

PROMOTING INTERNET- BASED BUSINESSES IN NIGERIA

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The Power of the Internet

- To be indifferent to technology and the changes that it imposes on today's business markets can be suicidal for any public or private business concern.
- The Internet is empowering users and creating new business models.

Harnessing The Power of the Internet

- Today the Internet represents an exciting new frontier. A frontier that is abundant with opportunity.
- More communications now take place via the Internet than over the telephone or other media.
- America on-line, for example, delivers 50% more mails in one day than the US post office.

The Impact of the Internet

- America on-line, for example, delivers 50% more mails in one day than the US post office.
- About 85% of small and medium size businesses use the Internet and about 60% have a web site in the USA, while e-business interactions were expected to balloon to over \$1.5 trillion USD.
- Small businesses that use the Internet are growing much faster than those that do not use the Internet.

The Reality of the Digital Divide

- While in the G8 countries, the number of people with access to computers and Internet is growing at an exponential rate, in many developing countries, the story is not exactly cheering.
- Clearly, technology is driving the new economy but unfortunately, not everyone is benefiting.
- There is a growing split or digital divide, which breaks down along national, economic, educational and geographic lines. Between the information haves and have-nots.

The Challenge of the Digital Divide

- People, businesses and whole communities without ready access the Internet are being left behind in the fast paced new economy. The implication is staggering for all of us.
- International investors demand quick access to information and new businesses will not locate in places where access is not readily and speedily available.

The Importance of Internet Access

- Small towns or rural areas that lack high speed, inexpensive, Internet access will not attract the right level of commerce required to develop their economies and will continue to see a decline in economic prosperity.
- Today, Internet services are becoming available on even mobile phones making it possible to transact a wide range of services formally only available using a computer device.

A New World Order...

- Fixed and mobile wireless systems offer key advantages in making Internet services universally available because of the speed of deployment.
- It is now glaring that the New World Order is dominated by ICT. Only those countries, which implement the required communications infrastructure, will continue to define culture and information transfer as well as dominate political and societal views on issues and events.

WSIS & promoting ICTs

- The World Summit on Information Society (WSIS) was initiated to draw the attention of the world to the imbalance in the availability and use of ICT resources across nations and regions.
- The first summit, held in December 2003, and subsequent ones addressed a broad range of issues concerning the Information Society. A very important achievement of the 2003 Summit was the adoption of a “***Declaration of Principles and Plan Action***”.

WSIS Declaration of Principle

“We, the representatives of the peoples of the world, assembled in Geneva from 10-12 December 2003 for the first phase of the World Summit on the Information Society, declare our common desire and commitment to build a people-centred, inclusive and development-oriented Information Society, where everyone can create, access, utilize and share information and knowledge, enabling individuals, communities and peoples to achieve their full potential in promoting their sustainable development and improving their quality of life, premised on the purposes and principles of the Charter of the United Nations and respecting fully and upholding the Universal Declaration of Human Rights.”

Facilitating Access

- In Nigeria, networks to enhance internet access are being expanded rapidly to take advantage of the huge potentials of ICT resources such as the internet.
- It is because of the realization of the enormous benefits of internet that the NCC has adopted light-handed regulation of the Internet in order not to limit its deployment, spread and usage.

Internet Access Infrastructure

NCC's primary concern today remains that of facilitating rapid expansion of the much needed ICT infrastructure to facilitate economic growth and development.

Such initiatives in support of this objective include:

- The Wire Nigeria Initiative
- The State accelerated Broadband Initiative
- The Community Communication Centre Program of the USPF

Potential of Internet-based Business

- Today we are here to discuss the potentials of internet-based business opportunities
- There is no doubt that with the endowment of Nigeria and her large population of smart and educated young people, the internet can be harnessed to provide employment and grow new businesses.

Internet for Growing Businesses

The Internet can and must be used as a tool to empower young entrepreneurs.

As a medium, the internet offers ample room for - innovation:

- the creation and cost effective marketing of Nigerian products
- the broadcast and marketing indigenous knowledge and ideas
- the creation and matching of services with needs in virtual marketplace
- the production and delivery of 'local content'.

Inspiring Future Generations

Nigeria should be selling to the world, and not only be the passive recipient of goods, services, technology and ideas. The internet makes this possible.

The success of innovations like Google, Facebook and Yahoo ought to inspire many of our young people to innovate, create and dare... while as professionals in the public and private sectors it is indeed our duty and social responsibility to empower the youth in every way possible.



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Thank You