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Accelerating Digitization in the ME

Impact and Governance Imperatives

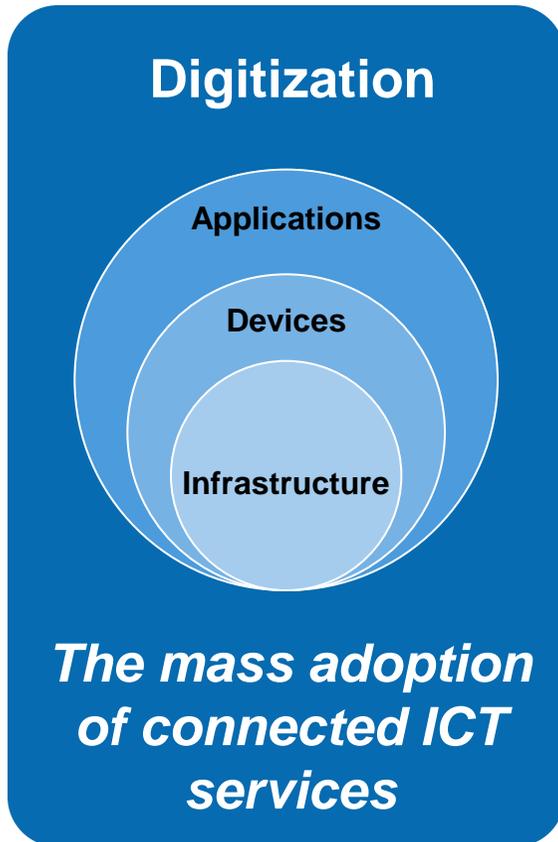
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Communication, Media, and Technology

Digitization - Happening faster than expected

Accelerating Pace of Digitization



People owning a mobile phone:
5.1 Billion



People owning a tooth brush:
4.2 Billion



Three Million patients in Singapore are remotely seen through Teleconsultation: equivalent to 60% of the population



Resumes online (150,000,000) equal to the US workforce



1 billion downloads (200 million gamers) have downloaded Angry Birds, resulting in 400 bn birds having been flung, equivalent to the world's total bird population

Digitization - Major economic development contributor

Economic Impact of Digitization

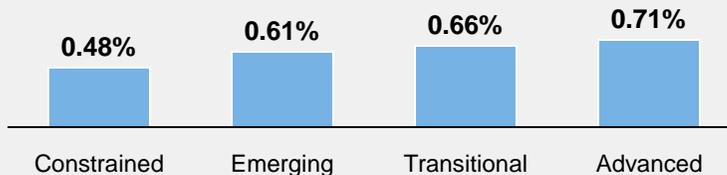
GDP Contribution

New Jobs

Econometric Impact Analysis
(by Stage of Digitization)

% Increase in GDP per Capita due to 10% Increase in Digitization

Points Decrease in Unemployment due to 10-pt Increase in Digitization



MENA Region Digitization Impact Potential
(2012 – 2020)

Leap-frog in Digitization

USD 820 Billion

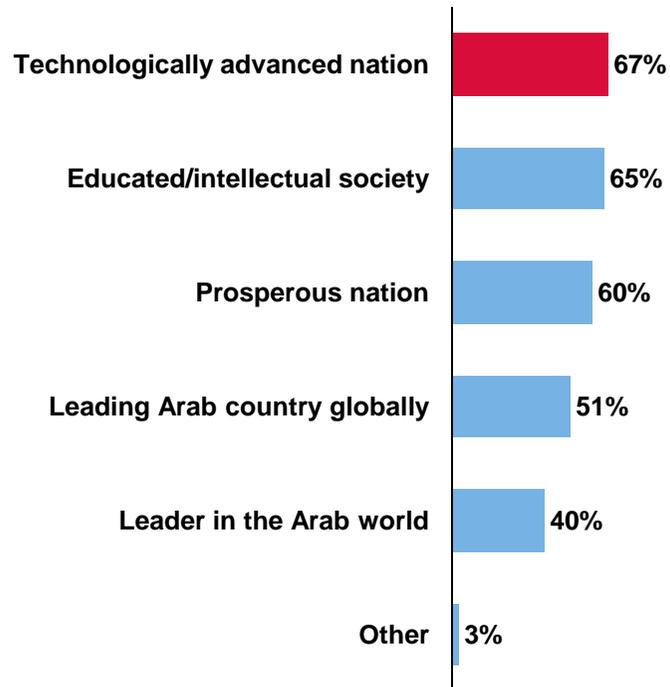
4.4 Million

10.7 Million new entrants are expected to enter the labor force in MENA in the next decade

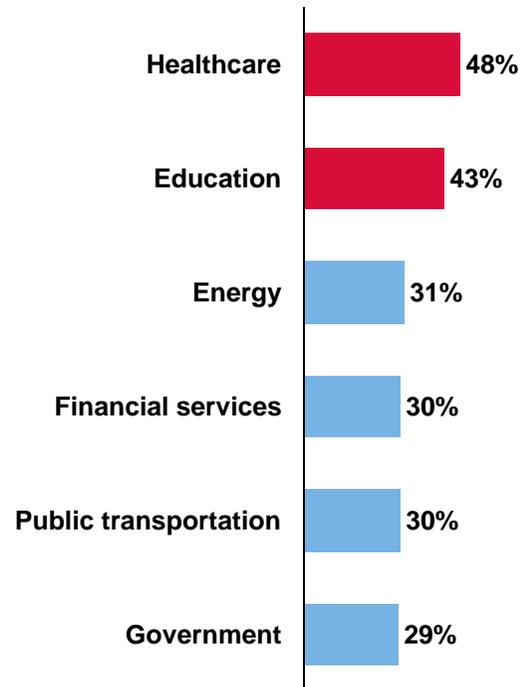
Source: Booz & Company analysis

Digitization - Addressing emerging social aspirations

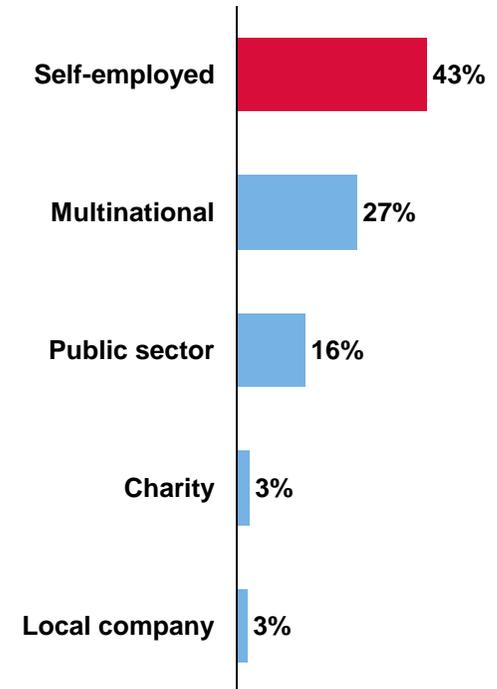
Preference for Country Reputation
(% respondents)



Sectors in Need of ICT Upgrade
(% respondents)



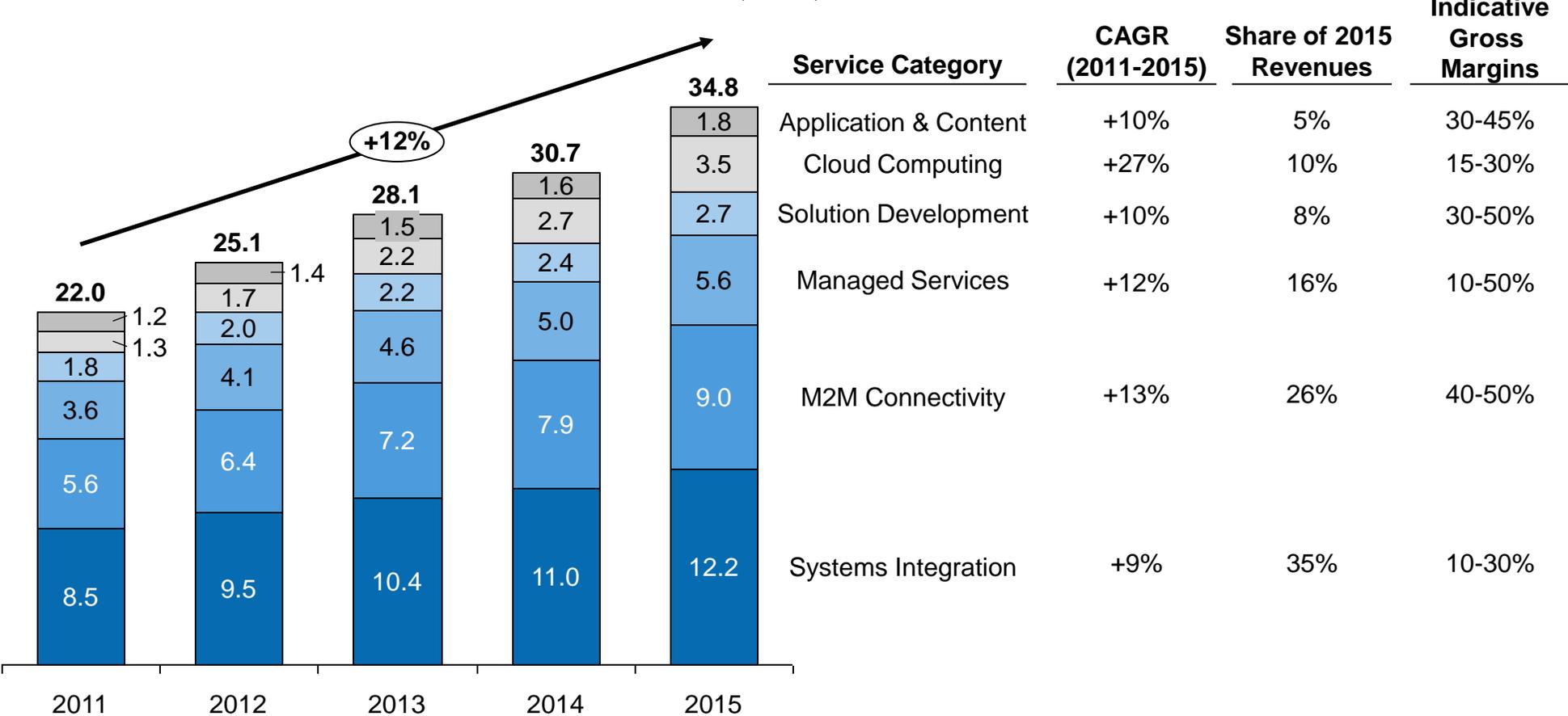
Desired Employment
(% respondents)



1) Users accessing the internet daily
Source: Arab Digital Generation Survey, Booz & Company analysis

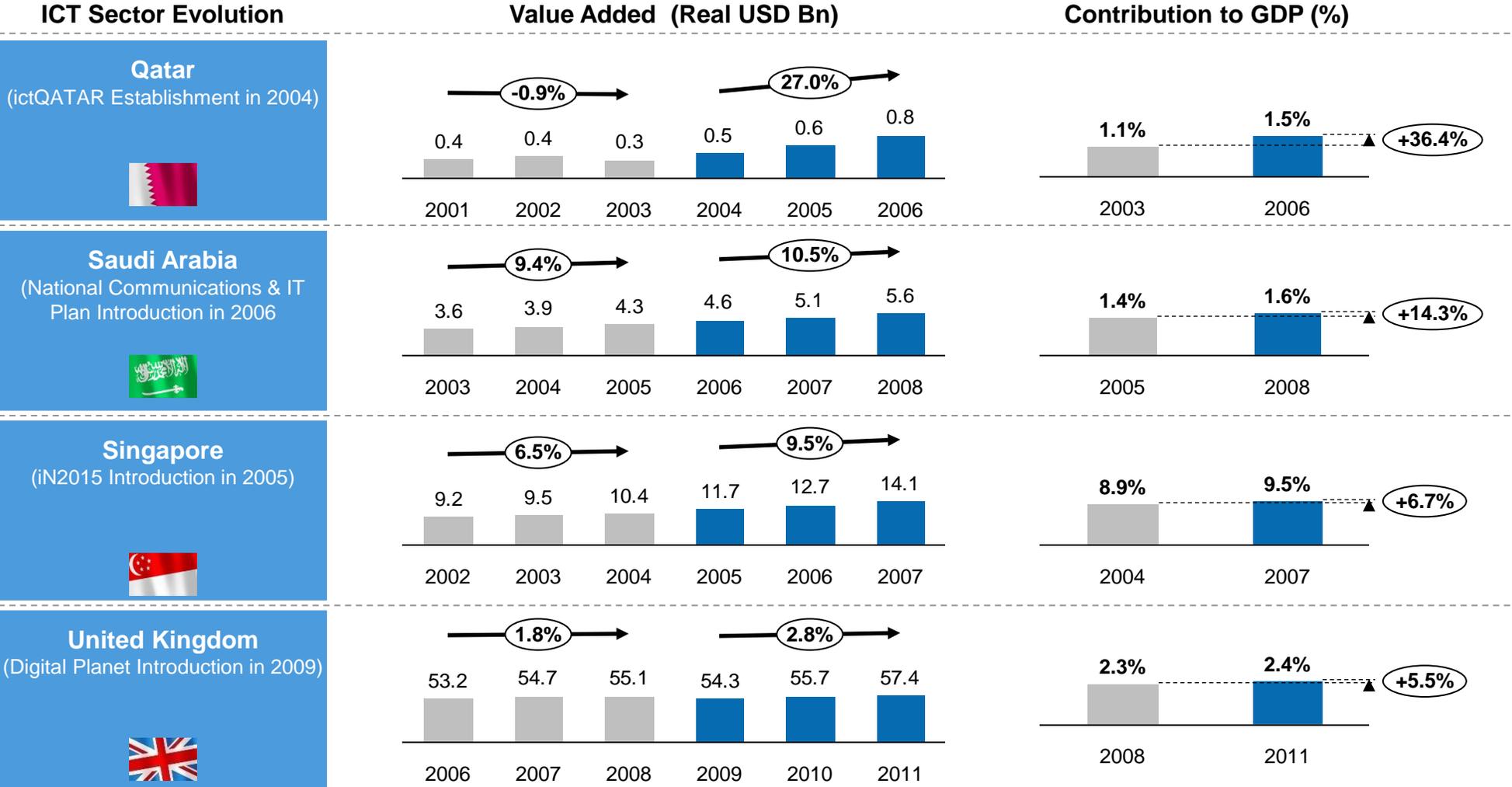
Digitization will drive the next wave of growth in the region

MENA Digitization Market
(USD Bn)



Source: Digital Planet, Cisco, Company Websites, Booz & Company analysis

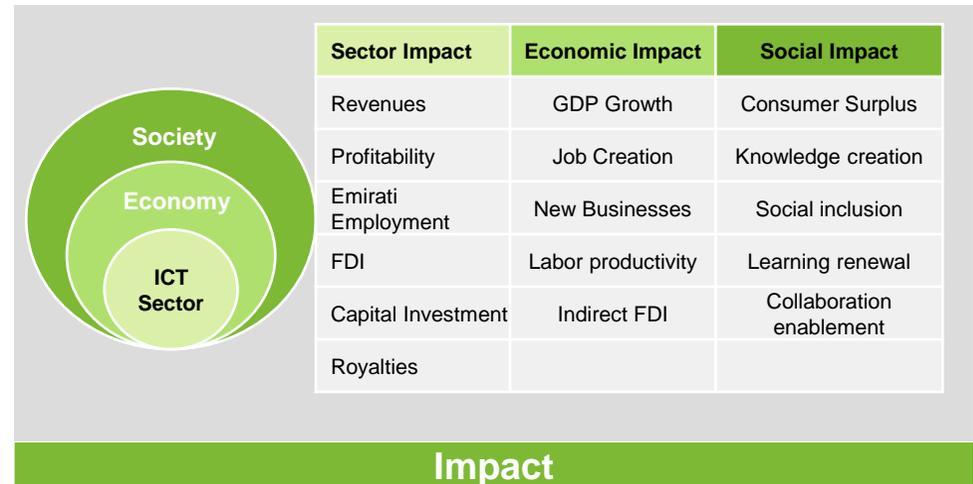
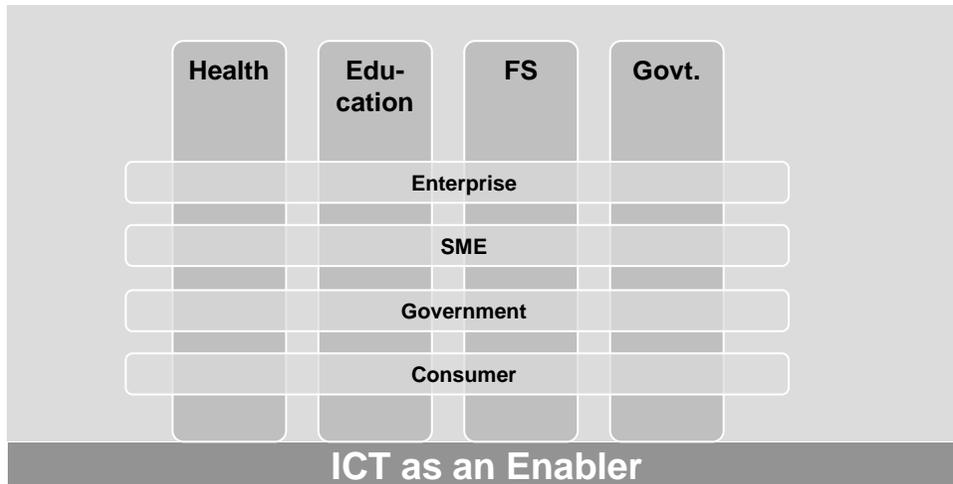
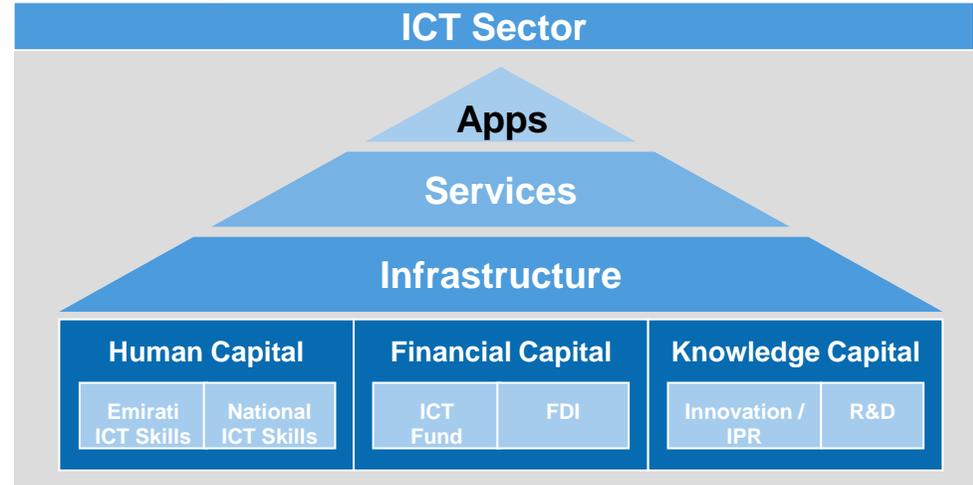
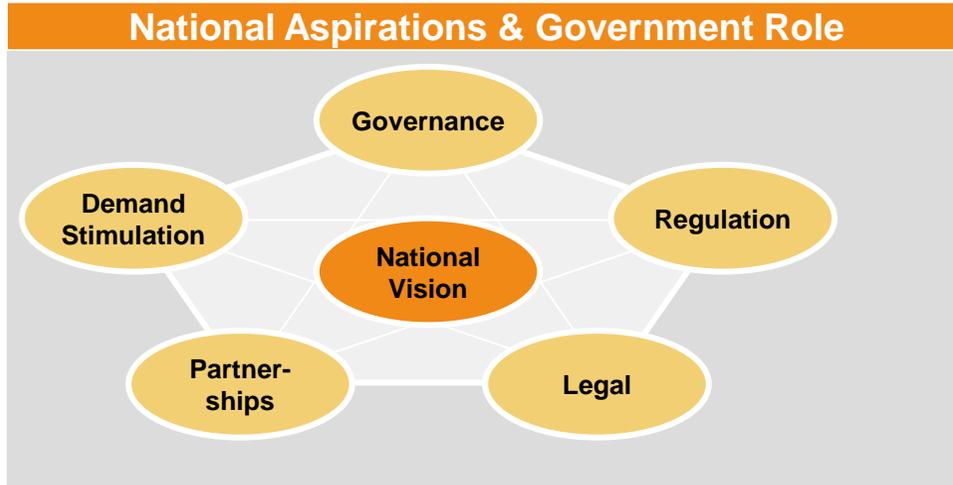
Effective governance is a key driver for jump-starting sector performance



Source: Regulator Websites, Ministries Websites, Global Insight, Booz & Company analysis

ICT sector development should integrate four elements ...

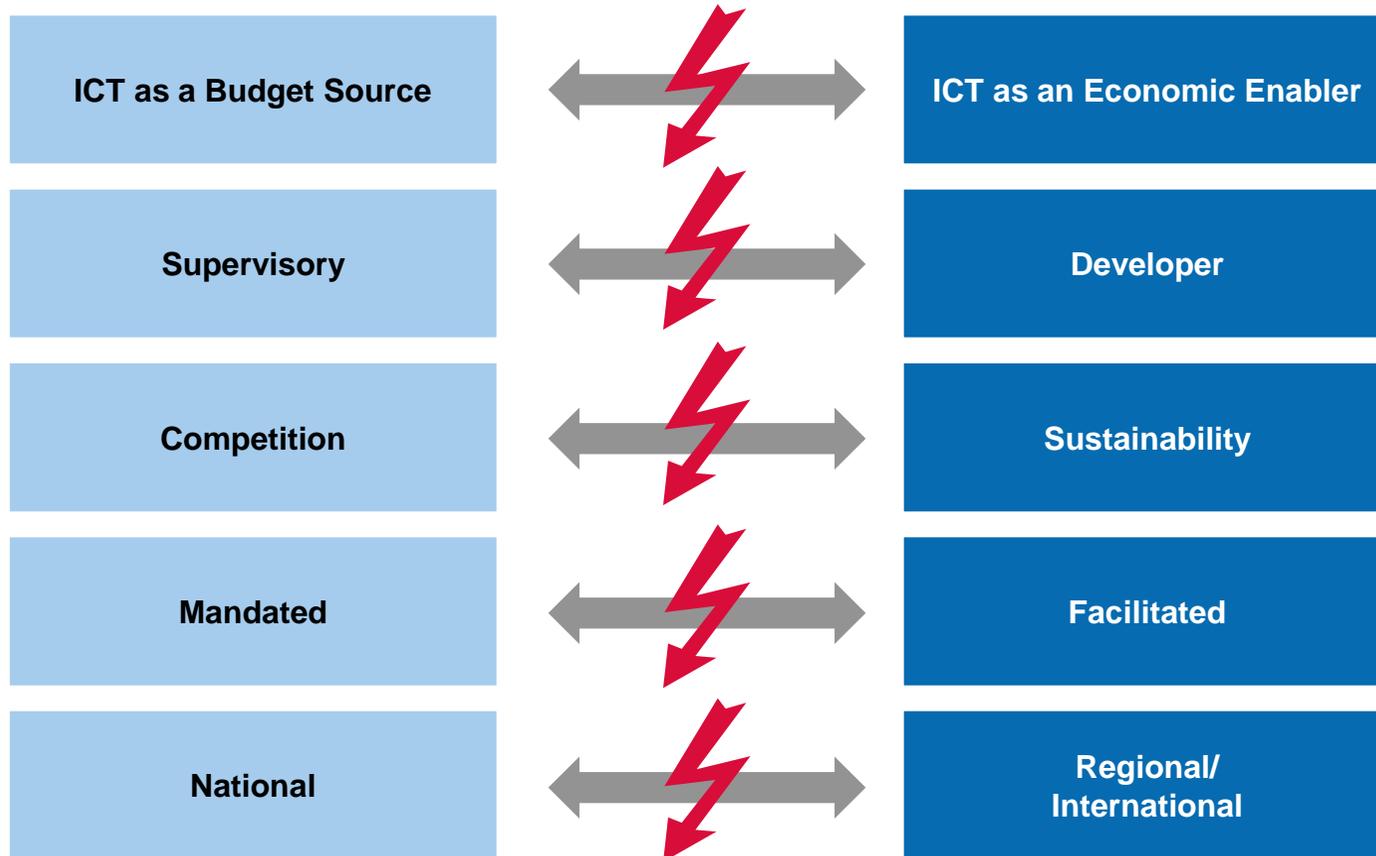
ICT Sector Development Building Blocks



Source: Booz & Company analysis

... while balancing five key development tensions

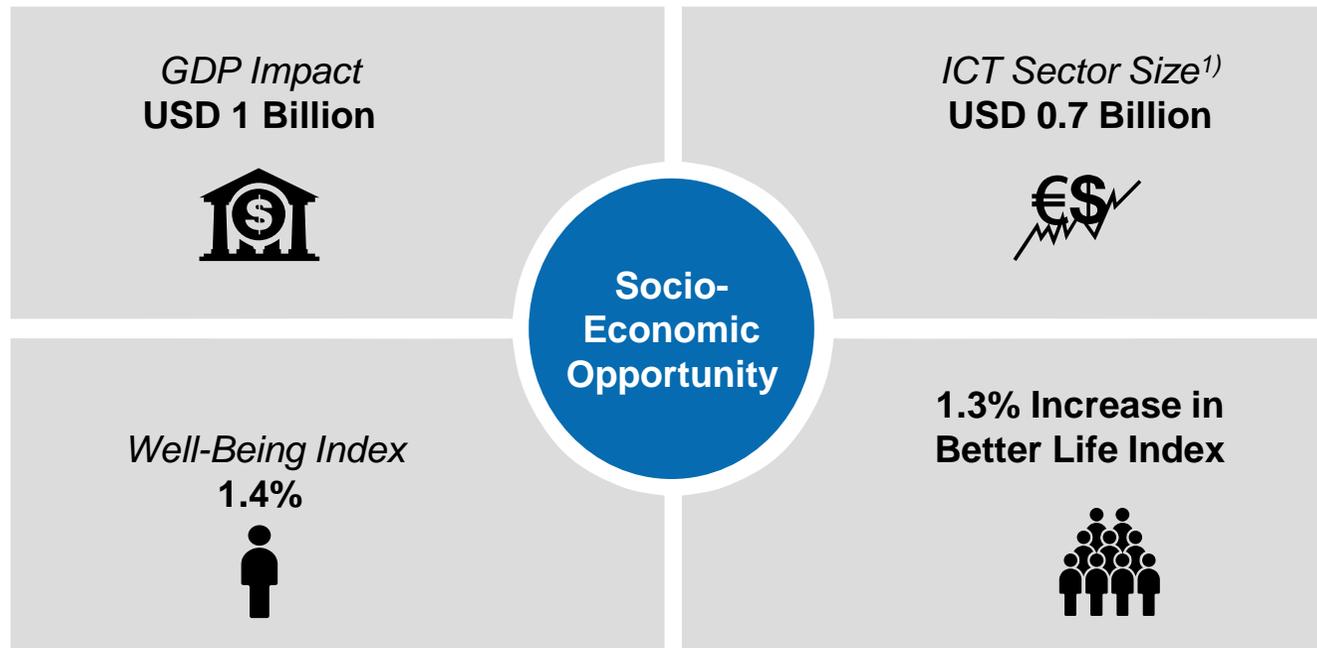
ICT Sector Development Tensions



Source: Booz & Company analysis

ICT reform could yield USD 1+ Bn yearly for the Kuwaiti economy

ICT Development Impact - Kuwait



1) Is calculated based on 0.5% increase in Kuwait's ICT contribution to GDP (4.2% in 2011);
Source: Booz & Company analysis

Thank You



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