



TWENTY-SEVEN (27) GOOD REASONS TO JOIN WITSA & THE LIST IS GROWING...

“Markets and technologies are changing and evolving rapidly. Together with rapid globalisation newer opportunities and challenges are emerging. No one country or company can effectively address these issues. WITSA provides an ideal platform with its global network to share best practices and to determine common policy agendas across our national boundaries”.

Som Mittal, President **Nasscom, India**

“Telecommunications, wireless and broadband policy for access to the Internet lie at the heart of the 21st Century economy. WITSA is a key player in facilitating wise policy development.”

Vint Cerf

Vice president and Chief Internet Evangelist for
Google (**Co-Father of the Internet**)”

“The impact ICT has on world issues has never been more recognized. As the boundaries between the physical and digital worlds collide and billions of people, processes and things interconnect, the need for a strong ICT industry voice has never been more needed. WITSA as the leading recognized voice of the ICT industry is well positioned to support The World Economic Forum’s agenda on the new digital hyper connected world and how it is transforming industries, governments and society itself.”

Allan Marcus

Senior Director

Head Information Technologies & Communications
Industries,

The World Economic Forum (WEF)

“It is an honor to be part of WITSA and to further cooperation in the various initiatives of the Association.”

Diego A. Berardo

Vice-president – **CESSI, Argentina**

“I am honored to have been invited to serve on the WITSA Advisory Council. ICT plays a crucial role in

accelerating implementation of the MDGs and I am happy to work with the Council, which is a true multistakeholders platform, to enhance its support for the United Nations."

Dr. Thomas Stelzer

Assitant Secretary General for Policy and InterAgency
Affairs, Department of Economics and Social Affairs,

United Nations

ABOUT WITSA

WITSA is a consortium of over 80 leading Information and Communications Technology (ICT) industry associations from countries/ economies around the world. Our members represent OVER 90% of the world ICT market.

- Founded in 1978, incorporated in the Commonwealth of Virginia, United States of America in 1998.
- Our Passion:***“***Fulfilling the Promise of the Digital Age***
- Our Vision:*** “***To be the recognized voice of the ICT industry***”
- Our Mission :*** “To promote and facilitate the global growth of the information and communications technology and services industry through public policy development and advocacy, the promotion of global trade and investment, global forum and special programs.
- Our Programs:**
 - The World Congress on Information Technology (WCIT)
 - Global Advisory Council
 - Global Partner Program

"Our Association has been a member of WITSA for over 10 years. WITSA is the perfect platform for our Association and the ICT business community in Kenya to make contacts and network with the rest of the world. Being an association from the developing world WITSA has formulated affordable membership rates for us but we have the same membership strengths as other associations. Our members have also been regular participants in the periodic WITSA flagship events - the WCIT and GPATS - and made lasting business links as well as sharing experiences and best practices. Regular trade missions organized under the ambit of WITSA are also of much importance to our members. WITSA boasts over 85 member associations spread across the globe, meaning our Association can only look forward to even greater value-addition from being WITSA members".

Mr. Waudu Siganga

Chairman

The Computer Society of Kenya (CSK), Kenya

WHY JOIN WITSA? HERE ARE 27 GOOD REASONS....

WITSA offers your association and your members a unique set of benefits and values:

1. WITSA is uniquely positioned as the only global organization that brings together the world's leading ICT associations, currently representing an estimated 90% of the global ICT market.

Value Proposition: No other organization exists that provides its members with access to over 80 leading ICT associations and thousands of their members. No other organization is considered the voice of the ICT industry globally. By becoming a WITSA member you join a truly unique, global community.

2. WITSA has recognized status within UN agencies, the World Bank the Internet Governance Forum, ICANN, WTO, the World Economic Forum and other international inter-governmental organizations and institutions.

Value Proposition: Members desiring to be introduced or to become involved in joint WITSA activities involving these institutions and organizations are provided such opportunities. WITSA is well positioned to convey messages on behalf of its members as well as channeling its own policy principles and advocacy to all the right stakeholders.

3. WITSA members participate in International Organizations and Institutional Boards, Committees and Working Groups.

Value Proposition: For those members interested in participating in these working groups, WITSA is pleased to endorse and support their participation. WITSA is also well positioned to actively identify WITSA members who can represent industry at these prestigious international fora.

4. With members in more than 80 countries, WITSA members thus comprise the largest network of ICT companies and professionals in the world.

Value Proposition: WITSA's network of leading ICT associations provides member associations and their members with a window to a global marketplace unmatched throughout the world.

5. WITSA has developed relationships with regional associations such as ASOCIO (Asia), DIGITALEUROPE (Europe), Ijma3 (Middle East and North Africa), AfICTA (Sub-Saharan Africa), and ALETI (Latin America); allowing WITSA members' access to these important organizations.

Value Proposition: WITSA members seeking to develop business relationships through regional associations as opposed to seeking them incrementally are invited to meet regional association leaders either at regional or WITSA events or by setting up individual meetings.

Regional events are announced on WITSA's web site and meetings can be facilitated through WITSA.

6. WITSA members regularly share information on industry growth and development, geographic ICT related news and a number of members participate in trade promotion activities.

Value Proposition: WITSA members are given the opportunity to better understand global marketing and trade issues so that they can better inform their members seeking to develop global business opportunities.

7. All WITSA members are encouraged to participate in its program of work, which enables them to build contacts with, and learn from the experiences of their peers.

Value Proposition: WITSA members produce conference programs, policy documents, speeches and country declarations. Members are encouraged to use WITSA as a global platform to leverage important policy issues and work that are important to them. Through its work, WITSA also fosters a great opportunity for members to share experiences, best practices and lessons learned in their respective countries.

8. WITSA offers its members' members (ICT organizations and professionals) annual B2B opportunities to meet, develop trade, partnerships and distribution opportunities, and gain insights into global markets.

Value Proposition: From time to time, WITSA arranges WITSA trade missions (WTMs), which offer extensive B2B opportunities as well as meetings with senior government officials. The WTMs are usually arranged around major conferences as well, providing addition networking and learning experiences. WITSA also assists members in arranging B2B meetings on request.

9. WITSA members are eligible to host WITSA events - The World Congress on IT

Value Proposition: WITSA's flagship events enable host members and their countries to showcase to the world the capabilities, opportunities and resources of their ICT industries and workforce. WITSA's events drives not only delegates from around the world, but brings millions of dollars in added value for the local market through B2B activities as well as extensive marketing. These events also foster a vast network of contacts and relationships extending through the industry and government circles, providing long-term benefits to the host association and local communities. Upon the successful conclusion of a WCIT, the host association's standing and reputation is also significantly enhanced both with respect to its membership as well as its stakeholders.

“The Business Technology Division of the Bermuda Chamber of Commerce has benefited from our membership proportionally to the efforts we put in. Membership allows Bermuda to have a voice on ICT policy and other matters that WITSA in turn, advocates on our behalf to global decision making institutions to include the World Bank, ICANN, the IGF, ITU, WTO and the UN. Attending WITSA’s annual events (WCIT or GPPS) is key to becoming part of and benefiting from WITSA’s unique global network of other associations and institutions. We exist in a global, digital economy and encounter issues that affect the ICT industry in our respective countries. WITSA allows us to see how other jurisdictions are coping with these issues. As hosts of the Global Public Policy Summit in 2009 we were able to interact with organizations and individuals who had never been to Bermuda or knew the strength of the ICT industry on our island. An added value was the contacts and access to fellow WITSA members that represent the leading ICT providers and subject matter experts, providing a network of potential global partners.”

John Kyle
WITSA Liaison
Bermuda Chamber of Commerce

10. A number of WITSA members offer *Safe Landing Zones* (office support) in their countries to facilitate business development.

Value Proposition-WITSA members are encouraged to offer safe landing zone offices for other WITSA members to visit and to receive local support in the form of administrative assistance, office space, local telephone access and meetings with potential business partners and customers. Several members already offer this benefit and others are likely to join this program in the future.

11. WITSA’s Association Corner Program:

Association Corner is a special information resource tool provided to WITSA members in response member’s requests to provide ICT Association development information. The purpose of this special feature is to provide WITSA members a clearinghouse of valuable information regarding *establishing, operating and expanding ICT Associations* from around the globe. This tool is designed and provided for WITSA members in good standing only (PASSWORD PROTECTED).

12. B2B Portal:

The World Information Technology & Services Alliance, (WITSA) is a consortium of leading ICT associations representing over 90% of the global ICT Industry. Residing within its membership is the vast majority of ICT products and services offered around the globe. It is only logical that WITSA should create a portal that will bring together all of its members’ products and services by promoting and facilitating business transactions and fostering relationship building with in the ICT industry.

Note: The B2B portal is scheduled to come on line in the 1st quarter of 2017.

13. WITSA's Public Policy Advocacy:

Value Proposition-All members are encouraged to provide input into WITSA's policy positions through our Global Policy Action Committee (GPAC) in order to facilitate industry growth and support, and to learn from this the most effective ways of promoting positive industry developments and growth. Member input is an important part of the creation of all WITSA policy papers and statements. This offering allows member voices to be heard and promoted as appropriate for ICT growth and development. Members are also invited to share their own policy work and to discuss the applicability to future WITSA projects.

14. Members are invited to advertise their main events on WITSA's web site.

Value Proposition-Members are afforded the right to advertise their events on a global scale through WITSA. WITSA will feature these events both on an online calendar and in the news section on the official WITSA web site.

15. Members are invited to contribute news and information to other WITSA members either directly or indirectly through WITSA's web site.

Value Proposition-WITSA members are encouraged to contribute news stories, research, and features through WITSA's web site. IN addition, WITSA is on the process of creating a blog, where members are encouraged to participate in discussions and express their points of view.

16. WITSA members can depend on others members to welcome them in their respective countries.

Value Proposition-WITSA members make up a close nit community of friends as well as professionals. Members are always welcome by other members throughout the world. WITSA will assist any member in making arrangements with other members, whether for travel or research purposes.

17. All members in good standing within WITSA are entitled to submit nominees to the WITSA Board of Directors (two year terms).

Value Proposition-Regardless of size, economy or location of WITSA members, each has the opportunity to sit on the Board of Directors as well as to hold the position of Chairman, Deputy Chairman or committee chairperson of committee member.

18. All members are entitled to vote in WITSA General Assembly meetings.

Value Proposition-All WITSA members are entitled to elect a new slate of officers every 24 months at WITSA's General Assembly meetings. Members also vote on several other important issues regarding the organization at these meetings.

19. WITSA members are encouraged to involve WITSA in their grant applications and opportunities.

Value Proposition-WITSA's name and global brand can and has been utilized by members in obtaining grants. WITSA actively seeks grants of its own, and partners with members where appropriate, and invites members collaborate with WITSA in their own grant applications. WITSA has worked with members through several grants in the past, including the International Y2K Coordination Center (World Bank), the IT Mentors Alliance (ITMA; USAID); World Congress on IT grants for member participation (World Bank *infoDev*).

20. WITSA can serve as commercial platform for our members wishing to engage in B2B commerce.

Value Proposition: In addition to facilitating B2B through trade missions, WITSA conferences and member requests; WITSA actively seeks out B2B platforms where members can participate to develop new business opportunities. WITSA's Endorsement Committee reviews and approves these projects as appropriate.

“Through WITSA, PIKOM has been able to leverage on its global reach touching more than 80 economies with a combined revenue of over USD 1 trillion. No other organization provides such breath of linkages to every corner of the globe that provide the Malaysian ICT industry access and partnership opportunities for trade development. Through WITSA's public policy initiatives, common industry issues are propagated at international fora including United Nations and WTO. WITSA provides value to industry associations like PIKOM.”

Looi Kien Leong

**PIKOM Advisor and International Affairs chair &
WITSA Board member**

21. Members are accorded the opportunity to comment on WITSA's performance annually through surveys or directly.

Value Proposition-Members, regardless of the size of their association are provided the opportunity to influence WITSA's services and offerings each year. WITSA takes members input seriously and strive to provide the utmost value through its projects and activities.

22. Members often invite WITSA executives and Board members to participate in important meetings and conferences.

Value Proposition: Members often require support from WITSA leaders to assisting setting up meetings with government officials and other stakeholders. WITSA leaders often support member events by providing speeches and other event participation.

23. Industry-based research

Value Proposition: WITSA partners with organizations to provide unique industry-based research, to the benefit of its members. Examples include research on global ICT spending, survey on the software industry sector, and on eGovernment policies and best practices.

24. Our members receive newly designed annual *Membership Certificates*.

Value Proposition: A large number of member's value displaying the WITSA membership certificate to illustrate that their organization has international reach, which benefit their members. Membership within WITSA also enhances the standing of each association to attract new members.

25. Members have access to internationally recognized institutions such as the World Bank, the UN, and The World Economic Forum through WITSA's Advisory Council.

Value Proposition: As a means of strengthening direct links between WITSA's stakeholders in leading ICT corporations and key inter-governmental organizations, WITSA created the *WITSA Advisory Council* to engage in direct dialogue on global public policy issues around ICT. Membership of the Advisory Council currently comprises Bob Kahn (CNRI), Vint Cerf (Google) (co "fathers of the Internet", Alan Marcus (World Economic Forum), (World Bank), Bob Pepper (Facebook), Sally Wentworth (ISOC) Paul Mitchell (Microsoft), among others. WITSA members are invited to nominate Internet leaders and luminaries from their respective countries. Members also have an opportunity to participate in regularly scheduled calls and meetings of the Advisory Council.

26. WITSA's Global ICT Excellence Awards

Value Proposition: WITSA members nominate candidates to receive WITSA's Global ICT Excellence Awards every two years, in the following five award categories: Private sector excellence, public sector excellence, digital opportunity, mobile excellence, and sustainable development. Awards are given to persons, companies, agencies or organizations that demonstrate the most innovative and effective application of ICTs. Awardees bring recognition to WITSA members as well as to the corporate members that assisted in the nomination process.

"WITSA provides me with two unique benefits; access to the only global network of leaders of digital industry associations with whom I can exchange views and share best practices; and secondly allows me to be a part of the only forum I know of that brings the voice of the entire global digital industry to the attention of global institutions like the WTO, the United Nations, the World Economic Forum, the ITU and many others."

John Higgins CBE

Director General, Digital Europe

(Former Director General, Intellect, UK)

27. Members become part of the voice of the ICT industry.

Value Proposition: WITSA members are better connected and better positioned to conduct global policy advocacy, and to offer business and networking opportunities for their corporate members through WITSA's programs and events. WITSA members also have a high standing both at the international and national levels and among its membership.

For additional information regarding WITSA please contact Dr. Jim Poisant, Secretary General at jpoisant@witsa.org

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