



Ha Noi, 12-15 October

an ITU Telecom event

12-15 October 2021 in Ha Noi, Viet Nam

ITU DIGITAL WORLD 2021

Building the digital world. Together.

The global tech event for government, industry and SMEs.

National Pavilion Guidelines

List of Content

1 Concept & Benefits of a National Pavilion	2 Importance of an SME National Pavilion	3 Approval to Organize a National Pavilion
4 Internal Procedures	5 Contracting Space	6 Mobilize your ICT Industry
7 Engage an Audience	8 Practical Issues	9 Construction & Layout

1 Concept & Benefits of a National Pavilion

As the leading UN Agency for ICT issues, ITU is proud to feature National Pavilions from around the world at ITU Digital World 2021, our next ITU Telecom event.

A National Pavilion offers a range of valuable benefits and opportunities enabling you to:

HIGHLIGHT	growth, investment and partnership opportunities in your country or region
PROMOTE	your country as a great place to do business
SHOWCASE	your brightest tech SMEs, key industry players, ICT innovations & projects, boosting business growth
DEVELOP	skills – for your SMEs – a dedicated SME Programme of expert-led workshops, masterclasses, and mentorship
LEARN	from best practices and international experts to expand national ICT development
GAIN	insight and understanding on the transformation of the ICT industry
NETWORK	with governments, industry and peers through targeted activities, <i>noting in particular the Vietnamese government will be showcasing over 1,000m² of its local industry e.g. main operators & ICT players as well as tech SMEs</i>
BENEFIT	from the strong growth of the promising Vietnamese market
ANNOUNCE	partnerships, sign agreements and launch products and services on our international platform
ENJOY	recognition for your tech SMEs and key ICT players in our Awards Programme
BE ELIGIBLE	for the Government Award if at least 3 tech SMEs apply for the Awards Programme
RALLY SUPPORT	for ICT-related challenges and initiatives driving socio-economic development

National Pavilion Packages include **networking, visibility, media** and **public relations opportunities** as value-added benefits to further help your country meet key ICT objectives. Access passes enable participation in a series of interactive Forum sessions and networking functions.

2 Importance of an SME National Pavilion (1/2)

Background

In 2015, ITU Telecom World events moved to a new focus on providing an open innovation platform for high-growth, high-tech firms from emerging and frontier markets to connect with corporate or investment partners.

Through the ITU's unique network of 193 Member States and more than 500 private Sector Members, the event seeks to mobilize the most exciting small, young tech companies from around the world on an annual basis, showcasing them to a group of international stakeholders who can help them to scale-up. This enables participants at ITU Digital World to capitalize on the growing trend towards digitalization across several industry verticals, and drive growth and job creation in their local ecosystems.

To support the participation of SMEs at the event, ITU can assist national pavilion organizers to identify the key SME aggregators in their local ecosystems through an initial mapping. These include the local incubators/accelerators, tech hubs, venture capital and private equity firms, and corporate entities with a strong open innovation programme. Through these aggregators, national pavilion organizers can identify and reach out to the right profile of SMEs who could be invited to join the pavilion.

SME profile

To fully capitalize on the benefits of ITU Telecom World, participating firms should be at a more advanced stage in their growth cycle. The event caters specifically for export or investment-ready firms that are looking to rapidly scale-up their activities or expand into new geographical markets.

Other key stakeholders:

To ensure a critical mass of relevant and complementary stakeholders at the event, National Pavilion Organizers are also encouraged to mobilize buyers and sellers from a range of industry verticals and technology families, to join the pavilion.

2 Importance of an SME National Pavilion (2/2)

Target firm demographics

	High-growth SMEs <i>Scale-ups</i>
Profile:	Post-revenue, Later-stage companies, already have solutions in the market, and are in expansion or scale-up mode.
Business model:	Firms offering ICT sector-specific products or services, or whose business model is dependent on ICTs/the Internet.
Domains/vertical:	1. Connectivity - innovative solutions to increasing universal access to the internet 2. Smart cities/Smart living - innovative use of digital tech to improve urban life and beyond in areas such as energy, transport, planning, food management, commerce and education 3. e-Health - using technology to improve healthcare through remote diagnosis and treatment, care in the home, monitoring and prevention 4. Digital finance - ICT-based initiatives focused on increasing and improving access to the economy for the banked and unbanked
Country context:	Special focus on emerging economies and developing countries; scale-up SMEs and startups from developed countries with global scaling ambitions.

3 Approval to Organize a National Pavilion

Invitations from ITU Secretary-General will be sent to Member States in the first quarter of 2021 to encourage your country's participation in ITU Digital World 2021, including in the form of a National Pavilion on the showfloor. The procedures for organizing a Pavilion vary according to each country. Some ministries issue a Call for Bids or instruct the regulatory body or main operator to organize the Pavilion; other Pavilions are organized by the ministry itself e.g. by the Department of Telecommunications.

If you have already been endorsed by the ministry to contact ITU, let us know and we can start to discuss space options.

Ministries

If you represent a ministry, contact your Administration directly.

Private Entities / Associations

If you have not been endorsed by the ministry to contact ITU, send background information about your company/association to ITU along with a brief description of any Pavilions you have organized in the past – ITU will then put you in contact with the relevant person in the ministry, if applicable.

4 Internal Procedures

- Decide on the focus and main objectives of the Pavilion – e.g. meeting, networking, hospitality space for your delegation, showcase area, theatre/seating area for presentations and demos – or a hybrid of these.
- Work out the amount of space (m²) required for this. Rental fee per m² is available upon request ([contact us](#) for guidance if needed).
- Decide between a **pre-built furnished pavilion** (i.e. a convenient and cost-effective ‘turnkey solution’ with size options of 50m², 100m² or 150m², as well as options of 18m² and 36m² for LDCs, SIDS and landlocked developing countries), or a **raw space rental option** for a more customized build through the [standbuilder](#) of your choice.
Learn more about the various National Pavilion options at <https://digital-world.itu.int/events/2021-ha-noi/take-part/national-thematic-pavilions/>
- A discussion with a dedicated ITU Telecom account manager is most welcome.
- Obtain budget approval.
- Alternatively, consider contacting global ICT players in your region for financial support, even if they are not participating within your Pavilion, or key organizations such as the World Bank. In the past, many countries have been able to join ITU Telecom events with a National Pavilion through such support.

5 Contracting Space

A signed Exhibitor Contract must be submitted to ITU in order to secure a location on the floorplan – please follow the steps below :

- Contact ITU (participate.telecom@itu.int) to discuss your objectives and space requirements (size and location).
- ITU will send you a proposal aligned to meet your objectives.
- Upon your acceptance of the proposal, ITU will send you the Exhibitor Contract. Read its annexed General Regulations, complete the contract online, then either digitally or manually sign, date and return it to your account manager or to participate.telecom@itu.int
- ITU will respond with a countersigned copy of the contract which concludes the contractual arrangements, confirm your stand number and location, and provide some useful next steps.
- ITU Finance Department will then follow up on invoicing according to the payment schedule on page 1 of your contract, for immediate payment in order to assign associated benefits and for overall smooth preparations.
- Make payment to ITU to the following account in CHF (Swiss Francs)

Banque Cantonale de Genève (BCGE)

CP 2251 – 1211 Geneva 2

Switzerland

Account No. : L 1151.31.42

Beneficiary name : UNION INTERNATIONALE DES TELECOMMUNICATIONS - UIT - TELECOM

IBAN : CH76 0078 8000 L115 1314 2

Swift code : BCGECHGGXXX

Clearing no. : 788

6 Mobilize your ICT Industry

Pavilion Organizers are responsible for offering/selling and allocating space within the Pavilion – here are some ideas you may wish to consider:

- Make sure your target audience understands fully what's in it for them, and how much it costs (if at all). To this end, consider customizing our [Mobilize your ICT Industry](#) PowerPoint template to engage your key ICT players and tech SMEs.
- Share our [Event Overview](#) in your promotional mailings.
- **Leverage through multiple channels** e.g. on your website, social media channels, advertisements in local radio/TV stations and newspapers, meetings with key stakeholders.
- Enlist the help of your **Department of Trade & Industry, Chambers of Commerce** or similar.

7 Engage an Audience

Here are some effective ways to spread the word on your participation in ITU Digital World 2021, engage an audience online and drive traffic to your National Pavilion:

- Maximize your participation by submitting **your profile for our website and event app** – to drive footfall we recommend a profile which describes what attendees can see, do, and discuss on your pavilion, attracting their attention beyond the profile of your organization. Include a 'Request a Meeting' option too so that you can be best prepared.
- **Promote on our Event website!** We are creating added value for our Pavilion Organizers in the form of a dedicated pavilion webpage per country. It allows Pavilion Organizers to promote their presence, pavilion and national technology platform in the run up to ITU Digital World 2021 as well as during the Event. The opportunity is free of charge and the pages will be cross-promoted throughout the website, offering great visibility on:
 - Aspects of ICT in your country
 - Key ICT projects
 - National Pavilion plans at ITU Digital World 2021
 - Investment and partnership opportunities including business matchmaking for public private partnership, developing MOUs and investment sessions focused on specific national projects (contact participate.telecom@itu.int for more details)
- Make good use of the **Marketing Toolkit** (available in February 2021) containing several elements to engage an audience including the event logo, banners, ads and more.
- **Invite your guests** – we provide you with Access Passes allowing access to the Exhibition Halls for the duration of the event at no fee, which are therefore ideal for inviting both existing and potential clients to your National Pavilion. Your early outreach is recommended to enable your invitees to organize their travel arrangements etc.
- **Contact our PR Consultant** for a few ways to engage the media.
- **Submit a guest blog** for the ITU Digital World blogsite - this should be on any topic related to your participation, 300 - 500 words, remaining respectful of ITU's neutrality and with an author bio and photo. We will then publish on our website and promote across our social media channels.

8 Practical Issues

- Each individual company exhibiting within a National Pavilion (i.e., the ‘Pavilion Member’) must be registered (i.e. separate to access pass registration) through an online form which will be sent to the Pavilion Organizer as soon as the contractual arrangements have been finalized. Pavilion Members will then be entitled to individual visibility on the official Event website and Event app.
- Larger Pavilions with many Pavilion Members may wish to assign individual stand numbers to those members by adding a 2-digit extension to the stand number allocated by ITU to the Pavilion e.g. 1234.**01**, 1234.**02**, 1234.**03** etc.
- Appoint a Stand Contractor of your choice (see Construction & Layout of your Pavilion Space on next page) if contracting raw space for a customized solution. Alternatively, if contracting a turnkey (pre-built all-inclusive solution), the turnkey contractor will be working with you directly regarding branding requirements, layout, positioning of furniture etc.
- Order goods/services required for your participation via the Online Technical Manual available three months prior to the opening of the Event.
- Arrange staffing for your stand.
- Register for event passes – a bundle of Access Passes is included in the National Pavilion Package. Registration opens in June 2021, further information to follow soon. Upgrades also possible. Note that ITU-invited guests from your delegation who confirm their attendance will receive *separate* guidelines regarding their passes.
- Book accommodation and submit visa applications – information will be available on our website in May 2021 and your prompt follow up is recommended for best hotel options and timely issuance of visas.

9 Construction & Layout (1/2)

This applies to Pavilion Organizers who have contracted raw floor space only from ITU on which to construct a Pavilion. Services are not included in the contract. Pavilion Organizers are therefore responsible for the following:

Design:

- Design, construction, furnishing, decoration and dismantling of the overall Pavilion as well as that of each Pavilion Member. You are free to appoint a Stand Contractor of your choice – we can provide a non-official [list](#), alternatively the official event contractor will be contracted by ITU in April 2021 should you prefer to engage them (advantages being submission of stand plans for approval, and the deposit against damages, are not required).
- We recommend requesting design quotes from a minimum of three reputable stand builders to broaden your scope of options on which to base your final selection.
- Include the following in your request for a quote:
 - Floor plan
 - [Venue regulations](#)
 - [ITU Design & Construction regulations](#)
 - Your construction budget
 - Your list of requirements – consider the following:
 - Demo area indicating number of showcase pods for your independent telcos, tech SMEs, ICT innovation hubs, key players etc.
 - Reception
 - Meeting room
 - Lounge / hospitality area
 - Seminar/workshop area
 - Kitchen
 - Storage (lockable)
 - Furniture and accessories
 - Audiovisual equipment
 - Branding requirements
 - Carpet colour (with/without raised platform)
 - Walls (indicate on which sides of your space)

9 Construction & Layout (2/2)

- Note that utility services such as power, cleaning and water can be ordered via the Online Technical Manual available three months prior to the opening of the Event.
- Carpeting any aisles between individual Pavilion Members' stands within the perimeter of the contracted space

Interior Layout

- Allocating space to each Pavilion Member within the perimeter of contracted space
- Assigning an individual stand number to each Pavilion Member

ITU DIGITAL WORLD 2021 ONLINE TECHNICAL MANUAL

The Online Technical Manual will be available three months prior to the opening of the Event and includes useful contact details, key dates and deadlines, all regulations, freight information and order forms for furniture, electrical equipment, plants, catering etc.

Former National Pavilions say...



It is critical for us to be here – we learn new things being done in other countries, we share our experiences with our colleagues, we meet companies with innovative products to sell, we meet leaders in the field and discuss emerging issues. ITU Telecom World has helped us develop many of the critical innovations that we are working on in Ghana.

Hon. Ursula G. Owusu-Ekuful,
Minister of Communications, Ghana

We as a country look at this as an opportunity to bring our innovators, so they can showcase the solutions and products they are bringing, but also an opportunity for them to link with the rest and learn from what is happening, so they can develop more ideas in order to become a service that will have a transformative effect on the economy.

Prof. Américo F. Muchanga,
Chairman of The B.R.C.A. of Mozambique

For us it is very important to attend this kind of event because we need to share information, to share knowledge, to be with the telecom family. It is very, very important. Our companies present in our pavilion, we have very good meetings with other countries and other companies, and we are carrying to Angola a lot of information and business plans in terms of relationships with other companies.

Mario Oliveira,
Secretary of State for Telecommunications, Angola



Success story

Korea

Organized by KISED (Korea Institute of Startup & Entrepreneurship Development), the Korea Pavilion at ITU Telecom World 2019 hosted high growth potential innovative startups, benefiting from business meetings, networking and investment proposals. Over the course of the event, the startups gained a total of 11.57m USD in business consultation from 607 meetings, including a 2m USD investment proposal for 4S Mapper; agreements signed by ELFE with partners in Hungary and Myanmar; collaborative proposals and corporate investment from government agencies in Ghana, Mozambique and Nigeria for Livebook; and incubation investment for Image Mining.





Connections, making connections, you hear from the best, you try to benchmark the institutional arrangement of the ITU where they bring together the best, you share experiences, you find where you have gaps so you can try to up your act so that you come up to the mark.

Nyombi Thembo,
Director, Rural Development Fund, Rwanda

Telecommunication is an area for us where we have a competitive advantage currently and we would like to build on it and cooperation with ITU, and hosting ITU Telecom World exhibition and conferences is very useful from this perspective as we can showcase our development here.

Péter Szijjártó,
Minister of Foreign Affairs and Trade, Hungary

We know that in ITU decision makers are coming from the government sector, the private sector and also minister level. So it will help us to understand what they are going to decide for the future so we can align ourselves and our companies with those rules and regulations they are introducing to the world.

Mohsen Abouei Mehrizi,
Chairman of the ESM Telecommunication



Success story

South Sudan

The information we received, the different stakeholders we met, the advice from more experienced countries and regulators as well as the visibility it afforded our country and the new relationships we built with different stakeholders, regulators and vendors – this was valuable return on our investment in a National Pavilion. We will start preparing earlier for next year!



We look forward to welcoming your pavilion in Ha Noi in October 2021!

