



5th NATIONAL DIALOGUE ON MEDIA DEVELOPMENT

THEME:
BOOSTING INVESTMENT IN PRINT AND
ELECTRONIC MASS MEDIA - RADIO & TV
(Including online)

Special Session:
Finding a Niche for Vibrant Africa in
Global Business & Investment Context

Kigali, 7-8 November 2013

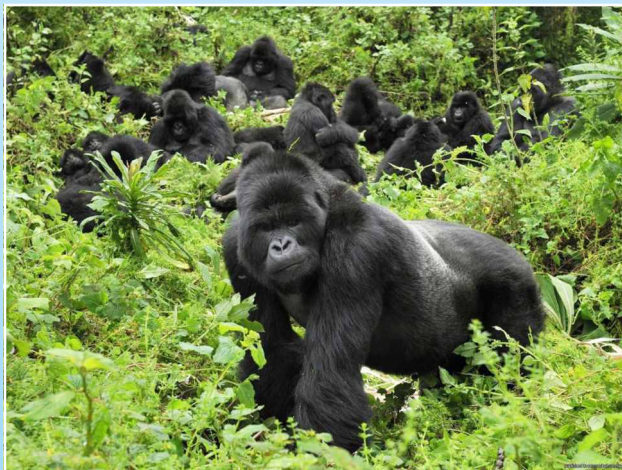
*Be Part of Africa's Mega Media Event!
Interact with the Best of Thought-leaders!
Meet the crème de la crème of African Editors!*



RESURGENT RWANDA REACHES OUT TO THE WORLD

Rwanda is an African country with immense potential and possibilities. Famous as a land of thousand hills and vast forest reserves, this lush green, crime-free country and the only home to gorillas in the world, is a tourist paradise. More importantly, Rwanda offers a round-the-year congenial climate, most conducive for making it a hub for corporate investment and operations across Africa.

Rich in tradition and culture, Rwanda is bustling with business activity, developing strategies for economic growth and people's welfare. Towards this goal, the country offers lucrative incentives for global investors.



Rwanda is fast emerging as a major economic player in East Africa and as a catalyst for Wealth Creation in the whole of Africa in times to come.



AFRICA BECKONS YOU!

Today, Africa Is A Global Business & Investment Destination!

We provide you a platform to interact with the continent's most thought-provoking editors, policy makers from the government, passionate NGOs and UN agencies committed to guide Africa's path towards poverty-free millennium goals.

The knowledge event will help you draw up your Corporate Roadmap Strategy in a one-billion strong market.

The 5th National Media Dialogue will help you to build Goodwill and strengthen it if you already have footprints in Africa, & Win Hearts!

For, The Heart of the Matter is Business.

Do Business in and with Africa. World Bank Report 2013, allays your anxiety.

Africa today is much more than a Continent of Commodities. It is a business and investment destination.

A new and vibrant Africa is bustling with a multi-billion-dollar business and industrial activity. Africa now offers the world's highest rate of return on investment. (ROI).

Across the huge continent, many times bigger than developed and frontline developing countries, massive infrastructure projects, comprising, ports, airports, roads, railways, hospitals, schools and educational institutions, are being built at a hectic pace.

With an annual average growth rate of more than 6.0 percent, Africa is home to several of the world's fastest-growing economies. This means Africa offers more opportunities than any place in the world.





Foreign direct investment (FDI) flows to African countries increased by 5 per cent to US\$50 billion in 2012 even as global FDI fell by 18 per cent, UNCTAD's annual survey of investment trends reports. Overall, the investment outlook for Africa is very upbeat, compared to other parts of the world.

The areas offering investment opportunities are:

- Energy & natural resources,
- Minerals & metals,
- Telecom,
- Pharmaceuticals,
- Healthcare,
- Food & beverages,
- Banking & financial services,
- Technology transfers in various industries

Large MNCs are expanding footprints in Africa in every manufacturing industry and tying up with local companies in this regard. Big pharma companies are looking at acquisition of local players to serve as distribution platforms to use Africa as a hub to distribute their product to other countries.

Private equity groups are now taking significant minority stakes in African financial services companies, banking, insurance in joint ventures with local players.

Outside investors are also moving into retail banking, especially mobile and e-banking where, because of limited physical branch networks, there is huge growth potential.

With more than 85 percent of its population under the age of 35, the most naturally rain fed arable land in the world, a huge power deficit, and over 650 million mobile phone subscribers, Africa has arrived.

According to a World Bank report, the number of mobile phones has grown 40-fold since the year 2000, and Africa now has more mobile phone users than either the United States or the European Union. Internet bandwidth has grown 20-fold as hundreds of thousands of miles of new cables have been laid across the continent to serve a billion people.

China is in Africa in a big way. So is India. Big players like the US, and earlier colonizers in Europe, feel they have been rather late in getting into Africa.

Why delay? It's your turn now!



Background

The Media High Council (MHC) has since 2009 held an annual dialogue on media, bringing together media experts and other stakeholders to share scientific knowledge and experiences on media-related aspects, leaving viable recommendations that have contributed to advancing the media sector in Rwanda.

The 2009 media dialogue was a curtain raiser and provided a foundation on which the dialogue events in 2010, 2011 and 2012 were based. All the four dialogues so far held have made policy recommendation and proposed strategies meant to build the capacity of the media sector to foster its development in Rwanda for the purpose of attaining the stated objectives of the Rwanda Media policy.

What started as the annual media-government dialogue in Rwanda in 2009, it has in the last five years evolved into a much-awaited, national event of great significance across Africa for both media and related all stakeholders..

The 4th Dialogue, held in 2012 was a roaring success with senior editors, both local and global, media personnel, government and other agencies from over 40 African countries participating in interactive sessions of the event, which concluded with the Kigali Declaration. Among others the Declaration called for initiatives for creating a Pan-African News Basket and in effect its funding mechanism to ensure that it is operational..

Against the above background, the Media High Council with the Support of UNDP and other sponsors of the event is

organizing a 5th Annual National Dialogue on Media Development with the theme, 'Boosting Investment in Mass Media – Radio, Television and Print (including online) to be held on 7th and 8th of November 2013 at the Serena Hotel, Kigali.

Objective

The power of Media is a well-recognized factor in the democratic development of a nation. The Government of Rwanda, fully aware of Media's potential and contribution in this regard, has been promoting an annual interactive dialogue between media and government agencies.

The two-day event has emerged over the last five years, as an effective forum at which participants will exchange knowledge and share experiences to promote the creation of new and innovative mechanisms to foster the sustainability of media enterprises. Also, Media experts and Editors from around Africa will discuss the best possible ways to position Africa and African media in the international arena.

As the AU member-nations redefine their priorities in its Golden Jubilee year of 2013 and expedite their developmental programmes, the 5th Dialogue will be fully geared to play the role of a catalytic agent in expediting them.

The forthcoming event will bring together key personnel to deliberate on strategies to raise the standards of reporting Africa in terms of accuracy, quality and truthful presentation.

The African Media fraternity is expected to work closely towards the realization of the vision set by the New

Partnership for African Development (NEPAD) and the African Union (AU) in securing a pride of place for the continent in the global political and economic spheres.

The Dialogue will also deliberate on ways and means of boosting investment in media in general and mass media such as Radio and Television in particular, and the sector's overall economic viability and sustainability. It will also look into strategic approaches that can ensure the viability and growth of print media considering the co temporally challenges affecting it.

The Dialogue will review the existing media infrastructure and facilities for training journalists and media personnel and suggest strategies for their expansion and advancement in terms of technology and quality of writing and reporting.

Specific Objectives

- Recommendable mechanisms to promote financial viability and long-term investments in the media sector will be highlighted;
- Effective strategies to attain harmonized and well coordinated media support and assistance initiatives will be shared among media development partners and stakeholders;
- Experiences and appropriate approaches to secure and sustain funding for the Pan African News Basket will be shared;
- Rwandan media practitioners will draw inspiration and



tap the experiences of their African counterparts;

One of the major objectives of the 5th Dialogue will be to further facilitate investment in mass media to make it broad-based so that the government's policy decisions and welfare initiatives could reach the larger sections of the country's population.

Towards this goal, the 5th Dialogue will recommend initiatives to sensitize private operators to invest in radio and television to reach out to the wider audience and viewer ship among the people.

Program

The format of this high-level dialogue will be mix of keynote addresses, plenary sessions and breakaway sessions. The event will last for three days.

Expected outcomes

- Establishment of feasible mechanisms for media sustainability support and investments
- Progress of small and medium enterprises in a competitive media market,
- Combine synergies and harmonize efforts to support media's economic viability,
- Build workable strategies to sell Africa to global audiences by telling true and relevant African stories.

The 5th Dialogue will recommend follow-up action on the 4th Dialogue recommendation to develop a roadmap and timeframe for a Pan-African Basket Fund to support the functioning of the African News Basket and other related initiatives.

A significant event planned during the two-day Dialogue is the launch of a Pan-African News Agency, under the proposed title, United News of Africa (UNA). Correspondence and networking with the African Editors and media sources to share information, news, features, success

stories, developmental projects, opinions, blogs, are on to collect necessary inputs to facilitate UNA's launch on the 7th of November, coinciding with the African Press Freedom Day.

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Sponsors & EXPO

We expect a positive response from participant sponsors to be part of Africa's building process.

Sponsors will be offered space to put up their stalls at the propose EXPO to showcase their products and services.

Profiles of sponsors and their products will be inserted in the brochure of the 5th Dialogue and the delegates kit.

During the Dialogue breaks, corporate films, websites, etc., of the sponsors will be showcased to give their products and services a wide audio and visual coverage.



Be A Partner in Africa's Growth Story!!



The 5th National Dialogue on Media Development seeks to place African Media in the global context in terms of its objectives and deliverables, broadly in tune with the spirit of the African Union's Golden Jubilee celebrations in 2013.



Media High Council

The Media High Council (MHC) is an autonomous body set up by the Government of Rwanda for promoting and protecting media freedom and ensuring media development in general. MHC ensures that Media practitioners in print and broadcast as well as the internet respect the law, follow professional ethics and abide by the country's culture. MHC playing a crucial role in the formulation of the national media policy to ensure that Media acts as a catalyst for national development and the promotion of unity among Rwandans. It plays a key role in media capacity building.



New Media Communication

New Media is India's largest bilateral trade magazine publishing house covering more than 125 countries across the globe. As the publisher of twelve trans- continental business magazines, New Media's endeavor is to promote India's bilateral relations with countries across the globe, which include Africa, the United States, Canada, Australia, Switzerland, Latin America, CIS and the Gulf. New Media also brings out community and specialized publications which include magazines for the police, State transport authorities, disaster & risk management & nuclear energy.