforts to improve transparency to its members satisfy your expectations?		
Answer Options	Response Percent	Response Count
YES	100.0%	10
NO	0.0%	0

When asked if any additional measures members would like to see to further improve transparency in it's operations, we received only one response, as follows:

- One WITSA member would like to see more events in the European Region. A suggested annual meeting for the European group of Associations was requested.

## Communications (Q 32 – 33)

WITSA primarily communicates with its members through its website, email notifications to all members, and through particular working groups.

When Members were asked to rate the present content and methods of communications? (1 = Highest / 5 = Lowest)

- WITSA received an average rating of 2.18

Members were asked to offer any suggestions on bettering communications between your association and WITSA. Responses were as follows.

#	Responses
1	Identify lukewarm member country and personalise communications to them. Show them witsa's activities around the globe.
2	concerning the events should be more on time notification when an event to allow time to prepare the delegation that attended the event comes. This is so because sometimes no person who does not have a visa corresponding to attend and needed time to manage.
3	xxx
4	Sometimes my email is ruled out in your email list. So I can not get email and information from WITSA. On behalf of Mr. Woo Keon Park, Director of WITSA, I am designated correspondant.

## Suggestions and Recommendations (Q 34)

WITSA is member driven and is only as valuable as our members perceive us to be. Therefore, we would greatly appreciate your recommendations and suggestions on how we can improve WITSA and help better contribute to your associations needs.

The following suggestions were made:

- Leveraging the existence of so many associations and their members through organizing more B2B matchmaking events. These events can happen as part of other bigger events once in a year. This way if someone from Macedonia decides to come in Canberra for the BOD meeting, he/she should be also able to make some business meetings and relations. MASIT does not have separate budget for travel expenses for WITSA events, so the person that will come in the name of MASIT will have to finance his / her trip. In this sense he / she needs to have bigger value from the trip, by being present at the BOD but also maybe expand his business relations. Thank you
- WITSA can support members by publishing newsletters that will tell companies how to survive the global iconic downturn.
- WITSA should have one representative from each region coordinate in a more efficiently for events and various activities of the institution. This will allow you to reduce operating costs and improve service. – Jose Moreta of adosoft
- By intensifying present activities and by facilitation the interaction between members.
- Contents including white papers and reports published by WITSA