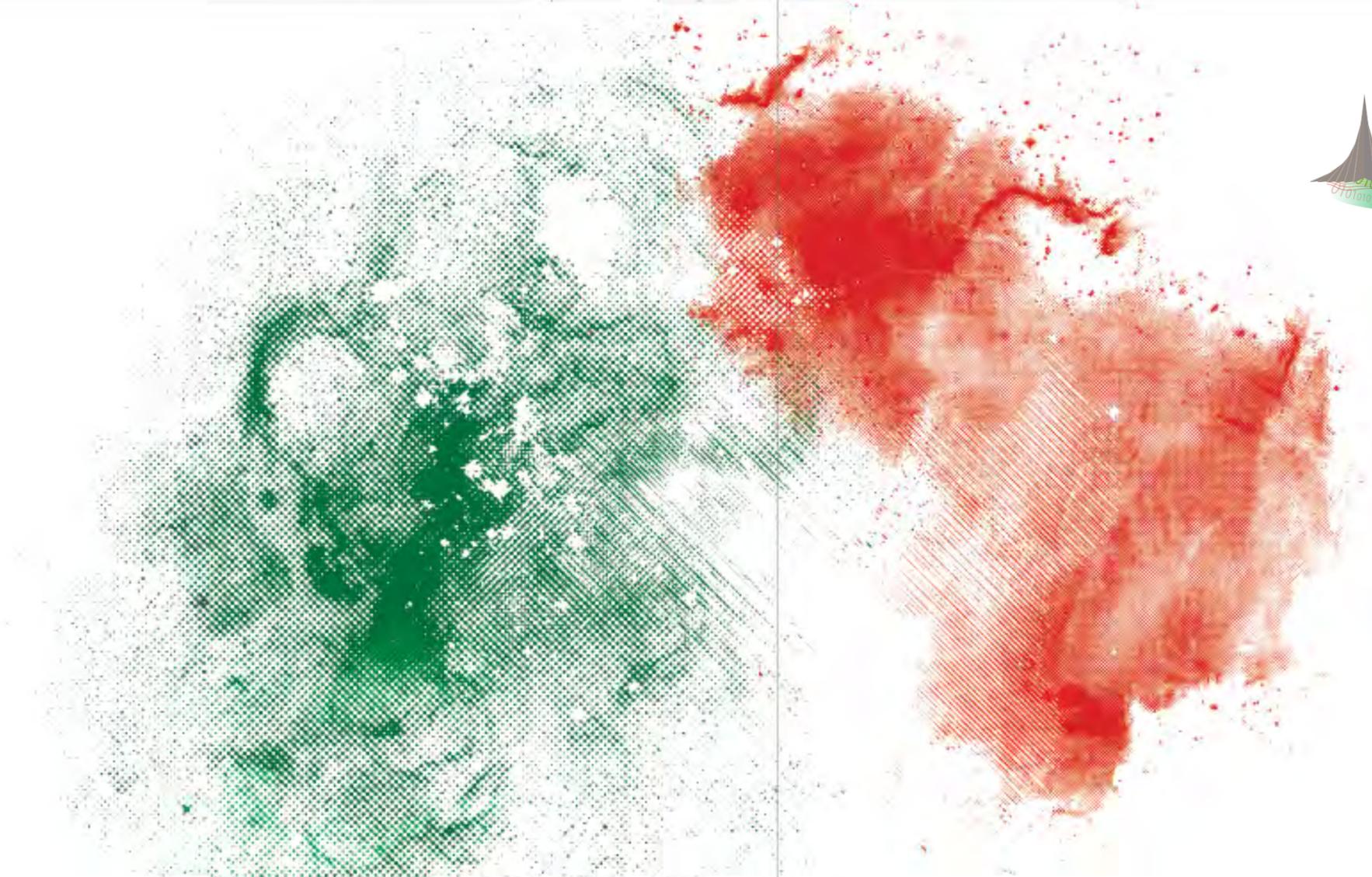




Building Capacity | Connecting People | Serving Citizens  
Driving Economy | Breaking Barriers



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1-3 December 2011  
BangaBandhu InternatIonal  
ConferenCe Center, dhaka, Bangladesh

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Sheikh Hasina  
honourable Prime minister  
government of the People's

It gives me immense pleasure to know that my country Bangladesh is hosting easia 2011, asia's Premiere ICt for development event on december 1-3 on the eve of our Victory day on the 16th. 2011 is a special year for us. It commemorates the 40th anniversary of our nation's birth after a long struggle for independence. My government made a commitment to graduate Bangladesh to a middle-income country by establishing digital Bangladesh by 2021.

We formulated the country's first ever actionable ICt Policy, operationalized the ICt act, passed the right to Information act and established the independent Information Commission. a sea change has been effected in improving service delivery in agriculture, education, healthcare and disaster management, and expanding access to services to citizens' doorsteps. e-service centres, through a PPP modality, have been established in all 4,500 union Parishads of the country where 3 million people are coming for services every month.

In line with the founding father's vision of a nation with prosperity for all, Bangladesh has always focused on equity. that uncompromising focus has ensured consistently high status in human development index for the country which now ranks third globally. the digital Bangladesh vision is founded upon the same principles of equity which, I believe, will prevent digital divide from the inception of the nation's ICt usage. that is why I strongly identify with the theme of this year's easia: realizing digital nation.

In addition, being very mindful of the nation's aggressive target of attaining a sustainable 8% growth by 2013, my government has taken significant steps to improve the investment climate in the country. I firmly believe that our efforts, successes and capabilities will present attractive partnership opportunities to global and asian leaders from the government and the private sector. I expect that easia 2011 is designed to be a very effective platform for learning, networking and partnering amongst asian nations on socio-economic transformation by utilizing the power and flexibility of ICts.

I cordially invite international leaders, entrepreneurs, managers, innovators, educators, students, and media personalities to attend easia 2011, enrich the event, and create lasting bonds towards building digital nations around the world.

A handwritten signature in black ink, appearing to be the name 'Sheikh Hasina' in a stylized script.



**Architect Yeafesh Osman**  
honourable state minister  
ministry of science and Information  
and Communication technology,  
government of the People's republic  
of Bangladesh

It is a great pleasure to welcome the world on the eve of the inauguration of e-asia 2011 Bangladesh with the slogan realizing digital nation.

This event commemorates the 40th Independence anniversary of Bangladesh celebrating the achievements Vision 2021: digital Bangladesh. Bangladesh has made significant gains to realize the dreams of the father of the nation under the able leadership of his daughter the honorable Prime minister sheikh hasina.

Information and Communication technology is being used to leverage economic growth to achieve Vision 2021: digital Bangladesh. we have taken initiatives such as formulating ICt Policy 2009 with action items, implementation of the ICt act 2006 (amended 2009), inacting the right to Information act, establishing the independent Information Commission etc. we have mainstreamed ICt as a pro-poor tool so that we can empower citizens to eradicate poverty, establishing good governance by delivering better citizens services through promoting quality education, healthcare and law enforcement for all etc. in general and millennium development goal (mdg) in particular.

I strongly believe that this conference will provide excellent opportunity for showcasing projects, programs, initiatives of government and private sector agencies/corporations of the asian countries to share the knowledge and experiences towards leveraging ICt for economic growth. I also believe that this event would create a great platform to promote greater corporation among the asian countries and the rest of the world through networking of the individuals and practitioners engaged in the development area. I cordially invite and welcome all to attend easia 2011. architect Yeafesh osman



## Realizing Digital Nation

eAsia 2011, with the slogan realizing digital nation, is the annual international Information and Communication technologies (ICT) for development event with the objective of reinforcing technology and knowledge-centric growth and needs of asia vis-à-vis Bangladesh, through capitalisation of market economy and boosting human development. this event commemorates the 40th birth anniversary of Bangladesh and celebrates the progress of digital Bangladesh agenda of the government. digital Bangladesh by 2021 vision is a 21st-century globalized-world form of a vision of equitable prosperity portrayed by the founding father of the nation 40 years ago. since then, Bangladesh has made significant progress in human development index and ranks third in the world

Digital Bangladesh vision proposes to mainstream ICTs as a pro-poor tool to eradicate poverty, establish good governance, ensure social equity through quality education, healthcare and law enforcement for all, and prepare the citizens for climate change.

The 5th annual easia 2011 conference and exhibition taking place in dhaka, Bangladesh on december 1-3, 2011, will be inaugurated by sheikh hasina, honourable Prime minister of the government of the Peoples' republic of Bangladesh

The speakers and attendees will include policy-makers, senior government officials, industry leaders, international development agencies, civil society, academia, and investors. easIa 2011 will thus be a unique networking and learning opportunity for one and all.the five themes of the easia 2011 conference are:

- Building Capacity
- Connecting People
- Serving Citizens
- Driving Economy
- Breaking Barriers



## Building Capacity

The key objective is to make the best use of new technologies to build world-class 21st century skills in all areas of study especially mathematics, science, and english language through use of newer and cost-effective delivery tools and digital learning contents, vocational and 'lifelong education' opportunities to the youth and adults in order to retool them and build newer skills to improve their productivity commensurate with the needs of the 21st century globalized world.

Key drivers from leading countries using technology-enabled education will deliberate on the pressing challenges of technology-enabled education from capacity building to reengineering pedagogy; change management to providing digital access.

This theme is 'powered by technology, fueled by information and driven by knowledge' aiming to provide an understanding of the various trends and issues associated with the information age in the domain of development in education. It aims at bringing on board case studies, lessons learned, and best practices that could help the stakeholders including decision makers in addressing pertinent issues and drawing policy recommendations and strategies apt for the information economy striving hard to spread the word of education.



# key conference topics

## K-12

ICT literacy  
Project-based learning through ICT  
Reducing dropouts  
Increasing learning attainments  
Teacher training  
Future classrooms  
Science and math education trends

## Higher Education

Skill development for software outsourcing (Programming, Project management, Communication, BPr)  
Education and research network as national Innovation Imperative  
Science, tech, engineering, math and medical education trends  
Can online courseware stem the student migration?  
Social networking as learning tool

## Technical and Vocation Education and training (TVET)

Skills development for Ites  
High-growth areas for tVet: graphic design, nursing, Arabic call centres  
Vocational education for the global marketplace

## Educational governance and policy

Open and distance learning in the digital era  
PPP in e-education  
Policy issues in e-education  
ICT systems for education administration and governance  
Assessment for 21st century skills  
Global employment market & education  
Local employment market and education





## Connecting People

The objective of this theme is to find sustainable connectivity channels to ensure the benefits of a digital nation reach the marginalized and the disadvantaged. Innovative shared access outlets like telecentres, awareness and capacity development of local communities to access public e-services, and establishing two-way channels to promote participation of grassroots in policy discourse are key focus areas. The so-called 'old ICTs' such as tV and radio are being utilized the world over for capacity building of different stakeholders and disseminating vital livelihood information at the right time at the right place. The new ICTs such as community radio, mobile phone and internet are allowing more personal communication channels to deliver information as well as services.

This theme will gather policy makers and practitioners, private sector and government organizations, civil society and academicians to share best practices in telecentre movement in different countries, technologies and regulations for ensuring last mile broadband access to the otherwise left-out citizens, strategies for including the marginalized in the decision making process. Case studies and lessons learnt from different parts of Asia will provide insight for participants to take action for their own nations. The exhibition will showcase emerging technologies and techniques to connect people and communities



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## key conference topics

### Telecom infrastructure

national Broadband network to connect all citizens  
affordable technology trends for rural

### Connectivity

TV and radio

Not forgetting the old ICT: use of tV & radio in delivering information and services

Community radio prospects in empowering rural communities

### Value-added Service (VAS) on mobile

transforming rural lives

transforming urban lives

### e-participation

Telecentres/Community access Points

Financial and social sustainability

Policy support for community access points

Capacity building for telecentre operators and managers

PPP for telencentres

Comparison of lgIs, ngos, schools and post offices as telecentre hosts

### Appropriate telecommunications regulation for developing nations

Use funds

Beauty contest versus auctioning

PPP for government fibre



# Serving Citizens

The objective is to leverage ICTs in all spheres of government to ensure delivery of services to the least served.

Development of an e-administration platform and creation of affordable, transparent e-services using ICTs such as mobile phones, radio, tV in addition to internet are key. Important areas to are healthcare, agriculture, administration of land and water resources, social safety nets, law enforcement and judiciary and disaster management. this theme will provide a platform for all stakeholders to share the achievements, challenges and lessons learned in implementing e-governance. along with the conference, the exhibition will be a forum to showcase best practices, innovative technologies and ICT solutions.

## key conference topics

### e-Health

diseases that can be effectively addressed through telemedicine

Including e-health in health policy

Universal health coverage and ICT

Patient health records: the raging debate

### e-Governance

Effective and responsive law enforcement using ICT

Use of ICT in disaster preparedness and management

land records digitization

Making social safety nets more effective

Justice sector reform and ICT

Is e-Procurement curbing corruption and increasing efficiency?

### Financial inclusion

Mobile banking in rural areas

Regulatory issues in m-banking

Bringing down interest rate of microcredit through ICTs

Broadening insurance coverage through ICTs

Paying utility bills and for other government services (C2g payments)

### e-Agriculture

Building capacity of agriculture extension workers using ICT

Delivering agri information at the right time at the right place

lab to field: the role of ICTs in ensuring food security government capacity development

Developing a CIO network for the government: learning from strong public and Private CIO networks

PPP for public service delivery: creation and delivery



## Sponsorship & Exhibition Enquiries

[sales@e-asia.org](mailto:sales@e-asia.org)

## Expo

Showcasing eServices  
products and edelivery

This theme is targeted to the software and Ites industry, entrepreneurs, investors, customers and partners of It and Ites outsourcing industry, micro, small and medium enterprises (msme), government organizations providing g2B services, and policy makers. success stories and strategies of nations who are further along in the maturity curve will provide nuggets of wisdom for the aspirants. on the other hand, bigger and more successful companies in search of newer, cheaper and more nimble talent will find outsourcing partners in the emerging nations.

## key conference topics

### It And Ites Outsourcing

High-tech Park

Incubators

Capacity building for the industry

Internship programmes

Models of software development

Software finishing school

Bangladeshi success stories in software outsourcing and Ites

Global software brands from Bangladesh

The customers speaking

Showcasing the freelancers of the world

### Ict for the growth of MSME

e-Payment for msme

B2B portals for msme

Access to local and global markets

Efficiency increase and cost cutting through automation

Trade facilitation using ICt

Tax filing

Customs clearance

Company registration

Business law registry

Investment processing tracking

## Driving Economy

This theme deals with three broad economic issues of building a digital nation i) boosting the export-oriented ICt sector to earn foreign currency and generate employment, ii) using ICts to promote growth of msme by expanding access to markets and sources of materials, and iii) facilitating trade and commerce by providing e-services and e-payment facilities.



## Breaking Barriers

Building a digital nation not only needs doing old things in a new way but also doing new things. Partnering with citizens to serve citizens aka cocreation is emerging as a new theme to cut cost of service delivery and increase participation thereby empowering citizens. national digital content repository, national e-governance architecture, cloud computing, open source technologies, bioinformatics, robotics, mashups are all examples of cutting edge e-technologies being applied to solve social and economic problems by breaking age old barriers of distance, cost, hierarchy, language, physical disability and organizational compartmentalization.

### key conference topics

Co-creation: partnering with citizens to create and deliver services

National e-content repository

Developing a comprehensive and inclusive uId system: costeffectiveness and administrative issues

Knowledge management within government

Knowledge society & digital innovation

National e-governance architecture: global best practices

Open source technologies for nea

What's in the cloud?

Information security for a developing nation

Bioinformatics as the new wave

Character, Image and speech recognition

localization and language Processing applications

Software for persons with disability

Mobile application Platforms

Human Computer Interaction

Mashups and social applications

Visual Computing and multimedia applications

Games, multimedia and allied technologies

Business Intelligence, data warehousing and mining

Robotics

Intelligent and expert systems For registration details, write to us at [registration@e-asia.org](mailto:registration@e-asia.org)



