



Evaluation of the use of ICT by SMEs in Africa



- **Status of ICT in Africa**
- **ICT and SMEs in Africa**
- **Some experiences**
- **Economic Information Networks**
- **RNIIM, UNIDO**

Status of ICT in Africa

- **For approximatively 850 M people in Africa:**

- 25% of the population has a radio
- 8% has a TV
- 3% has a mobile phone
- 2.5% has a fixed phone
- 0.8% has a personal computer
- 0.6% uses Internet

- **The reasons of this dramatic status:**

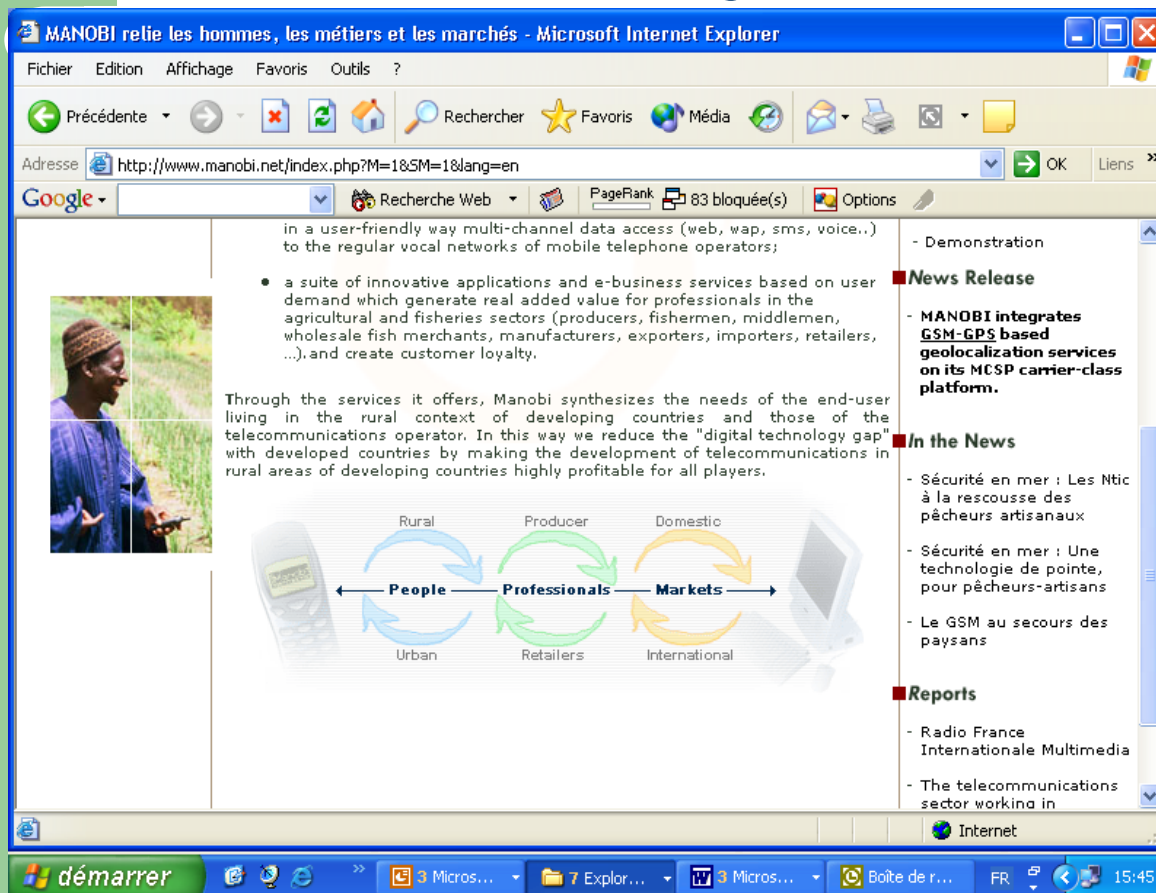
Low economic level - poverty, and thus very low purchasing power - rudimentary basic infrastructures - low level of penetration of education - Big socioeconomic imbalance between urban and rural environment – Illiteracy...

ICTs and SMEs in Africa

- **In spite of the low rate of penetration and the obstacles which ICT faces on the African continent, these technologies develop and are more and more integrated especially into the professional environment**
- **While the use of ICT is developed, the «production» of e-content remains at a basic level**
- **However, there are successful experiences, showing the African potential in ICTs**

Some African examples

Manobi, Senegal



MANOBI relie les hommes, les métiers et les marchés - Microsoft Internet Explorer

Fichier Edition Affichage Favoris Outils ?

Précédente Rechercher Favoris Média

Adresse <http://www.manobi.net/index.php?M=1&SM=1&lang=en>

Google Recherche Web PageRank 83 bloquée(s) Options

in a user-friendly way multi-channel data access (web, wap, sms, voice...) to the regular vocal networks of mobile telephone operators;

- a suite of innovative applications and e-business services based on user demand which generate real added value for professionals in the agricultural and fisheries sectors (producers, fishermen, middlemen, wholesale fish merchants, manufacturers, exporters, importers, retailers, ...) and create customer loyalty.

Through the services it offers, Manobi synthesizes the needs of the end-user living in the rural context of developing countries and those of the telecommunications operator. In this way we reduce the "digital technology gap" with developed countries by making the development of telecommunications in rural areas of developing countries highly profitable for all players.

Rural Producer Domestic
 Urban Retailers International

People Professionals Markets

News Release

- MANOBI integrates GSM-GPS based geolocation services on its MCSP carrier-class platform.

In the News

- Sécurité en mer : Les Ntic à la rescousse des pêcheurs artisanaux
- Sécurité en mer : Une technologie de pointe, pour pêcheurs-artisans
- Le GSM au secours des paysans

Reports

- Radio France Internationale Multimedia
- The telecommunications sector working in

Internet

démarrer 3 Micros... 7 Explor... W 3 Micros... Boîte de r... FR 15:45

E-Inclusion

- Manobi, Professional tool for real-time data management of market information for farmers and agricultural industry
- Meteorological information, localization of the fishermen by a hybrid technology: GSM-GPS

Some African examples

Artemis conseil, Morocco



E-legal

- Artemis Conseil, founded in 1992, is a private Moroccan company specialized in the legal edition in Arabic and French, through three types of media : paper, CD-ROM and Internet.

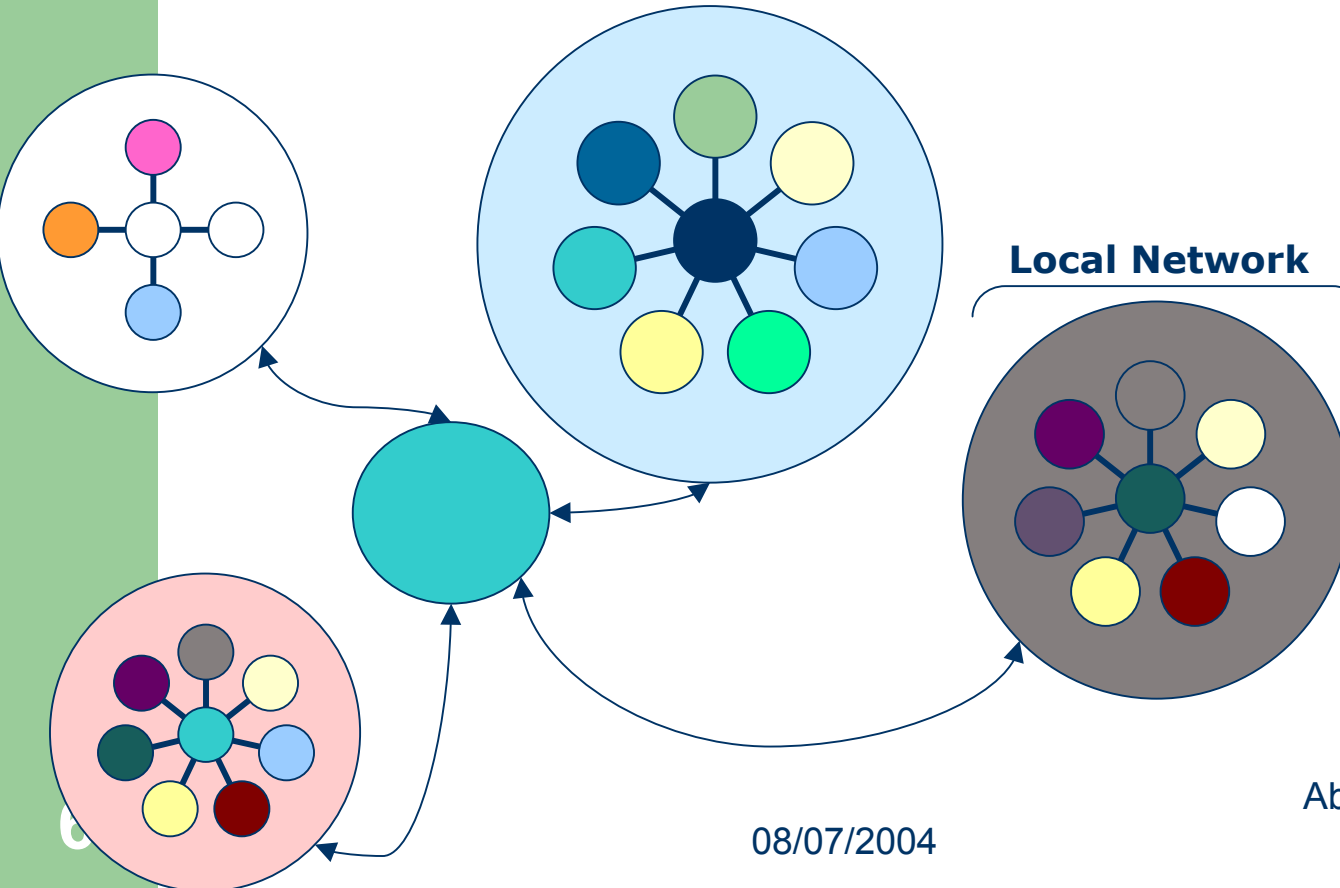
- Fiscal and legal base, Juris file, official Bulletins since 1912, ...

Networks of Economic Information

UNIDO's strategy

Continental Network

Regional Network

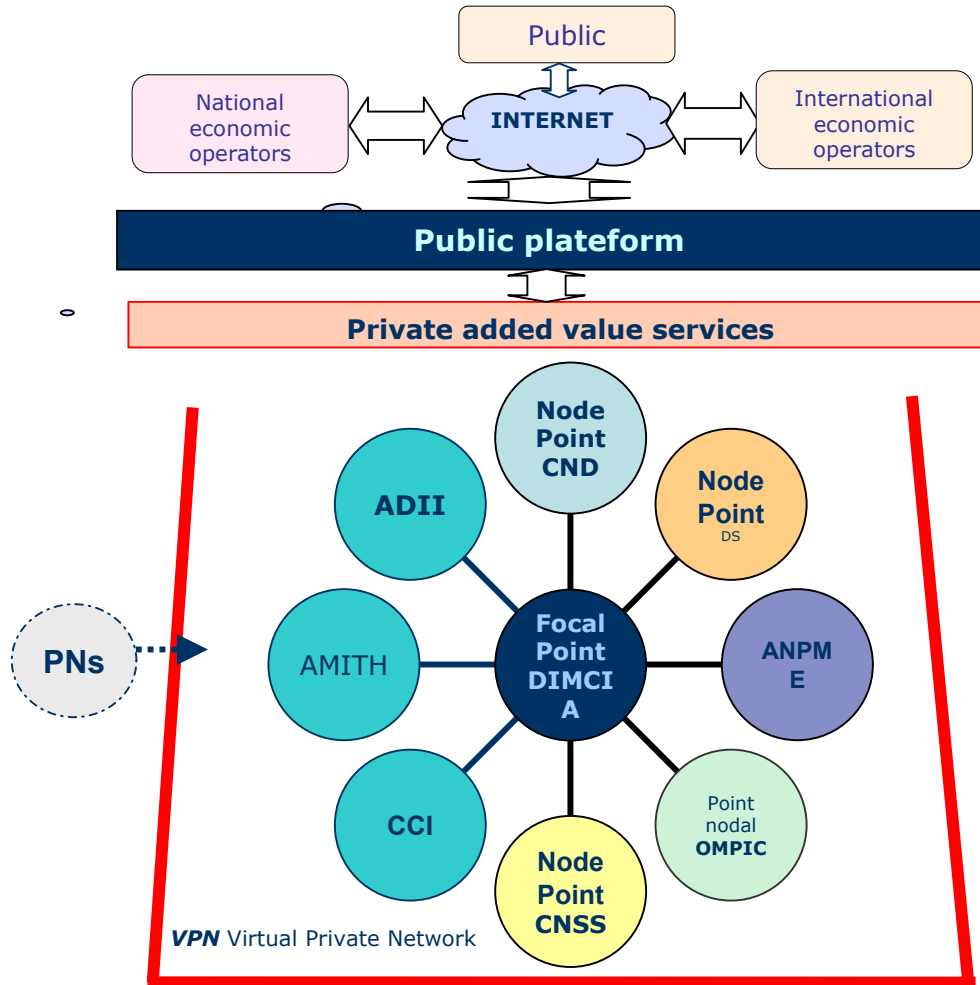


- provide an institutional upgrade, by the enhancement of human capacities
- Integrate the notion of "GroupWare" on digital vectors
- Reduce transaction costs
- Contribute to the development of the economic watch
- Allow a management strategy based on «Economic intelligence»

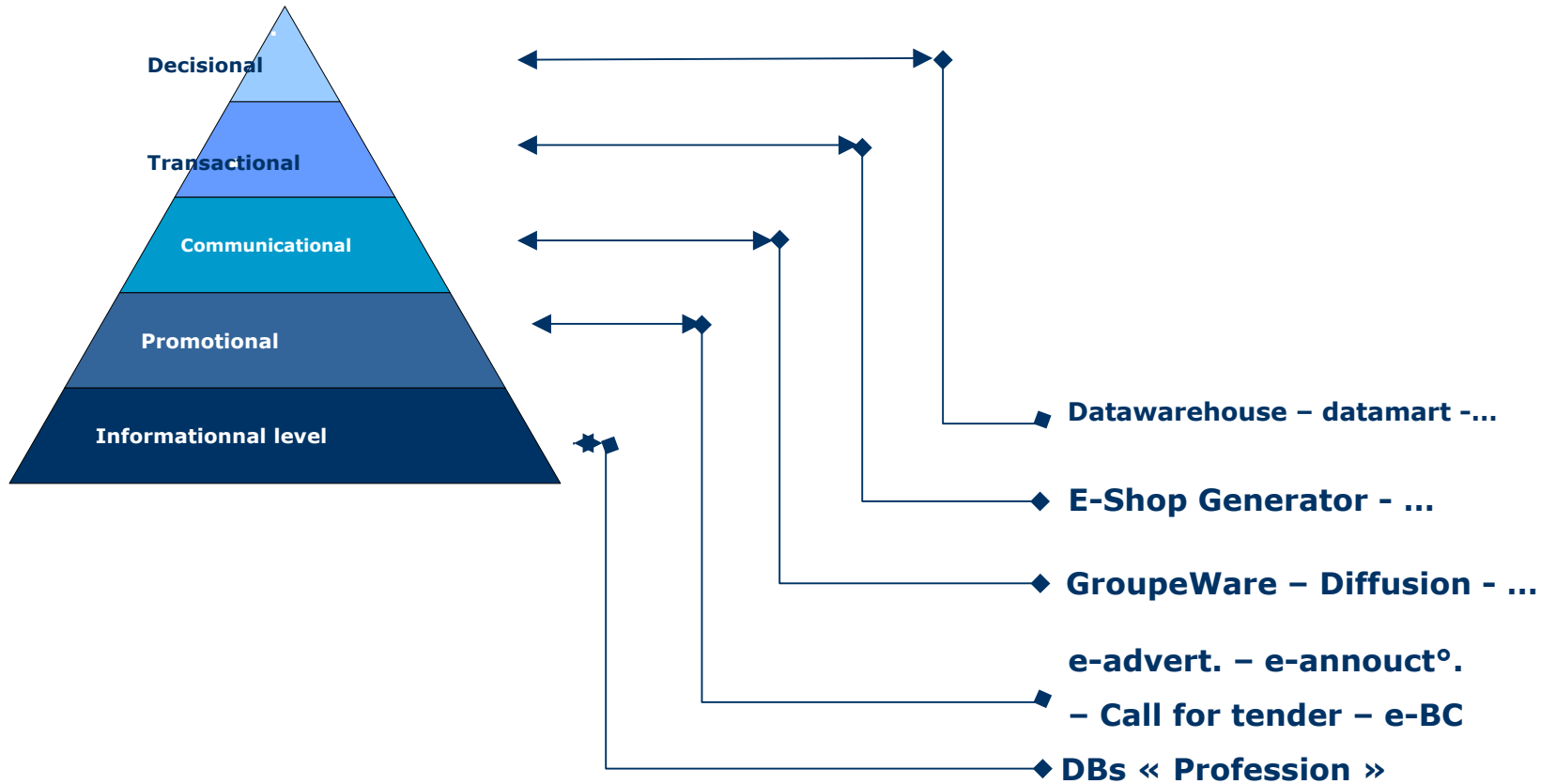
08/07/2004

Abdelaziz Sdigui Doukkali
doukkali@ensias.ma

RNIIM, National Network of Moroccan Industrial Information (UNIDO)



RNIIM, National Network of Moroccan Industrial Information (UNIDO)





RNIIM, National Network of Moroccan Industrial Information (UNIDO)

- Help to decrease the transactional costs
- Facilitate the sharing of infrastructures, experiences and know-how
- Allow a complementarity of competences and content
- Help to realize economies of scale and valorise capitalized content
- Enrich information content
- Allow to have a better accessibility to local and foreign data bases
- Integrate the notion of GroupWare, increasing the added value of every actor of the network

RNIIM, National Network of Moroccan Industrial Information (UNIDO)

- Allow the actors of the network, to benefit from ICT in order to better search and exploit the informative contents
- Allow the economic actors to position themselves in informative circuits, and to take advantage of the conveyed contents
- Allow the creation of appropriate synergies and interactions between the private and the public sector
- Make the economic actors benefit from value added services to improve their competitiveness and performance
- Allow to realize an efficient industrial and commercial watch
- Allow SMEs to apply business strategies based on « economic intelligence »