



## The ASEAN Rural Connectivity Conference for Education and Development



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Melia Ha Noi Hotel  
Ha Noi, Viet Nam

# *Public-Private Partnerships in ASEAN*

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# Agenda

How to succeed

4 Case Studies



## The Challenges are many....

Structuring – who are the parties involved and who's responsible for what – especially finance and operations

Expectations of participants – profit, markets for private sector; service delivery for public sector – candid and open discussions

Monitoring and Evaluation – how should the project be modified if results are different from what's anticipated

Unsolicited proposals – how to process



## Case studies for insights

Egypt – “free internet” approach

Partnership between Government-owned Telco and ISPs

Revenue sharing and placement of ISP equipment at Telcom Egypt – no need for subscription but dial up through toll-free lines of ISPs and billed for minutes used via landline bill

Result: High Internet Access and Usage



A structure ASEAN could closely look at

East African Submarine Cable System (EASSy)

[www.eassy.org](http://www.eassy.org)

Multi-partner fiber-optic cable initiative connecting 21 African countries and run 10,500 kms.

Hybrid consortium among Telcos, host governments, Multilateral donor and bank groups

Coordinated with local governments for use and access



## E-Mitra in India for services

E-Mitra – integrated e-governance project through kiosks, delivering services for utility bills, gov' t dues, birth certificates, certification board testing, others

Government run but in partnership with private tech company for back office and revenue sharing

More than 1 million customers served at these centers



## Developing IT Capacity through Excellence Centers

Egypt Smart Village in Cairo – technology park focused on firms investing in IT sector

Malaysia's Multimedia Super Corridor – focused on multimedia, communications, technology and knowledge-based firms

Government provides land/some infrastructure and laws and incentives to make it conducive for investment in in-country human resource development



## ITU, Telco Regulator and Intel in Sri Lanka

“Connect a School, Connect a Community” project  
for schools in the Southern Province of Akuressa

4Ps (public-private-people partnership) connecting  
rural schools with virtual teachers trained with  
Appropriate curriculum

Buy-in and direct participation from local population  
to enhance sustainability





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# Thank You

<http://aseanruralconnectivityconference2011.wordpress.com/>