



Imagine Africa, Connected

## 4G AFRICAN Broadband Forum General Membership

### Overview

Africa is an anomaly to most new companies desiring to enter what at first appears to be complex and sparse markets. With different cultures and governmental systems, ravages of natural disasters, famine, warfare, terrorist activities, poor infrastructure – you need a helping hand to research and decide where to go and what to do. There are many shining lights out there, many PAIN points and lots of HOT triggers. Where you find turbulence there are opportunities. That's what we offer. Join now.

The speed with which the digital age emerged quickly made it clear that the internet is to be the next great form of communication. As technology advanced and more and more information and services became available in online formats, the concept of the Digital Divide emerged and those lobbying for universal service now consider the inclusion of online access as a necessary component. Our members are competent and experienced vendors, operators, consultants, accounting companies, software providers, advisors and infrastructure suppliers actively mustering the penetration of the internet and apps into Africa. We welcome applications from all potential members who can add to our cause and benefit from the synergy of membership. Fees are very reasonable.

4G African Broadband Forum will assist its members in four areas: Micro Financing and Handset Aggregation, Marketing/Public Relations, Advocacy and Information Exchange.

- ✓ **Marketing/Public Relations:** 4G African BB Forum conducts aggressive marketing and public relations campaigns to inform strategic stakeholders the merits of all wireless and wire line technologies for the last mile to their subscribers. Partnerships with management consultants and audit companies will be promoted to ease the burden of universal access funds management. Guidance towards working government/private partnerships in a best practice mode will be championed.
- ✓ **Advocacy:** 4G African BB Forum will educate telecommunications regulators and industry organisations on the proper regulatory environment for a prosperous telecommunications industry both wireless and fixed last mile systems and backhaul. Broadband needs large amounts of spectrum. They will be shown best practices in re farming, allocating and auctioning this spectrum expeditiously to economically enable communities.
- ✓ **Information Exchange:** 4G African BB Forum will utilise websites, seminars, conferences, electronic databases and personal visits to channel information regarding the technologies that need to be brought to bear to key audiences in Africa.
- ✓ **Micro Financing and Handset Aggregation:** Like minded operators congregate to decide which types of devices meet their needs. These smart devices are categorized into basic low tier 80%; mid tier 15% and high tier 5%. Then device suppliers are asked to tender for these needs in bulk. The African BroadBand Forum provides a unified voice in Africa through our Smarter Device aggregation initiative to connect people. The key to success in the Africa Broadband Forum lies in our ability to coordinate the efforts of smaller operator member companies to dramatically lower handset costs and place millions of Smarter Devices into Africa through a process of handset aggregation and bulk buying.



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- ✓ **This will empower people and enable** them in their burgeoning small business to access the internet for knowledge and productivity with emails. Most 3G and 4G carriers do not enjoy the economies of scale that the four or five larger multicountry groups have. But their buying power is bigger with more than 65% of the subscribers. Just as the African CDMA Forum succeeded via a process of collective buying and aggregation to lower the CDMA handset costs within two years the 4G African BB Forum is doing so with newer low cost smart devices coming from all manufacturers. The African Broadband Forum and its members have created this initiative which will assist the many smaller operators and vendors to bargain their way to raise current internet penetrations of less than 10% to above 50% within 5 years. Microsoft and Huawei have started the ball rolling with their joint specialist *Huawei 4Afrika Windows phone 8*. **Many will follow**. Beyond this - \$150 is still too much to outlay for a subsistence farmer. The Forum is well down the road to creating an environment and system to Micro Finance these over two years. The average monthly repayment is \$10. It is a minefield for the unwary as your lender does not have a job or permanent income, an address (domicile) no insurance. No bank account. No power. But using successful Angel and other systems payments are made as the Smart Phone earns him more money.

### **Benefits of General Membership**

The following are the benefits of 4G African Broadband Forum General Membership:

#### **1. Affiliation and Networking**

In our view the African Broadband Forum is the only association for operators and vendors dedicated to exchanging the necessary technical information and creating the proper marketing and regulatory environments throughout Africa for a seamless evolution to 3G and 4G services. Thus by becoming a General Member you are associated with the only communications industry association solely dedicated to the success of all wireless and cable digital signalling systems in Africa.

Members' only seminars and conferences bring together operators and vendors to discuss the latest topics of mutual interest.

General Members enhance company visibility through participation in African Broadband Forum ABBF seminars:

- Attend private 4G Africa technology seminars\* and joint industry conferences
- Benefit from Networking opportunities with key personnel at seminars\* and conferences
- Possible discounts on registration fees for endorsed conferences such as the Informa AfricaCom series, Terrapin and Extensia events and other.
- Priority input. General Members may bring issues relevant to the telecommunications industry in Africa to the attention of the Board of Directors via the Chairman.

\*4G African Broadband Forum seminars are not regularly scheduled events but are planned on an ad hoc basis determined by market requirements. The timing and co sponsoring of conferences and seminars is based entirely on market conditions.



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**2. Website:\***

Newsroom: Posting of General Member company news releases related to the mission of the African Broadband Forum organisation (i.e. Press Releases may be provided by the General Member company and will be posted by the African Broadband Forum staff as significant to telecommunications in Africa.)

Technology Centre: Posting of General Member company white papers and presentations relevant to key African technologies and business processes. Presentations provided by General Members will be subject to approval by African Broadband Forum staff.

**3. Experts Panel:**

Member experts will be resources for interviews with press/analysts on subjects involving telecommunications systems expansion, technology and universal access services funds in Africa. Efforts will be coordinated through the public relations functionaries of General Member companies as requested.

**4. Website Directory:**

African Broadband Forum General Members will be included in an inclusive online listing of technology offerings highlighting company products and services, providing company profiles and links to company websites.

**General Membership Guidelines**

General Membership in the African Broadband Forum is open to manufacturers, operators, carriers, service organisations and vendors supporting the mission of the Forum. Companies should offer any level of mobile and fixed services, equipment, applications, consulting expertise or applications incorporating the latest in digital communications technologies. Each member agrees to provide technical, marketing and administrative resources, working in a spirit of collaboration for the goals of the African Broadband Forum.

The Board of Directors must approve all members.

Annual fees for General Membership for operators and government agencies are free. For vendors they are negotiable and are billed after your acceptance by the Board of Directors.



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General Member Eligibility

All companies providing related telecommunications equipment and services ⇨

operators and carriers  
mobile and fixed voice and data  
terminals and devices,  
infrastructure and backhaul  
power supplies and security  
billing and mediation and RA  
semiconductors components  
test and measuring  
research and development  
applications and solutions  
content application suppliers  
auditors and consultants

Application for Membership to the African Broadband Forum

**\* Operators, regulators , NGO's and government agencies are free. Vendors may negotiate their fee depending on the perceived value to them. Non PDF form will be sent – just ask.**

Company Name: \_\_\_\_\_

Company Contact: \_\_\_\_\_

Position Title: \_\_\_\_\_

Postal Address: \_\_\_\_\_

Country: \_\_\_\_\_ Website: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Public Relations Contact Name: \_\_\_\_\_

PR Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Describe your companies desired involvement with communications products and services in Africa**

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By signing this Application Form you are applying for General Membership in the African Broadband Forum subject to acceptance and approval by the African Broadband Forum Board of Directors. You hereby agree to pay the negotiated fees and abide by the membership polices of the Forum. All information contained in this Application Form and other Forum membership materials is deemed confidential and disclosed only to members and prospective members. Please do not disseminate this information nor share it in other way with third parties.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Completed applications can be emailed to [bill@4gafrica.org](mailto:bill@4gafrica.org) or faxed to +27114769799