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Folder ID: 30488324

Series: Meeting and event briefing materials

Dates: 03/03/1997 - 03/20/1997

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THE WORLD BANK

Washington, D.C.

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The World Bank

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Washington DC 20433

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President Wolfensohn - Briefings Books for Presidents Meetings - Meeting Materials
Economic Development Institute [EDI]-Global Knowledge Conference - Part 2 -

Archive Management for the President's Office

Document Log

Reference # : Archive-01585

1 R4

Edit

Print

A. CLASSIFICATION

☒	Meeting Material
☐	Trips
☐	Speeches

☐	Annual Meetings
☐	Corporate Management
☐	Communications with Staff

☐	Phone Logs
☐	Calendar
☐	Press Clippings/Photos

☐	JDW Transcripts
☐	Social Events
☐	Other

B. SUBJECT: MEETING: EDI-GLOBAL KNOWLEDGE CONFERENCE (PART 2)

DATE: 03/20/97

(B) (N)

VENUE: E1227 (CONF. RM.)

CONTACT: ALICE FARIA @ 36300 (V.THOMAS' OFFICE)

IN ATTENDANCE: JDW, V. THOMAS, J. INGRAM, J. MIDDLETON, R. THOMPSON, CAROLINE, HANY

(B) EDI-V.THOMAS // DUE: FRIDAY, MARCH 14

EXC: HA // ALI (3/3)

Brief includes memo to Mr. Wolfensohn from John Middleton, dated March 14, 1997, "Briefing on Global Knowledge '97" and tabs:

- Program
- Program Content
- Concept Paper
- Sponsorship
- Corporations
- Participation
- Marketing and Media
- Summary of Actions

C. VPU

Corporate

☐	CTR
☐	EXT
☐	LEG
☐	MPS
☐	OED
☐	SEC/Board
☐	TRE

Regional

☐	AFR
☐	EAP
☐	ECA
☐	LAC
☐	MNA
☐	SAS

Central

☐	CFS
☐	DEC
☐	ESD
☐	FPD
☐	FPR
☐	HRO

Affiliates

☐	GEF
☐	ICSID
☐	IFC
☐	Inspection Panel
☐	Kennedy Center
☐	MIGA

D. EXTERNAL PARTNER

☐	IMF
☐	UN
☐	MDB/Other IO
☐	NGO
☐	Private Sector

☐	Part I
☐	Part II
☐	Other

E. COMMENTS:

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PROGRAM

3/14/97

HEADLINE SPEAKERS

- a. **Heads of State:** Letters out to 13 heads of state to participate in Monday plenary.

Acceptance:

President Konare of Mali.

Tentative Acceptances:

President Figueres of Costa Rica (a call from you would help)*

Considering:

Vice President Al Gore (a call from you would help) *

Prime Minister Goh of Singapore (a call from you would help)*

Prime Minister Pascoal Mocumbi of Mozambique.

Regrets:

Prime Minister Mahathir Mohamed of Malaysia.

President Havel of Czech Republic.

President Meri of Estonia.

President Chissano of Mozambique

PM Zenawi of Ethiopia (proposes to send senior minister)

No Word:

Cardoso, Brazil

Robinson, Ireland (considering)

Brundtland, Norway

Ramos, Philippines

Museveni, Uganda

Diouf, Senegal

Mbecki, South Africa (a call from you would help)*

- b. **Other Leaders:**

Acceptance:

Maurice Strong

Joseph Stiglitz

Don Boudria

Tentative Acceptance:

Paul Martin

John Manley

Considering:

Kofi Annan (a call from you would help) *

Rosabeth Moss Kanter

Mr. Tabaksblat, CEO, Unilever

Regret:

Gianni Agnelli

Jim Barksdale (CEO Netscape)

Bill Gates

Lew Gerstner

No Word:

Rupert Murdoch (you are to telephone per letter) *

Michael Eisner (you are to telephone per letter) *

Concept paper.

OFFICE MEMORANDUM

DATE: March 20, 1997

TO: Jim Wolfensohn

FROM: Toronto Team

EXTENSION: 36454

SUBJECT: Updates Since Your Briefing Book Was Prepared

1. Important Program Change

You and the Prime Minister will officially open the conference and deliver major addresses on Sunday evening, June 22, followed by a reception and culture show hosted by the Canadians. This change of schedule makes it more likely that Kofi Annan can be part of the program as he can take part and return to New York in time for the opening of the Rio Plus Five meeting the next day. We are currently considering the best time for the kick-off press conference and will keep you informed.

2. Status of Heads of State Invitations

The South African Embassy has advised us that your personal intervention would be pivotal in **Deputy President Mbeki's** decision to participate in the Toronto Conference. They request that you consider a brief meeting with him in April. Mbeki will be visiting Washington, D.C. on his way to and from the Caribbean. The dates are April 9 - 11 and April 21-22. If such a meeting is not possible, would you consider a personal follow up contact?

We have received word that **Mary Robinson**, President of Ireland, is considering our invitation.

We have also been told that the **Aga Khan** may accept your invitation to speak.

3. Sponsorship

Unilever has decided to become a full sponsor of the conference (\$100,000).

The Government of Sweden will participate as an associate sponsor (\$10-15,000) for participants.

Gilat has agreed to associate sponsorship at \$10,000.

THE WORLD BANK
Washington, D.C. 20433
U.S.A.

JAMES D. WOLFENSOHN
President

March 5, 1997

His Highness Aga Khan
Aiglemont
60270 Gouvieux
FRANCE

My dear K —

Please accept my personal thanks, and those of all our sponsoring partners, for the generous support of the Aga Khan Development Network to *Global Knowledge 97*, the conference the Bank is hosting with the Government of Canada in Toronto this June. This is an important initiative for all of us in the development community, and we deeply appreciate your participation.

You would do me a great honor by agreeing to join us to speak to the 1,500 participants at the conference. I realize that this conference is scheduled near your daughter's wedding date, on which occasion Elaine and I send our fond felicitations. However, were you able to free time on your calendar on Monday, June 23, we would benefit greatly by your presence and expertise.

Specifically, I would welcome you to participate in the opening day plenary on the implications of the information revolution for development. Others participating in the opening day plenary sessions include myself, Prime Minister Jean Chrétien, Maurice Strong, Joseph Stiglitz, who recently left his post as chairman of the President's Council of Economic Advisers to become our Chief Economist, and two or three heads of state from Bank client countries who have been invited but not yet confirmed. We are also hopeful that Kofi Annan will be with us. The morning sessions will be followed by a private luncheon for ministers, key speakers and financial sponsors to which you are most cordially invited.

The conference promises to be an enormous success. Already, our field offices have sent in several hundred nominations from over 70 countries that represent a broad cross sectoral spectrum of leadership. At least 60 Ministers will attend, as well as a half dozen Nobel Laureates, some of the leading thinkers on the information revolution, and a solid cadre of senior officials, businessmen, scientists, grassroots entrepreneurs, educators and nongovernmental leaders.

Because this agenda is so important to the Bank and to Canada, we are pulling this conference together on an extremely accelerated time table. Nonetheless, we are being met with encouraging support, of which yours is an important element. I apologize for the "last minute" nature of this request, but I do hope that you can find a way to be with us in Toronto on June 23. Your presence would make an invaluable contribution to moving the knowledge agenda forward.

March 5, 1997

I will call you soon to talk more about this. In the meantime, don't hesitate to have your staff call Ruth Thompson, our conference manager, for more information. Her telephone number is 202-473-6454.

Warm personal regards

Sincerely yours,

W

James D. Wolfensohn

Enclosures

Obviously if you cannot
make it because of the wedding
I will understand completely -

Best -

W

FROM JAMES WOLFENSOHN

(TUE) 03.18'97 03:02/ST. 03:01/NO. 3561917348 P 1

PHONE NO. 7 233 31 100200

DATE 17 1997 11:00:00

16694



FAXED

Aiglemont
60270 Courville, France

S. G. R. Thompson

Dar es Salaam, 14th of March 1997

My dear Jim,

In the last few days, I have visited Uganda and Kenya, and I am sending you this letter from Dar es Salaam, before I go on to Zanzibar and then Egypt, and I have succeeded in pulling together the Aga Khan Development Network's response to your most kind letter of December 20th 1996, informing me of the forthcoming Symposium in Toronto on Science and Technology for Development, and inviting AKDN to support it. Subsequent to your letter, and prior to this response, I understand the Aga Khan Foundation received a formal invitation from your Economic Development Institute.

The topics to be discussed at the June conference are of great interest to all the institutions that comprise the Aga Khan Development Network (AKDN), as well as to me personally. Because of our commitment to use modern technology to support development, I am happy to propose that AKDN should become a full sponsor of the Global Knowledge '97 Conference. I would hope that senior personnel from AKDN institutions, especially at the field level in Asia and Africa, could contribute their experience actively to the deliberations of the conference, and could benefit from the wealth of ideas and talent that will be present.

FROM JAMES WOLFENSOHN

(TUE) 03.18'97 03:02/ST. 03:01/NO. 3561917348 P 2

FROM : H.H. DEURETHRU

PHONE NO. : 233 51 700200

DATE: 14 1997 11:43PM P2

More than ten years ago, we began introducing computers in schools in Kenya, and even though, since then, technological developments have been moving at an increasingly rapid pace, we have never doubted our conviction about the singular importance and potential of technology's role in development. The challenge is to harness this technology for development purposes. The Aga Khan Development Network intends to be in the forefront of this challenge.

I expect to get back to Aiglemont on the 19th, and should not be moving too far thereafter for a couple of months. It would be wonderful to see you again, and if you expect to be in Europe at all during that period, please do let me know.

*As always,
K.*

*P.S. This visit to East Africa has been fascinating, and
we ought to talk about it when we have a chance.*

Mr. James D. Wolfensohn
President
The World Bank
Washington, D.C. 20433
U.S.A.

myp

The Conference Program -- an Overview

Global Knowledge 97 will address pursue three objectives:

- to **understand** the role of knowledge and information in economic and social development, and the challenges and opportunities posed for developing countries by the information revolution;
- to **share** strategies, experiences and tools in harnessing knowledge for development;
- to **build** new partnerships that will empower the poor with information and knowledge and build the knowledge resources of developing countries.

Conference Schedule (draft 3/12/97)

Sunday, June 22

9:00 am - 9:00 pm Participants arrive; Conference Registration

7:00 pm - 9:00 pm Opening Reception
Brief Welcoming Remarks by Mr. Wolfensohn and a Canadian official

Monday, June 23

8:00 a.m. Press Conference

9:00 am **Opening Plenary**
Remarks by James D. Wolfensohn, Canadian Prime Minister Jean Chretien (to be confirmed) and U.N. Secretary General Kofi Annan (to be confirmed) on "The Global Knowledge Challenge"

9:30-10:00 *Response by a Panel of Heads of State/Government (3 to 5 expected)*
President Konare, Mali (confirmed)
President Figueres, Costa Rica (confirmed)
Prime Minister Goh, Singapore (is considering)
President Robinson, Ireland (is considering)
President Cardoso, Brazil
Mrs. Gro Harlem Brundtland, Norway
President Museveni, Uganda
President Diouf, Senegal
Deputy President Mbeki, South Africa
President Ramos, Philippines
Prime Minister Mocumbi, Mozambique (being proposed by President)

10:00-11:00	Framing the Conference Issues <i>A moderated panel discussion of key conference issues and challenges</i> How Knowledge Will Drive Development Joseph Stiglitz, Chief Economist, the World Bank Experience on the Ground in Africa K.Y. Amoako, UNECA (tentative) Towards Knowledge Partnerships Maurice Strong
11:00 - 11:30	Coffee Break
11:30 - 12:30	Town Hall Plenary <i>Moderated discussion with written questions from the audience</i>
12:30 - 2:00	Lunch in the Knowledge and Technology Forum
2:00 - 4:30	Working Sessions begin on conference themes
4:30 - 7:00	Open Space (<i>opportunities for self-organized meetings & follow-up discussions</i>) Knowledge and Technology Forum (<i>exhibition space</i>) (<i>possible J.D. Wolfensohn Forum "walk-through"</i>)
7:00 - 10:00	Plenary Dinner <i>Chair: Industry Canada minister</i> <i>After-Dinner Panel Discussion on "Investing in the Information Economy in Developing Countries" with panel of CEOs & Developing Country Officials,</i> <u>Invited/To be Invited (partial list)</u> Rupert Murdoch, News Corporation of America Terry Matthews, Newbridge Networks Inc. David Goldstein, Unilever NV Michael Dell, Dell Corporation Rosabeth Moss Kanter, Harvard University

Tuesday, June 24

9:00 - 11:30	Working Sessions
11:30 - 12:30	Open Space Knowledge and Technology Forum
12:30 - 2:00	Plenary Lunch (Chair: Foreign Minister Axworthy?) <i>Speech by U.S. Vice President Albert Gore, Jr. (to be confirmed)</i> <i>"The Global Information Infrastructure and the World's Poor"</i>
2:30 - 5:30	Working Sessions
5:30 - 7:00	Open Space

Knowledge and Technology Forum

7:00 - 10:00

Plenary Dinner (Chair ??)

After-Dinner Panel on "The Future of the Information Revolution and its Impact on Social and Economic Development" including corporate CEOs, writers, "visionaries"

Invited/to be Invited (partial list)

Michael Eisner, Walt Disney Company

Robert McNeil, journalist

Sir John Daniels, British Open University

Wednesday, June 25

9:00 - 11:30

Working Sessions

12:00- 2:00

Lunch in the Knowledge and Technology Forum

2:00 - 4:00

Closing Plenary

Panel Discussion (co-chaired by CIDA Minister Boudria and a developing country leader)

"The Information Economy and the World's Poor: New Challenges for Development"

Panelists to include selected ministers & heads of development agencies, foundations, developing country institutions

4:00 - 6:00

(Open Space remains available for follow-up meetings;
Knowledge and Technology Forum remains open)

Conference Working Sessions by Theme

Note: This is a list of activities being proposed for the conference by the Bank, partners, NGOs, and corporations. We will review these rigorously and select among them to get a good balance of high quality events.

1. Empowering the Poor with Information and Knowledge

- **Empowering the Poor in the Information Age: Strategies and Tools** (World Bank)
- **Grass-roots Management Training for Micro-enterprise: success stories and strategies** (*Asian Development Technology Center, Sanasa Federation, World Bank*)
- **Building a Global NGO Network** (*Association for Progressive Communications*)
- **African Information Society Initiative** (*UNECA and NGOs*)

2. Policy and Regulatory Frameworks for the Information Economy

- **The Role of the State: Policy and Regulatory Frameworks for the Information Economy** (*World Bank, Canada, the International Telecommunications Union, and other partners*)
- **The Competent State: Launch of WDR 1998** (*World Bank*)
- **Policy Frameworks for Competency-Based Learning and Assessment: The Euromed Experiment** (*European Union/Mediterranean Institute*)
- **Policy and Strategy for Building a Knowledge Economy: The El Salvador Case** (*Government of El Salvador in cooperation with FPD*)
- **Telcom Deregulation: Strategies and Best Practices** (*ITU & others*)
- **Impact of New telecommunications Trade Agreements on Developing Countries** (*WTO*)

3. Harnessing Information and Knowledge: Infrastructure, Capacity-Building and Applications

- **Connecting the Unconnected: Special Challenges in Africa and Asia** (*U.N. Economic Commission for Africa, the U.S. Agency for International Development, and other partners, including most probably the Aga Khan Development Network.*)
- **Strategies for Building and Financing Knowledge Infrastructure** (*World Bank in cooperation with other partners*)
- **Knowledge Communities & Learning Organizations: lessons from the private sector** (*International Corporate Learning Association*)
- **Smart Villages: Knowledge Strategies and Tools for Rural Communities** (*World Bank, , others*)
- **Financial Information Networks as a crisis-prevention tool** (*IMF*)
- **Sharing Lessons in Global Climate Change & Biodiversity Conservation** (*UNEP, UNDP, GEF, UNESCO, World Bank*)
- **Health Information Networks and Tele-medicine: Tools and Strategies** (*WHO, Global Health Network, World Bank*)
- **Radio for Rural Development** (*WorldSpace, CIDA & others*)
- **Building a Learning Organization: Public Sector Applications** (*USAID, World Bank*)
- **Regional Strategies for Building Knowledge Capital: Lessons from the Marrakech Development Fair** (*World Bank, Government of Morocco*)
- **Sustainable Rural Energy: a vital component of information infrastructure** (*World Bank*)
- **Commercially-sustainable information networks for the private sector** (*UNIDO*)
- **Electronic Commerce and Sustainable development in the Americas** (*Centro Internacional de Investigaciones para el Desarrollo*)
- **The SatelLife Experience: Providing Affordable Access to health Information in the Developing World** (*SatelLife*)
- **Tiger Leap Project in Estonia** (*Tiger Leap Foundation*)
- **School to School Connections** (*World Bank, Globe, others*)

4. Fostering Science and Technology in Developing Countries

- **Special Symposium: The Role of Science and Technology in Development**
(infoDEV/TechNet in collaboration with the Carnegie Corporation of New York and the National Research Council)
- **Science Policy for Developing Countries**
(UNESCO in cooperation with other partners)

5. Public Information, Civic Dialogue and Effective Governance

- **Informing a National Conversation: the Role of the Media**
(World Bank) in cooperation with other partners)
- **Learning and Using Policy Lessons from other countries** *(World Bank)*
- **Internet-based networks for community development and civic dialogue** *(Benton Foundation)*

6. Life-Long Learning and Distance Education

- **Learning about Learning: Recent Research on How Individuals and Groups Learn**
(Institute for Research on Learning)
- **(When) does technology matter in learning? Some Cautionary Lessons**
(Los Alamos National Laboratory)
- **Distance Learning for Teacher Development** *(Commonwealth of Learning, World Bank)*
- **The Mega Universities** *(Sir John Daniels, UK Open University)*

OFFICE MEMORANDUM

DATE: March 14, 1997

TO: Jim Wolfensohn

FROM: John Middleton 

EXTENSION: 85785

SUBJECT: Briefing on Global Knowledge '97

Enclosed is briefing material for our meeting next Thursday. Vinod Thomas, Joe Ingram, Ruth Thompson, and I will meet with you.

In the binder pockets, you will find copies of the conference flyer and a sales piece produced for the trade show. Other information pieces are included behind appropriate tabs in this binder.

Time is very tight, and we have a lot to do, but we continue to make progress.

- The partnership with Canada is extremely productive, amicable, and mutually beneficial. They have agreed to take the lead on protocol and security issues related to heads of state and other dignitaries. Canada will be responsible for translation services and have primary lead on media relations, with heavy involvement from the conference secretariat and EXT.
- Conference sponsors number 27, including Canada and the Bank. The push to secure corporate sponsorships is ongoing. Outreach to foundations has begun.
- The main elements of the intellectual program are beginning to be defined, and all pieces should be in place by mid April. We look forward to reviewing the program with you, with Joe and with Sven. Interpretation into English, French and Spanish will be provided at all large conference program activities. Speakers are being lined up on an ongoing basis.
- The conference website will open next week with links to other networks, officially launching the *Virtual Conference*. You can find it on Wednesday at **www.globalknowledge.org**.
- Discussions on the date of official press announcements should be concluded next week.
- We have placed a conference announcement in *The Economist* to appear in the April 7 issue.
- The first two waves of participant invitations have gone out. We have contracted with the UN Nongovernmental Liaison Service in Geneva to ensure that we get adequate and appropriate NGO participation.

We are awaiting your response to the Global Development Knowledge System Paper that we prepared at your request.

The attached briefing book contains summary information on the major substantive areas of the conference. We look forward to discussing it with you.

cc: Vinod Thomas

PROGRAM

3/14/97

HEADLINE SPEAKERS

- a. **Heads of State:** Letters out to 13 heads of state to participate in Monday plenary.
- Acceptance:** President Konare of Mali.
- Tentative Acceptances:** President Figueres of Costa Rica.
- Considering:** Vice President Al Gore (a call from you would help)
 Prime Minister Goh of Singapore.
 Prime Minister Pascoal Mocumbi of Mozambique.
- Regrets:** Prime Minister Mahathir Mohamed of Malaysia.
 President Havel of Czech Republic.
 President Meri of Estonia.
 President Chissano of Mozambique
- No Word:** Cardoso, Brazil
 Robinson, Ireland
 Brundtland, Norway
 Ramos, Philippines
 Museveni, Uganda
 Diouf, Senegal
 Mbecki, South Africa
 PM Zenawi, Ethiopia
- b. **Other Leaders:**
- Acceptance:** Maurice Strong
 Joseph Stiglitz
 Don Boudria
- Tentative Acceptance:** Paul Martin
 John Manley
- Considering:** Kofi Annan (a call from you would help)
 Rosabeth Moss Kanter
 Mr. Tabaksblat, CEO, Unilever
- Regret:** Gianni Agnelli
 Jim Barksdale (CEO Netscape)
 Bill Gates
 Lew Gerstner
- No Word:** Rupert Murdoch (you are to telephone per letter)
 Michael Eisner (you are to telephone per letter)

THE WORLD BANK
Washington, D.C. 20433
U.S.A.

JAMES D. WOLFENSOHN
President

March 5, 1997

Mr. Rupert Murdoch
Chairman
News Corporation Ltd.
10201 West Pico Boulevard
Los Angeles, California 90035

Dear Mr. Murdoch:

My dear Rupert

Please accept my invitation to speak at the upcoming *Global Knowledge 97* conference I wrote to you about in January. While I recognize that this request is very late, I do hope that you can clear space on your calendar to join us. Specifically, I invite you to lead the post-dinner plenary on the evening of Monday, June 23, on the role of the private sector in fostering knowledge for development. John Manley, Minister of Industry Canada, will chair the event in which you would be joined by two others—Jean Monty of Nortel has been proposed by our Canadian partners. Rosabeth Moss Kanter from Harvard has been invited to moderate the session. The plenary's primary focus will be on infrastructure, but issues related to cultural impacts of globalizing information might be addressed, as well. You can address these issues better than anyone else.

The conference promises to be an enormous success. Already, our field offices have sent in several hundred nominations from over 70 countries that represent a broad cross sectoral spectrum of leadership, and we expect be fully subscribed well before the conference. At least 60 Ministers will attend, as well as a half dozen Nobel Laureates, some of the leading thinkers on the future of knowledge, a solid cadre of senior officials, businessmen, scientists, grassroots entrepreneurs, educators and nongovernmental leaders. Jean Chrétien, Joe Stiglitz and Maurice Strong are signed up. Al Gore and Kofi Annan have indicated interest, but are not confirmed. Most of Canada's ministers have expressed interest in participating.

On Monday morning I will lay out the global challenges posed by the information revolution, particularly to poor countries, and how the Bank plans to address them. The heads of state of two or three client countries have been invited to respond with their perspectives. We are planning a private lunch for ministers, key speakers and financial sponsors following the morning plenaries and hope you can arrive in time to attend.

Because this agenda is so important to the Bank and to Canada, we are pulling this conference together on an extremely accelerated time table. Nonetheless, we are experiencing encouraging support as you can see from the enclosed list of sponsoring organizations. I apologize for the "last minute" nature of this request, but I do hope that you can find a way to be with us in Toronto on June 23. Your presence would make an invaluable contribution to moving the knowledge agenda forward.

March 5, 1997

I will call you soon to talk more about this. In the meantime, don't hesitate to have your staff call Ruth Thompson, our conference manager, for more information. Her telephone number is 202-473-6454.

bow my arms

Sincerely yours,

Jim

James D. Wolfensohn

Enclosures

*I think you might find this
interesting if you have the
time -*

Brown

Jim

THE WORLD BANK
Washington, D.C. 20433
U.S.A.

JAMES D. WOLFENSOHN
President

March 5, 1997

Mr. Michael Eisner
Chairman and Chief Executive Officer
Walt Disney Company
500 South Buena Vista Street
Burbank, California 91521

Dear Michael:

Please accept my invitation to speak at the upcoming *Global Knowledge 97* conference I wrote to you about in January. While I recognize that this request is very late, I do hope that you can clear space on your calendar to join us. Specifically, I invite you to lead the post-dinner plenary on the evening of Tuesday, June 24, on global information and local culture. This will be a topic of considerable interest to the 1,500 participants at the conference, and your contribution would be invaluable to the discussion. We have invited Federico Mayor, Director General of UNESCO, to chair the event in which you would be joined by two others. Sir John Daniels, head of the British Open University and the world renowned thinker on future of knowledge, is likely to be one. A well known journalist will moderate.

The conference promises to be an enormous success. Already, our field offices have sent in several hundred nominations from over 70 countries that represent a broad cross sectoral spectrum of leadership, and we expect to be fully subscribed well before the conference. At least 60 Ministers will attend, as well as a half dozen Nobel Laureates, some of the leading thinkers on the future of knowledge, a solid cadre of senior officials, businessmen, scientists, grassroots entrepreneurs, educators and nongovernmental leaders. Jean Chrétien, Joe Stiglitz and Maurice Strong are signed up. Kofi Annan is likely to participate but has not confirmed. Most of Canada's ministers have expressed interest in participating.

The evening plenary will be the second of two keynote activities on Tuesday, the first being a luncheon address by Al Gore (to be confirmed) on the Global Information Infrastructure and the World's Poor. The conference opens on Monday with a plenary in which I will lay out the global development challenges posed by the information revolution and how the Bank plans to address them. Prime Minister Chrétien will speak on behalf of Canada. The heads of state of two or three client countries have been invited to respond with their perspectives. We are planning a private lunch for ministers, key speakers and financial sponsors following the morning plenaries and hope you can arrive in time to attend.

Because this agenda is so important to the Bank and to Canada, we are pulling this conference together on an extremely accelerated time table. Nonetheless, we are experiencing encouraging support as you can see from the enclosed list of sponsoring organizations. I apologize

March 5, 1997

for the "last minute" nature of this request, but I do hope that you can find a way to be with us in Toronto on June 24. Your presence would make an invaluable contribution to moving the knowledge agenda forward.

I will call you soon to talk more about this. In the meantime, don't hesitate to have your staff call Ruth Thompson, our conference manager, for more information. Her telephone number is 202-473-6454.

Love, good with

Sincerely yours,

Jim

James D. Wolfensohn

Enclosures

*If you have the time -
this should be interesting
to you —*

Jim

PROGRAM CONTENT

a. Learning Events. Bank teams are leading the development of content for the main conference presentations. We will review these with Joe Stiglitz in very early April.

The schedule continues to develop (see attached).

March 15 is the closing day for partner institutions to submit proposals for conference activities. Attached to the program schedule is a partial list of what we have so far.

We will select from among proposals those which provide a good balance across the conference objectives, blend presentations from developed and developing countries, and are of excellent quality.

b. Virtual Conference. The conference website opens March 19 in both English and French. The address is **www.globalknowledge.org**. It includes links to other networks developed by conference partners, including UNDP's Internet discussion group and a CIDA-sponsored "Village Well" where visitors can leave messages and engage in discussion. The website is being promoted in all conference materials and in a full page ad that we will place in *The Economist* in early April.

c. Global Development Knowledge System. Subsequent to our last briefing, you received from EDI the concept paper you requested on a satellite-based global knowledge system. Proposed as a partnership operation, this could be built into the conference as a tangible outcome if we can move quickly to build support and consensus. Please advise.

Another copy of the paper is enclosed.

The Conference Program -- an Overview

Global Knowledge 97 will address pursue three objectives:

- to **understand** the role of knowledge and information in economic and social development, and the challenges and opportunities posed for developing countries by the information revolution;
- to **share** strategies, experiences and tools in harnessing knowledge for development;
- to **build** new partnerships that will empower the poor with information and knowledge and build the knowledge resources of developing countries.

Conference Schedule (draft 3/12/97)

Sunday, June 22

9:00 am - 9:00 pm Participants arrive; Conference Registration

7:00 pm - 9:00 pm Opening Reception
Brief Welcoming Remarks by Mr. Wolfensohn and a Canadian official

Monday, June 23

8:00 a.m. Press Conference

9:00 am *to minus 200* **Opening Plenary**
Remarks by James D. Wolfensohn, Canadian Prime Minister Jean Chretien (to be confirmed) and U.N. Secretary General Kofi Annan (to be confirmed) on "The Global Knowledge Challenge"

9:30-10:00 *to minus 200* **Response by a Panel of Heads of State/Government (3 to 5 expected)**
President Konare, Mali (confirmed)
President Figueres, Costa Rica (confirmed)
President Cardoso, Brazil
President Robinson, Ireland
Mrs. Gro Harlem Brundtland, Norway
President Museveni, Uganda
President Diouf, Senegal
Deputy President Mbeki, South Africa

10:00-11:00 **Framing the Conference Issues**
A panel discussion of key conference issues and challenges led by
How Knowledge Will Drive Development Joseph Stiglitz, Chief Economist, the World Bank
Experience on the Ground in Africa K.Y. Amoako, UNECA (tentative)
Towards Knowledge Partnerships Maurice Strong

11:00 - 11:30	Coffee Break
11:30 - 12:30	Town Hall Plenary <i>Moderated discussion with written questions from the audience</i>
12:30 - 2:00	Lunch in the Knowledge and Technology Forum
2:00 - 4:30	Working Sessions begin on conference themes
4:30 - 7:00	Open Space (<i>opportunities for self-organized meetings & follow-up discussions</i>) Knowledge and Technology Forum (<i>exhibition space</i>) (<i>possible J.D. Wolfensohn Forum "walk-through"</i>)
7:00 - 10:00	Plenary Dinner <i>Chair: Industry Canada minister</i> <i>After-Dinner Panel Discussion on "Investing in the Information Economy in Developing Countries" with panel of CEOs & Developing Country Officials,</i> <u>CEOs invited/to be invited (partial list)</u> Terry Matthews, Newbridge Networks Inc. Bert Roberts, MCI Sir Iain Vallance, BT Yoshiro Yamamoto, Fuji Bank Jean Monty, Nortel Marc Roulet, Thomson Lars Ravqvist, Ericsson John Madonna, KPMG

Tuesday, June 24

9:00 - 11:30	Working Sessions
11:30 - 12:30	Open Space Knowledge and Technology Forum
12:30 - 2:00	Plenary Lunch (Chair: Foreign Minister Axworthy?) <i>Speech by U.S. Vice President Albert Gore, Jr. (to be confirmed)</i> <i>"The Global Information Infrastructure and the World's Poor"</i>
2:30 - 5:30	Working Sessions
5:30 - 7:00	Open Space Knowledge and Technology Forum
7:00 - 10:00	Plenary Dinner (Chair ??) <i>After-Dinner Panel on "The Future of the Information Revolution and its Impact on Social and Economic Development"</i> <i>including corporate CEOs, writers, "visionaries"</i>

Wednesday, June 25

9:00 - 11:30 Working Sessions

12:00- 2:00 **Lunch in the Knowledge and Technology Forum**

2:00 - 4:00 Closing Plenary

Panel Discussion co-chaired by CIDA Minister Boudria and a developing country leader on "The Information Economy and the World's Poor: New Challenges for Development"

Panelists to include selected ministers & heads of development agencies, foundations, developing country institutions

4:00 - 6:00 (Open Space remains available for follow-up meetings;
Knowledge and Technology Forum remains open)

Conference Working Sessions by Theme

Note: List under development

1. Empowering the Poor with Information and Knowledge

- **Empowering the Poor in the Information Age: Strategies and Tools** (World Bank)
- **Grass-roots Management Training for Micro-enterprise: success stories and strategies** (*Asian Development Technology Center, Sanasa Federation, World Bank*)
- **Building a Global NGO Network** (*Association for Progressive Communications*)
- **African Information Society Initiative** (*UNECA and NGOs*)

2. Policy and Regulatory Frameworks for the Information Economy

- **The Role of the State: Policy and Regulatory Frameworks for the Information Economy** (*World Bank, Canada, the International Telecommunications Union, and other partners*)
- **The Competent State: Launch of WDR 1998** (*World Bank*)
- **Policy Frameworks for Competency-Based Learning and Assessment: The Euromed Experiment** (*European Union/Mediterranean Institute*)
- **Policy and Strategy for Building a Knowledge Economy: The El Salvador Case** (*Government of El Salvador in cooperation with FPD*)
- **Telcom Deregulation: Strategies and Best Practices** (*ITU & others*)
- **Impact of New telecommunications Trade Agreements on Developing Countries** (*WTO*)

3. Harnessing Information and Knowledge: Infrastructure, Capacity-Building and Applications

- **Connecting the Unconnected: Special Challenges in Africa and Asia** (*U.N. Economic Commission for Africa, the U.S. Agency for International Development, and other partners, including most probably the Aga Khan Development Network.*)
- **Strategies for Building and Financing Knowledge Infrastructure** (*World Bank in cooperation with other partners*)
- **Knowledge Communities & Learning Organizations: lessons from the private sector** (*International Corporate Learning Association*)
- **Smart Villages: Knowledge Strategies and Tools for Rural Communities** (*World Bank, , others*)
- **Financial Information Networks as a crisis-prevention tool** (*IMF*)
- **Sharing Lessons in Global Climate Change & Biodiversity Conservation** (*UNEP, UNDP, GEF, UNESCO, World Bank*)
- **Health Information Networks and Tele-medicine: Tools and Strategies** (*WHO, Global Health Network, World Bank*)
- **Radio for Rural Development** (*WorldSpace, CIDA & others*)
- **Building a Learning Organization: Public Sector Applications** (*USAID, World Bank*)
- **Regional Strategies for Building Knowledge Capital: Lessons from the Marrakech Development Fair** (*World Bank, Government of Morocco*)
- **Sustainable Rural Energy: a vital component of information infrastructure** (*World Bank*)
- **Commercially-sustainable information networks for the private sector** (*UNIDO*)
- **Electronic Commerce and Sustainable development in the Americas** (*Centro Internacional de Investigaciones para el Desarrollo*)
- **The SatelLife Experience: Providing Affordable Access to health Information in the Developing World** (*SatelLife*)
- **Tiger Leap Project in Estonia** (*Tiger Leap Foundation*)
- **School to School Connections** (*World Bank, Globe, others*)

4. Fostering Science and Technology in Developing Countries

- **Special Symposium: The Role of Science and Technology in Development**
(infoDEV/TechNet in collaboration with the Carnegie Corporation of New York and the National Research Council)
- **Science Policy for Developing Countries**
(UNESCO in cooperation with other partners)

5. Public Information, Civic Dialogue and Effective Governance

- **Informing a National Conversation: the Role of the Media**
(World Bank) in cooperation with other partners)
- **Learning and Using Policy Lessons from other countries** *(World Bank)*
- **Internet-based networks for community development and civic dialogue** *(Benton Foundation)*

6. Life-Long Learning and Distance Education

- **Learning about Learning: Recent Research on How Individuals and Groups Learn**
(Institute for Research on Learning)
- **(When) does technology matter in learning? Some Cautionary Lessons**
(Los Alamos National Laboratory)
- **Distance Learning for Teacher Development** *(Commonwealth of Learning, World Bank)*
- **The Mega Universities** *(Sir John Daniels, UK Open University)*

GLOBAL DEVELOPMENT KNOWLEDGE SYSTEM

Concept Paper

Economic Development Institute
World Bank
March 3, 1997

Questions should be directed to John Middleton, extension 85785.

Executive Summary

Using satellites and other technologies to enable country leaders to have access to the best development knowledge makes good sense. But it could be too costly for any one agency. The only way to do this is to create a partnership.

Based on technical and cost feasibility studies, it is possible to build a knowledge system that connects development agencies, other knowledge providers and countries on a global level, with national sites being further able to reach local sites. Using satellites and very Small Aperture Terminals (VSAT), the system permits two way audio and video and fast Internet connections. The system is open, and sites are equally empowered to produce, send and receive knowledge. Any site can interact with any other site, and up to 16 sites can operate together for conferencing. The system is easily expanded.

The basic global system of 40 countries plus the World Bank would have a capital cost of \$22 million, and annual recurrent costs (including amortization) of \$9.2 million. Each additional site in the global system would cost \$0.8 million with annual operating costs of \$0.5 million. Domestic systems for 10 remote sites in each of 40 countries would have a capital cost of \$60 million, and annual operating costs \$20 million.

Under the business plan, the World Bank would invest \$5 million in the global system, with the balance being raised from the Regional Banks (\$1 million each), bilateral and UN agencies (\$0.5 million each) and corporations (with a target of \$4 million). Each agency would additionally be responsible for financing and operating its own site. Participating agencies would share system air time in proportion to their investment. Country partners would be asked to commit to pay for annual operating costs of their sites (\$210,000), creating a market test of demand.

Development of very high quality content and programming would be the key to impact. The partnership approach helps by enabling the content development work to be done in a large number of agencies.

Domestic system development and applications would be financed by countries, presumably with donor assistance.

The partnership would be governed by a Board composed of representatives of investors and countries. The Board would set policy, monitor quality and oversee independent evaluation. The majority of voting rights would be held by investors in proportion to their share of the total investment; the balance would be reserved for client representatives. There would be a small but highly expert secretariat. System management would be outsourced to a satellite management organization.

Next steps could include consultations with prospective partners and assessment of country demand.

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GLOBAL DEVELOPMENT KNOWLEDGE SYSTEM

Concept Paper

Economic Development Institute
World Bank
March 3, 1997

OVERVIEW

This paper proposes the formation of a partnership of development agencies, other repositories of development knowledge and their clients to close the development knowledge gap. Central to the proposal is the establishment of a global development knowledge system which uses satellites to connect countries with each other and with their partners in development.

Context

The opportunity to put knowledge to work for development has never been greater. Across the globe, former socialist economies are making the transition to the market. Democratic forms of government are spreading rapidly. New economies and new governments require new institutions to sustain change, and the demand for the knowledge needed is expanding exponentially. Private capital flows have expanded to a level four times that of official development assistance, but most of this is directed to countries that have the policy environments, institutions and knowledge capital needed for good returns. Many countries in Africa and South Asia, and the transition economies of Europe, Central Asia and Southeast Asia lack both, and are falling behind. While global progress has been made in alleviating poverty, present inequalities of knowledge risk a growing gap between rich and poor nations.

The poorest nations are only weakly connected to each other, to countries that are learning from successful transition, and to the knowledge repositories of the developed world. Donor-assisted programs to share knowledge and build institutional capacity have had uneven success and are small relative to the size of the problem. Moreover, with exceptions like the Consultative Group on International Agricultural research (CGIAR), donor efforts are largely uncoordinated and fragmented.

Official development assistance is declining, further threatening the ability of development agencies to address the growing knowledge gap.

Concurrent with economic and political change in much of the developing world and declining development assistance, methods for efficiently sharing and using knowledge have developed rapidly. Most visible are the rapid advances in communication and computer technologies (satellites, the Internet, networked computers) that make it

possible to store and share large quantities of knowledge efficiently, and create expanded interactive communication, on a global scale. Learning organizations that explicitly value, develop and use their knowledge capital to improve services to clients are growing in number, generating lessons for new ways to build institutional capacity.

A partnership that enables agencies to leverage their knowledge, together with that of clients, offers a way to concentrate scarce resources to take advantage of new technologies and the techniques of learning organizations to support client efforts to close the knowledge gap.

A Partnership

The private sector invests in knowledge because companies can profit from the enormous economic returns. Earlier in the year the World Economic Forum announced the implementation of Welcom, a global commercial electronic economic and business information system to serve the CEOs of major corporations. Serving a small and highly educated clientele in a well developed knowledge market, Welcom will significantly improve corporate access to knowledge. Large global corporations have well developed, interactive communication systems for staff development and business management.

In contrast, public agencies that determine the environment for private investment have invested less. The benefits of knowledge investment in the public sector accrue to society at large, and indeed are captured on a global basis through free trade, social stability and environmental protection. Because the world benefits when countries establish good policies and use public investments efficiently, there is a substantial case for global public investment in knowledge for development. Equally, because the benefits are so widely shared, there is a strong case for development agencies to share both the investment and the benefits.

The time is right for a partnership to mobilize global public investment in knowledge. A key indicator is the many donor initiatives to build connectivity and increase country access to knowledge.¹ A partnership of development agencies and clients could establish a framework for collaborative activities, including *inter alia* coordination of capacity building; assistance to countries to assess knowledge needs and design capacity building strategies, including policy reforms; mobilization of financing for the development of communications systems and applications; and facilitation of private sector investment.

¹ For example, USAID's Leland Initiative for Internet connectivity in Africa and LearnNet program; UNDP's Sustainable Development Network; CIDA's initiative to double support for communications; IDRC's work to develop applications; UNESCO's Learning Without Frontiers; UNECA's African Information Society Initiative; the World Bank's InfoDev, expanded development training, increased support for country connectivity, and knowledge management initiatives.

Important as these initiatives could be, they will take time to have effect, while the knowledge gap will continue to grow. The Partnership could directly address this problem by rapidly building a global knowledge system using communication technologies and knowledge management systems to make development knowledge easily accessible to countries, and to enable participating countries to build the nucleus of communication systems for distance applications domestically. Studies commissioned by the World Bank indicate that a satellite-based system is technically feasible. If a partnership can be formed, it could also be affordable.

A GLOBAL KNOWLEDGE SYSTEM

Many development agencies are establishing broad band communications with their field offices, including the World Bank. The Bank's systems will provide field staff with fast Internet connections, teleconferencing and high quality audio links via satellite, giving field staff the same capabilities as those in headquarters. At the same time internal knowledge management systems are being developed to capture and make policy and best practice knowledge available just-in-time to staff.

This concept can be expanded to directly include multiple agencies and clients, providing a backbone for a range of global knowledge services, as well as the nucleus for domestic applications.

Clients and Services

The proposed system would be developed in two tiers. The first tier would interconnect clients with sources of development knowledge services, including education and training (Table 1).

Table 1: Clients and Services: Global

Clients	Services
Policy and decision makers	Policy seminars combining Internet and video-conferencing Access via Internet to global knowledge bases Secure access to other countries and development agencies for policy discussions
Managers	Skills training at a distance Access via Internet to global best practices Access via Internet and video-conferencing to implementation experience in other countries, and to colleagues in development agencies
Communicators	Skills training at a distance Access to global and regional development experience

National hub sites could also serve as origination points for interactive communication with dispersed domestic sites for additional applications (Table 2).

Table 2: Clients and Services: Domestic

Clients	Services
Project managers	Management communication and coordination Data transfer Skills training Access to best practices
Front line staff (teachers, health workers, etc)	Project coordination Skills training at a distance Access to best practices
Citizens	Consultation and participation Access to market information Education

Local sites could also be connected to international knowledge sources. The tools that would be available to deliver these services are summarized in Table 3.

Table 3: Communication Tools Available at National and Local Sites

Site	Materials	Transmission Vehicle
National Hub Site Learning Center Interactive	Live telecasts with real-time audio-video response Synchronous electronic conferencing CDROM/computer	Satellite/fiber system with 2-way audio/video capacity Computer network capable of supporting high band-width use Stand alone and networked PCs Internet
Local Site Learning Center Interactive	Live telecasts with real-time audio response Asynchronous electronic messaging CDROM/Computer	Satellite/fiber system with 1-way video, 2-way audio capacity Computer network capable of supporting low band-width use Stand alone and networked PCs Internet

Technical Design

Feasibility and cost studies have been completed for a base system for forty countries and any number of participating agencies.² The heart of the proposed system is a group of very small aperture satellite terminal (VSAT) stations constructed in countries and agencies. Each national station would function as a hub for 10 or more remote VSAT facilities located in the country. The system would be virtually all digital.

The proposed configuration would have the following features:

- Using current and near-term satellite and video technology, it is an *open system* -- it can receive and transmit input from a variety of sources and countries.
- All participating nations, down to the local level, can both receive and transmit programming and be equally interactive.
- National sites are fully "empowered" with high quality production facilities and staffing. No one site in this proposed network has any significant technological advantage.
- The structure of the network is sufficiently generic to be run and controlled by a consortium.
- It supports a robust training environment, and anticipates the requirements of the next five years in terms of computer, Internet and communication support.
- It does not depend on an major existing infrastructure; however, it has the capacity to use local infrastructure where cost and reliability are adequate.
- It can be implemented incrementally. In fact, this is preferable in order to test and evaluate a variety of delivery techniques and to incorporate an adequate period of staff training.

The recommended architecture is based on the use of both C-band and Ku-band satellites (see Exhibit 1). It is technically feasible for the system to function entirely within the C band, but the attendant costs and complexity are considerably greater for individual VSAT terminals associated with the network. The final determination of an optimal mix will require an in-depth inventory of available and proposed satellite transponder capacity serving targeted areas.

² Academy for Educational Development. Technical Feasibility Study ... Washington, D.C. February 18, 1997

Global Network

K_u-Band Satellite

C-Band Satellite

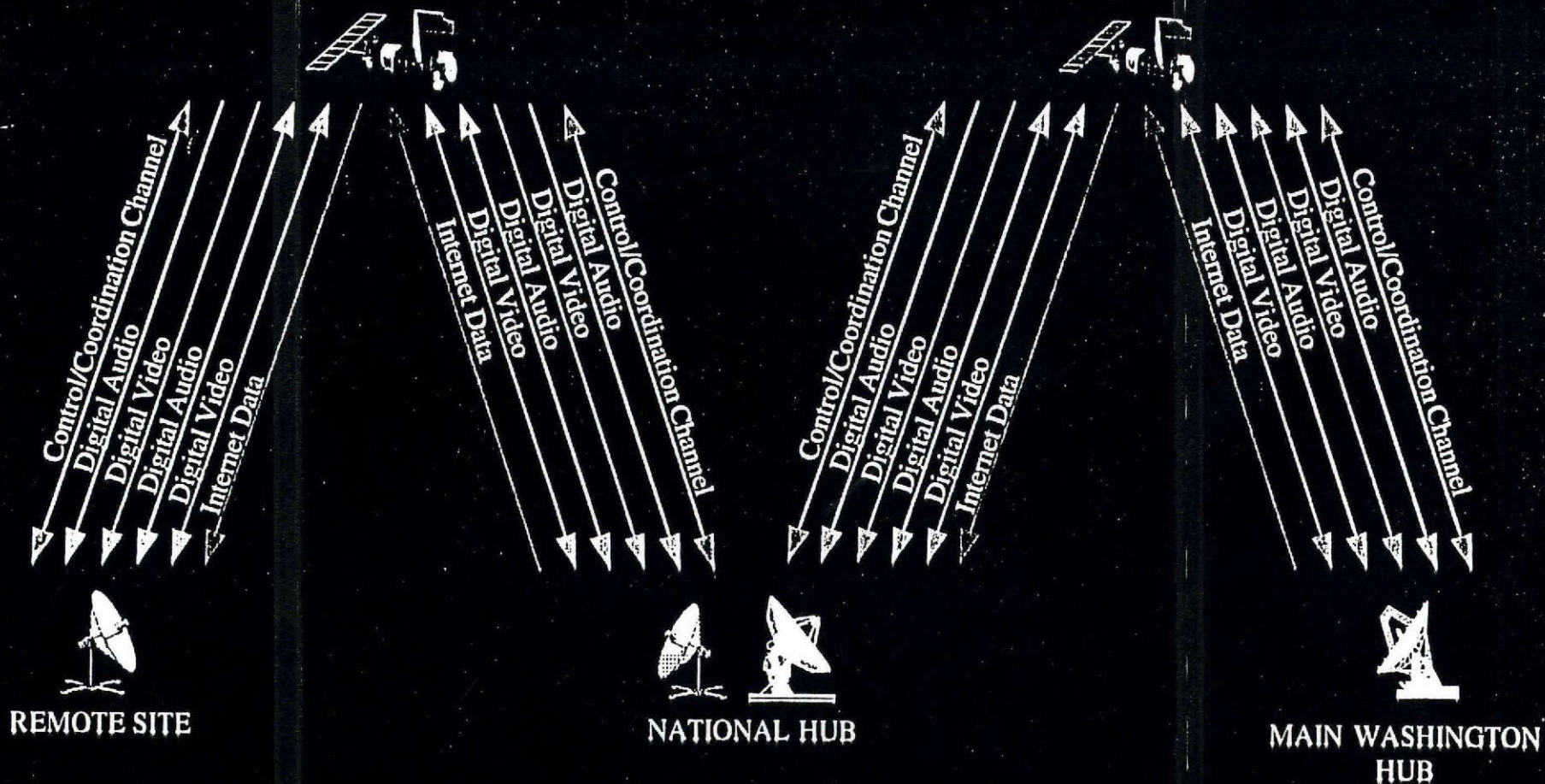


EXHIBIT 3

AED

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Each national hub site would be equipped with both C band and Ku band transmission capability, with shared resources such as emergency power, building space and maintenance personnel. The national sites would be able to broadcast to remote sites. They will also be able to engage in fully interactive video and audio exchange with other national sites (including agency sites), either singly or in a multi-conference mode.

Both domestic and international satellites would be used to allow the use of standard VSAT terminal configurations. This would ensure that stations can be developed nationally and regionally beyond the initial sites to expand the system. The proposed system has been designed to operate in 2 Mhz transponder segments for both Ku and C band satellites. As load factors dictate, additional 2 Mhz segments can be acquired. The transponder costs represent less than four percent of the networks overall costs and therefore increasing capacity would not have significant impact on system costs.

The global system would operate through different C Band satellites to reach different regions. Because more than one satellite connection would be used, parallel activities could proceed in different regions at the same time, greatly expanding system resources for use by national hub sites. For example, an agency in Europe could conduct a videoconference with clients in central Asia, while a North America-based organization could be working with clients in Africa.

Modes of Operation

The proposed system can be operated in several modes:

- **Broadcast:** One site can transmit video and audio to any number of sites within the footprint of the satellite serving that site.
- **Two way:** Any two sites in the network can participate in a fully interactive videoconference.
- **N-Way:** Up to 16 sites can hold a videoconference in which one site (assigned control station) transmits video/audio to all others, while the other sites transmit audio only. As the session proceeds, any site can become the assigned control station and transmit video/audio to the others

The global system (tier one) would, in effect, operate as an INTRANET, with access limited to shareholders and participating client agencies. This would facilitate secure communications and, in part, avoid conflict with country regulations on telecommunications connections.

Each national site would be equipped with the necessary video and computer equipment to allow it to be a source of original programming. The equipment inventory would include post-production editing facilities to allow the integration of images, text and graphics.

System Costs

The estimated investment and average annual recurrent costs of a two tier system for forty countries, each with ten local sites, and for one global site in a knowledge agency are summarized in Table 4.³ As will be discussed in the section on system financing, cost would expand incrementally if more than one agency established sites in the system.

Table 4: Investment and Average Annual Recurrent Costs of System Components
(USD '000)

System Components	Investment Costs	Annual Recurrent Costs
Tier One: Global System (40 countries plus one agency site)	22,000	9,200
Each Additional Site	800	500
Tier Two: Local Sites (400 in 40 countries)	59,600	20,200
Average per country	1,490	505
Each Additional Site	149	50.5

Investment costs include transmission and production equipment, power backup, building preparation, shipping, installation and training. Annual recurrent costs include amortization of equipment, maintenance, salaries of system technical staff, and transponder leasing costs (estimated at \$410,000 for the global tier and \$296,000 for the local tier on an annual basis).

Not included are costs of content development and delivery for distance education or of knowledge bases and other services.

When operating 10 hours a day for 225 days a year, the tier one global system would cost just under \$4000 per hour to operate for 40 sites. For comparison, a land-line connection

³ Detailed cost analyses are attached as Annex I. Equipment specifications and costs are available.

with similar capacity leased on an intermittent basis to connect two sites costs \$1200 per hour.

CONTENT

The proposed system would be effective to the extent that high quality content is made available from partners, including country partners. This would not happen automatically. In early stages of operation, considerable effort would need to be made by development agencies to make knowledge available through the system. All agencies possess considerable useful knowledge, and some have structured programs to make it available to clients through education and training programs. More recently, agencies have begun to employ electronic means, including both the Internet and CDROM. These nascent efforts would need to be strengthened. The costs of this would not be insubstantial, though they would vary by agency depending on the extent to which resources are already committed to knowledge services. To the extent that knowledge services are high on agency agendas, it could be expected that some substantial portion of these costs would be met through redeployment.

Models and Costs: Development Agencies

Interactivity among knowledge users and between knowledge users and knowledge providers is the key advantage of the new communication technology. Interactivity combines with the multi-media capability of the system offers the potential for very high quality knowledge programming of various kinds.

- **Distance education** based on the Internet augmented by interactive video and audio conferencing could be an important service option for policy makers and managers. Distance education is well established, and research has demonstrated that if well designed it can expand access to high quality learning at decreasing marginal cost. Feasibility studies suggest, for example, that distance courses become cost-effective at about 300 students when compared to the seminars offered by the World Bank's Economic Development Institute. In a forty nation system, this would require only 7 students per site. For skill courses with relatively stable content, the break even point falls to 100 students if development costs are amortized over five years.
- **Policy seminars** seek to enable policy and decision makers, and communicators, to assess policy alternatives in local or regional contexts. Frequently delivered through traditional means, they can also be accomplished through a distance system, using Internet for seminar preparation and follow-up and interactive video and audio conferencing for the exchange of ideas. Analyses indicate that delivering policy seminars at a distance becomes cost-effective in comparison with traditional models when 50 or more participants are involved. Distance policy seminars further offer the opportunity for expert individuals who would otherwise not be available to travel to a

country seminar due to the high opportunity cost of their time to participate (See Box 1 for an example).

- **Policy conversations** are now conducted in meeting rooms across the world between donors and clients, often under intense time pressure, and with high travel costs. While face-to-face contact will continue to be needed, these sessions can be partially replaced and/or augmented with interactive videoconferencing at \$4000 per hour. The system can be designed to ensure that these are secure conversations.
- **Country sharing** of development experience now takes place largely through global, regional and sub-regional meetings. The level of collaboration can be substantially raised through the proposed system at comparatively low direct cost, and with considerable savings in the opportunity costs of participant travel and time.
- **Internet access** connectivity is weak in many countries, but is improving due to a number of initiatives. The proposed system would provide public agencies with high speed access to global knowledge repositories at very low cost 24 hours a day. Initially this connectivity would extend only to the national hub site, but access could readily be broadened through ISDN lines and microwave to both national and local sites. Development agencies are moving to establish knowledge management systems, and the proposed global communication system could make these accessible for least developed nations.

Other Content Providers

Development agencies are not the only source of useful development knowledge. Countries can be expected to provide programming. An expanding number of universities and research institutes are seeking to offer economic and international business training at a distance. Established open universities in both developed and developing countries could be another source of content. Finally, commercial training companies have developed an extensive body of digital training materials, some of which could be useful to developing countries. Lack of connectivity makes it difficult for these initiatives to move much beyond the correspondence model for many client countries.

GOVERNANCE AND FINANCING

Both the costs and the capacity of the proposed system exceed the financial and knowledge resources of any single agency. A partnership is the only way to proceed. A transparent and efficient system of governance and shared financing and use would be required.

Box 1: Health Policy Seminar at a Distance

A week-long course is designed to encourage problem solving among health policy makers and project implementers in Ghana, Zimbabwe and Uganda, with thirty participants in each site. The sites are in three time zones, so the course is designed for both real-time and delayed communication among participants.

Prior to the beginning of the course, the online administrator establishes a password protected Internet forum for the group. Participants are registered and biographical data sheets are sent to them online. As the information about each participant, including their course expectations, is received, a picture of the team emerges. Participants are encouraged to engage in dialogue and to send information relevant to the course to organizers via Internet. Participants are linked to Web sites of interest.

After establishing the forum, the course administrator sends each participant digital versions of the four course texts. The instructors slides have likewise been digitized and are distributed with five, 30-second video clips of rural health scenarios. A sixth short video clip of the instructor welcoming students is distributed.

A final entry into the online forum is the schedule of live video broadcasts with opportunity for real time audio feedback. Because of the time zone differential, it is anticipated that two sites will participate in an interactive discussion through audio conferencing, while the third will receive the broadcast and discussion asynchronously. This site will offer feedback via the online forum.

Because of the course emphasis on group decision making, the administrator uploads groupware software that permits participants to work collaboratively on shared documents and to access and retrieve online reference material. In the forum's 'how to' section, participants are guided in the use of the software. They are encouraged to seek assistance from peers before contacting the central hub helpline.

Throughout the week, participants post questions and comments which can be accessed at any time by the instructor and other students. A trained local facilitator provides support to each group. By week's end, the course draws to a close, but eight participants decide to maintain the online dialogue to continue work on a collaborative project.

Course evaluation forms are distributed and completed online. Several students find the highly technological nature of the course to be intimidating. Others find the mode of interaction to be as useful as the course content. Most appreciate the greatly increased access to resource material and the ability to offer local perspectives. A full third of the participants note that without the distance delivery they would not have been able to participate at all. The course is judged to be successful in terms of increased access, enriched core content, heightened participation, learning gains and learner satisfaction.

Source: AED

Governance

One model would be to establish a governing board with representatives of investing partners and regional client representatives selected by the vote of finance ministers to serve for fixed terms. The majority of voting rights would be reserved for investing organizations in proportion to their share of investment; the balance would be reserved for regional client representatives on an equal basis. The board would approve system policy, and provide oversight through subcommittees on key functions, such as program scheduling, systems management, finances and evaluation.

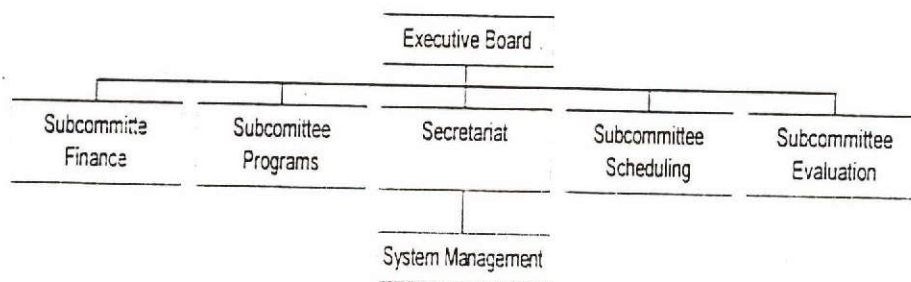
The board would be supported by a small expert secretariat that would oversee system operations, with a special focus on program development, quality control and impact evaluation. Technical management of system resources would be outsourced to an organization with substantial experience in global satellite systems. See Chart 1 for a possible organizational structure.

Consideration could be given to establishing the partnership as a non-profit agency to protect autonomy and to facilitate flexibility.

As designed, participating agencies would each have a hub site in the system, and would be responsible for their own programming within guidelines established by the governing board. Agencies would also be required to be responsive to quality control and evaluation measures as overseen by the Board.

Country Selection: A Key Issue. Public subsidy for country hubs would be most justifiable in IDA-only or IDA blend countries. This list could be targeted to assess initial interest and demand given the proposed market test (see below). Because the system is expandable, other countries could choose to join by financing their own hub sites.

Chart 1: Possible Organizational Structure



Financing

As proposed, the financing plan would rest on six principles:

- Shared donor investment in the capital cost of country hubs, with levels determined by negotiation but generally based on relative financial strength
- Donor financing of the capital cost of own hubs
- Corporate contributions
- All hubs (international, national) finance their own recurrent costs with the World Bank additionally financing annual transponder costs
- Benefits in the form of system use in proportion to capital investment shares
- Market test of country demand

A possible financing plan, based on these principles, is shown in Table 5.

Table 5: Possible Financing Plan

Capital Costs (USD millions)					Benefits Each Investor		
	Unit Cost	Global System	Own Site	Total	Time Share	Annual Hours	Total Hours
World Bank	5.0	5.0	0.8	5.8	0.23	511	511
Regional Banks (4)	1.0	4.0	3.2	7.2	0.05	102	409
Bilaterals (10)	0.5	5.0	8.0	13.0	0.02	51	511
UN Agencies (8)	0.5	4.0	6.4	10.4	0.02	51	409
Corporations (8)	0.5	4.0	---	4.0	0.18	409	409
Totals		22.0	18.4	40.4			2250
Annual Recurrent Costs							
	Unit Cost	Number Agencies	Totals				
World Bank*	0.915	1	0.915				
Others	0.500	22	11.0				
Country Hubs	0.210	40	8.4				
Total			20.315				

*Includes transponder leases

The proposed plan is only illustrative of the general principles. By sharing investment, the highest cost as shown is the World Bank share at \$5.8 million, followed by the regional Banks at \$1.8 million, and bilateral and UN agencies at \$1.3 million. Each agency investment would include the cost of establishing their own hub site plus their share of the subsidy to establish national sites, as well as annual recurrent costs of managing their site.

A market test of country demand would be established by asking countries to cover the annual recurrent costs of participating in the global system.

Benefits in the form of the share of system time allocated to each investor would be in proportion to their share of the \$22 million cost of establishing country hubs, with the corporate share being reserved in principal for country use. Allocation of system time could be renegotiated annually through purchase back plans.

Tier two national systems would be financed by countries, presumably with donor assistance in most cases. Cost analyses indicate that a 10 site pilot project would have capital costs of about \$1.5 million, and annual recurrent costs of \$0.5 million more.

Content Costs. As noted, costs of content development are not included in these financing proposals. While a full costing is not possible at this time, model costs of distance learning being developed by the World Bank's Economic Development Institute are suggestive. (Table 6)

Table 6: Model Costs of Distance Learning for the Economic Development Institute
(Costs in \$000)

Activity	Number	System Hours	Unit Cost	Total Cost	Number of Participants	Cost per Participant
Distance Courses	6	300	425	2550	1800	1415
Policy Seminars	7	150	95	665	700	950
Totals	13	450	--	3215	2500	---

Distance courses and policy seminars would have high content development costs relative to straight video and audio conferencing, but these figures suggest that the World Bank could use eighty percent of its notional 511 system hours under the model financing plan for approximately \$3.2 million.

Revenue. As modeled, the system would initially be used ten hours daily. This would leave another ten hours free, assuming two hours down time daily. In principle this time could be leased to approved content providers at variable rates, depending on the number of sites to be reached. As few would be likely to seek to reach all sites, somewhat less than the hourly cost of \$4000 would be charged for 6 or fewer sites. Above six sites, the \$4000 hourly charge would become very competitive with commercial rates.

BENEFITS AND RISKS

The global benefits of development are well known. To the extent that improving the knowledge capital of poor countries contributes to sustainable and equitable growth, and effective public investment in people, these benefits will increase, not only for individual countries and their citizens, but also for the world at large. The Global Development Knowledge System can make a positive difference. The benefits add up to improved development results on the ground. There are risks, but they can be managed.

Benefits

The principal benefits to client countries of the Partnership would be:

- More rapid and sustained access to development knowledge especially policy lessons and best practices, from other nations and from international knowledge providers.
- Capacity building through participation in a global effort.
- The demonstration effect of national hub sites and second tier systems.
- Increased access to and capacity to use communication technology to achieve economic and social objectives.

The principal benefits to the international development community would be:

- Improved access to clients for consultations and learning.
- Improved capacity to share experience, knowledge and expertise.
- Improved efficiency through leveraging of resources and stronger coordination.

Risks

The Partnership would need to confront a number of significant risks:

- Creation of a new global organization with new patterns of cooperation
- Opposition from the voluntary sector
- Lack of domestic political support for a new ODA initiative
- Financial viability and sustainability in an era of declining ODA
- Difficulty of measuring returns

The Global Development Knowledge System would face, in addition:

- Country regulatory barriers
- Cultural, political and linguistic barriers
- Perception of "rich to rich" connectivity unless domestic applications come quickly
- Conflict over allocation and management of system resources
- Possible risk of crowding out private satellite services if spare time is leased

Risks can be managed through consultations among partners, clients and stakeholders, careful planning and transparent implementation. The key to building an effective global knowledge partnership will be achieving a substantial level of global ownership.

NEXT STEPS

- If the concept is considered workable, the key next step would be consultations with potential partners to determine demand, including countries and agencies. A possibility would be to put this on the agenda for the G-7 Summit as an early external test of the concept. Country demand assessments could be outsourced to a competent agency, such as IDRC.
- If demand is established, an interagency working group, including client representatives, would need to be established to for further planning and development. The working group would prepare a comprehensive business prospectus and technical plans, including inventories of agency knowledge resources. These plans would deal explicitly with risk factors. This could take six months.
- The concept could be discussed on an interim basis at Global Knowledge'97 in Toronto.
- Assuming that response is positive, agencies and countries could be asked to pledge financing, beginning in the last quarter of 1997, including immediate proportional contributions to support a start up team (alternatively, this could be financed by the World Bank).
- Technical specifications and procurement documents could be ready by the middle of 1998.

Resource Requirements

For the World Bank to take the lead, a small management team would need to be established immediately through staff redeployment. A budget of \$150,000 in FY97 would finance travel and first round country demand assessments.

DISTANCE EDUCATION DELIVERY OPTIONS - AED

Exhibit 8

OPTION B

OPTIONS	Num.	Unit Cost	Invest. Cost	Amort. Prd. Yrs.	Annual Amort. Cost	Mnt. %	Annual Maint.	Annual Cost	Hours	Cost/Hr.	Cost/Std. Hr.	20	100	250	1000	2500	NOTES % Contr.
B. AED Distance Learning HUB + NATIONAL																	
1. Transmission Equip.																	
1a. National	40	\$125,000	\$5,000,000	7	\$714,286	10.0%	\$500,000	\$714,286	2250	\$317.46	\$15.87	\$3.17	\$1.27	\$0.32	\$0.13		8.1%
1b. Prorate Hub	40	\$20,000	\$800,000	7	\$114,286	10.0%	\$80,000	\$114,286	2250	\$50.79	\$2.54	\$0.51	\$0.20	\$0.05	\$0.02		1.3%
2. Video Equip.	40	\$90,000	\$3,600,000	5	\$720,000	10.0%	\$360,000	\$720,000	2250	\$320.00	\$16.00	\$3.20	\$1.28	\$0.32	\$0.13		8.2%
3. Internet Equip.	40	\$65,000	\$2,600,000	5	\$520,000	10.0%	\$260,000	\$520,000	8256	\$62.98	\$3.15	\$0.63	\$0.25	\$0.06	\$0.03		1.6%
4. Local Infrastructure	40	\$37,000	\$1,480,000	7	\$211,429	5.0%	\$74,000	\$211,429	2250	\$93.97	\$4.70	\$0.94	\$0.38	\$0.09	\$0.04		2.4%
5. Logistics	40	\$85,000	\$3,400,000	7	\$485,714	0.0%	\$0	\$485,714	2250	\$215.87	\$10.79	\$2.16	\$0.86	\$0.22	\$0.09		5.5%
6. Other/Video Prod.	40	\$115,000	\$4,600,000	5	\$920,000	10.0%	\$460,000	\$920,000	2250	\$408.89	\$20.44	\$4.09	\$1.64	\$0.41	\$0.16		10.4%
CAPITAL			\$21,480,000	1	\$3,685,714		\$1,734,000	\$3,685,714	2250	\$1,469.97	\$73.50	\$14.70	\$5.88	\$1.47	\$0.59		37.5%
7. Local Staff	240	\$12,500	\$0	1			\$0	\$3,000,000	2250	\$1,333.33	\$66.67	\$13.33	\$5.33	\$1.33	\$0.53		34.0%
8. Hub Staff (16hrs.)	8	\$45,000	\$0	1			\$0	\$360,000	2250	\$160.00	\$8.00	\$1.60	\$0.64	\$0.16	\$0.06		4.1%
9. Transponder Lease	12	\$34,230	\$0	1			\$0	\$410,760	2250	\$182.56	\$9.13	\$1.83	\$0.73	\$0.18	\$0.07		4.7%
10. Maintenance			\$0				\$0	\$1,734,000	2250	\$770.67	\$38.53	\$7.71	\$3.08	\$0.77	\$0.31		19.7%
OPERATING			\$0	1	\$0		\$0	\$5,504,760	2250	\$2,446.56	\$122.33	\$24.47	\$9.79	\$2.45	\$0.98		62.5%
TOTAL NATIONAL + HUB			\$21,480,000	1	\$3,685,714		\$1,734,000	\$9,190,474	2250	\$3,916.53	\$195.83	\$39.17	\$15.67	\$3.92	\$1.57		100.0%
LOCAL																	
1. Transmission Equip.																	
1a. Local	400	\$33,000	\$13,200,000	7	\$1,885,714	10.0%	\$1,320,000	\$1,885,714	2250	\$838.10	\$41.90	\$8.38	\$3.35	\$0.84	\$0.34		9.3%
1b. Prorate Hub	0	\$0	\$0	7	\$0	10.0%	\$0	\$0	2250	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		0.0%
2. Video Equip.	400	\$53,000	\$21,200,000	5	\$4,240,000	10.0%	\$2,120,000	\$4,240,000	2250	\$1,884.44	\$94.22	\$18.84	\$7.54	\$1.88	\$0.75		20.9%
3. Internet Equip.	400	\$14,000	\$5,600,000	5	\$1,120,000	10.0%	\$560,000	\$1,120,000	2250	\$497.78	\$24.89	\$4.98	\$1.99	\$0.50	\$0.20		5.5%
4. Local Infrastructure	400	\$16,000	\$6,400,000	7	\$914,286	5.0%	\$320,000	\$914,286	2250	\$406.35	\$20.32	\$4.06	\$1.63	\$0.41	\$0.16		4.5%
5. Logistics	400	\$33,000	\$13,200,000	7	\$1,885,714	0.0%	\$0	\$1,885,714	2250	\$838.10	\$41.90	\$8.38	\$3.35	\$0.84	\$0.34		9.3%
6. Other			\$0	1	\$0		\$0	\$0	2250	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		0.0%
CAPITAL			\$59,600,000	1	\$10,045,714		\$4,320,000	\$10,045,714	2250	\$4,464.76	\$223.24	\$44.65	\$17.86	\$4.46	\$1.79		49.6%
7. Local Staff	400	\$14,000	\$0	1			\$0	\$5,600,000	2250	\$2,488.89	\$124.44	\$24.89	\$9.96	\$2.49	\$1.00		27.6%
8. Hub Staff (16hrs.)	0	\$0	\$0	1			\$0	\$0	2250	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		0.0%
9. Transponder Lease	12	\$24,690	\$0	1			\$0	\$296,280	2250	\$131.68	\$6.58	\$1.32	\$0.53	\$0.13	\$0.05		1.5%
10. Maintenance			\$0				\$0	\$4,320,000	2250	\$1,920.00	\$96.00	\$19.20	\$7.68	\$1.92	\$0.77		21.3%
OPERATING			\$0	1	\$0		\$0	\$10,216,280	2250	\$4,540.57	\$227.03	\$45.41	\$18.16	\$4.54	\$1.82		50.4%
TOTAL LOCAL			\$59,600,000	1	\$10,045,714		\$4,320,000	\$20,261,994	2250	\$9,005.33	\$450.27	\$90.05	\$36.02	\$9.01	\$3.60		100.0%
OPTION B: TOTAL																	
			\$81,080,000	1	\$13,731,429		\$6,054,000	\$29,452,469	2250	\$12,921.86	\$646.09	\$129.22	\$51.69	\$12.82	\$5.17		

EXHIBIT 8

SPONSORSHIP

a. Bilateral: Limited support to date. **Switzerland, US and France** providing \$100,000 or more in cash and travel support. Response to follow up with the Nordics and the Belgians is not encouraging. UK offers contributions for program content but is doubtful about funding for participants.

Our Tokyo office is following up one last time with **Japan**, but all signals are that Japan has fully allocated its budget. You were to have met with Mr. Kato, Vice Minister of Finance, this past week and mentioned the conference to him.

Dutch ED's office and Dutch Cooperation's Chief Scientist suggested that you invite Dutch Minister of Development Jan Pronk. We will deliver to you a letter for signature on Monday, March 17.

b. Multilateral: **Eight UN organizations** have agreed to some level of sponsorship. See the enclosed list of sponsors. They will provide support to finance participants, and major program components, or both. The **Islamic Educational, Scientific and Cultural Organization** has committed \$50,000. **UNCTAD** and **OAS** seem to want in, provided appropriate program slots for their leadership. The **EU** and **African Development Bank** are interested, but level of commitment undetermined. **EBRD** is proposing to present part of the program. **OECD/DAC** secretariat is meeting with us next week to discuss the program contribution on using information technology to facilitate aid coordination. The **Agence de la Francophonie** and **Commonwealth Secretariat** have both indicated interest in supporting within their limited means. We also expect program content from **IFC, MIGA** and **IMF**.

c. Foundations/NGO's: Letters to 34 foundation heads were sent to you for signature on Friday, March 14. Already on board: **Carnegie Corporation, the Aga Khan Development Network, Benton Foundation**. The Bronfman Foundation has indicated interest. Soros Foundation turned us down. Several NGO's have joined at lower levels of sponsorship.

d. Corporations: 140 corporations have received letters. 82 went out under your signature, followed by letter and business prospectus under Ruth Thompson signature, then phone calls. 15 went out under conference management to publishers of educational materials. Ministers of CIDA and Industry Canada sent joint letter to 41 companies headquartered in Canada, being followed up by Industry Canada. Follow up with personal contacts are underway. **Five corporations** have agreed to some level of sponsorship. Fifteen have turned us down. Several are giving serious consideration to our proposal. They include: Sun Microsystems (to provide cyber-cafes); Unilever (to host the Tuesday plenary and dinner); Gilat of Israel; Newbridge Networks Corporation; TeleGlobe Canada; Citicorp (unfortunately Reed cannot speak personally), and Nokia.



CONFERENCE SPONSORSHIP

(list in formation)

Hosts:

The World Bank

The Government of Canada

Sponsors:

Aga Khan Development Network

Government of France

Government of Switzerland

Government of the United States

United Nations Development Programme (UNDP)

United Nations Educational, Scientific and Cultural Organization (UNESCO)

Co-Sponsors:

Bell Canada International

Carnegie Corporation of New York

International Corporate Learning Association (Interclass)

International Telecommunication Union (ITU)

Islamic Educational, Scientific and Cultural Organization

Northern Telecom Limited

United Nations Population Fund (UNFPA)

W3 Internet Services Ltd.

Associate Sponsors:

Benton Foundation

Coca-Cola Company

Daimler-Benz AG

International Labor Organization

United Nations Commission for Science and Technology for Development (UNCSTD)

Commonwealth of Learning

United Nations Economic Commission for Africa (UNECA)

United Nations Industrial Development Organization (UNIDO)

United Nations International Fund for Agricultural Development (UNIFAD)

National Telephone Cooperative Association

United Nations Office of the High Commissioner for Refugees (UNHCR)

CORPORATIONS

Corporation	Name/Address	Letters	Sponsor or Speaker	Status	Response/Comments
	Dr. Stephan Schmidheiny Hurdnerstrasse 10 Hurden CH-8640 SWITZERLAND 011-41-55-41-51-111 phone 011-41-55-41-51-175 fax	1/29 - JDW 2/6 - RLT		NO	2/19 - MMiller spoke with Mr. Braun (secretary). Conference does not fit foundation's guidelines.
Air Canada	Mr. Lamar Durrett President and CEO 7373 Cote Vertu West St. Laurent, Quebec H4Y 1H4 CANADA 1-514-422-5781 phone 1-514-422-5799 fax	Canada 2/5			202 638-3348 DC 410 850-4766 Baltimore
American Express Company	Mr. Harvey Golub Chairman and CEO 200 Vesey Street, 51st Floor New York, NY 10285 1-212-640-2000 phone	1/22 - JDW 2/6 - RLT			2/18 - MMiller was told that all follow-up must be done by letter 3/9 B Lamdany spoke to Golub's personal secretary, was told he is considering it and has all necessary information--he will get back to us this week. 202 863-4263 DC
Apple Computer, Inc	Mr. Gilbert Amelio Chairman and CEO One Infinite Loop Cupertino, CA 95014 1-408-996-1010	1/22 - JDW 2/6 - RLT		NO	202 466-7080 DC
Arel Net Ltd.	Mr. Izhak Gross President 3 Hayarden Street P.O. Box 76 Yavne 70600 ISRAEL 972-8-942-0880 phone 972-8-942-0860 fax	3/12 - JDW			
Asahi Bank, Ltd.	Mr. Shigehiko Yoshino President 1-2, Otemachi 1-chome Tokyo 100 JAPAN	3/12 - JDW			

Asea Brown Boveri (ABB) Ltd	Mr. Percy Barnevik President and Chief Executive Officer PO Box 8131 8050 Zurich SWITZERLAND 011-41-1-318-3927 phone	1/24 - JDW 2/6 - RLT	Mr. Barnevik will not attend	NO	2/17 ltr.--Mr. Barnevik will not attend. 2/18 Mr. Barnevik's secretary - received info, sent to ABB in Canada for approval. 2/20 Fax received declining sponsorship from ABB Canada 202 429-9180 DC
AT&T	Mr. Robert E. Allen Chairman and CEO 32 Avenue of the Americas New York, NY 10013-2412 1-212-334-4740 phone	1/29 - JDW 2/6 - RLT		NO/Allen	sent to AT&T Canada--Jim Meenan, RT spoke with Marilyn Duman. Not available 908-221-3434
Banco Venezolano de Credito, S.A.C.A.	Mr. Oscar Garcia Mendoza President Apartado Postal 1929 Caracas 1010-A VENEZUELA 011-58-2-806-6000 phone 011-58-2-806-6555 fax	3/12 - JDW			
Banif - Banco Int. de Funchal	Mr. Horacio Roque Chairman Avenida Jose Malboa, iote 1792 Lisbon 1070 PORTUGAL	3/12 - JDW			
BankBoston	Mr. Henrique de Campos Meirelle Chief Operating Officer Rua Libero Badar 487 Sau Paulo CEP 01009-000 BRAZIL	3/12 - JDW			
Baton Broadcasting Ltd.	Mr. Ivan Fecan President and CEO 9 Channel 9 Court Scarborough, Ontario M1S 4B5 CANADA 1-416-299-2122 phone 1-416-299-2220 fax	Canada 2/5			
BC Telephone	Mr. Brian Canfield President & CEO 3777 Kingsway Burnaby, B.C. V5H 3Z7 CANADA 1-604-432-4282 phone 1-604-432-9681 fax	Canada 2/5			

BCE, Inc	Mr. Lynton Red Wilson Chairman and CEO 1000 de la Gauchetière Street West, Suite 3700 Montreal, Québec H3B 4Y7 CANADA 1-514-397-7244 phone	1/24 - JDW 2/6 - RLT			
Bell Canada Int'l	Mr. Derek H. Burney Chairman, President & CEO 1000, rue de la Gauchetière ouest Bureau 1100 Montreal, Quebec H3B 4Y8 CANADA 1-514-392-2300 phone 1-514 392-2490 fax	Canada 2/5		YES	2/26 Details Forthcoming --WB not to contact
Bertelsmann AG	Dr. Mark Woessner President and Chief Executive Officer Postfach 111 33311 Guetersloh GERMANY 011-49-524-1800 phone	1/24 - JDW 2/6 - RLT			2/18 Mr. Hanschwagger/Andrea Ridal (secretaries to Dr. Woessner) will get back to MMiller 3/10 Blamdany called, spoke with Ridal, she is checking and will get back to me.
British Petroleum Company PLC	Mr. D.A.G. Simon Group Chief Executive and Deputy Chairman Britannic House One Finsbury Circus London EC2M 7BA UNITED KINGDOM 011-44-171-496-4000 phone 011-44-171-496-4630 fax	1/24 - JDW 2/6 - RLT		NO	1/30 letter to JDW - Mr. Simon will not attend.
British Telecommunications	Sir Iain Vallance Chairman BT Centre PP A985, 81 Newgate Street London EC1A 7AJ UNITED KINGDOM 011-44-171-356-5139 phone 011-44-171-356-6779 fax	1/29 - JDW 2/6 - RLT			3/9/97 B Lamdany called, spoke to Ingrid, his secretary, she will call tomorrow to let me know about the status.

Calian Communications Systems Ltd.	Mr. Larry O'Brien Chairman and CEO 300 Legget Drive Kanata, Ontario K2K 1Y5 CANADA 1-613-592-8600 phone 1-613-592-3378 fax	Canada 2/5			
Can West Global System	Mr. James Sward President & CEO 81 Barber Green Road Don Mills, Ontario M3C 2A2 1-416-446-5311 phone 1-416-446-5449 fax	Canada 2/5			
Canadian Airlines International	Mr. Kevin Benson President and CEO 700 2nd Street, SW Suite 2800 Calgary, Alberta T2P 2W2 CANADA 1-403-294-2080 phone 1-403-294-6089 fax	Canada 2/5			
Canadian Imperial Bank of Commerce	Mr. A. L. Flood Chairman and Chief Executive Officer Commerce Court, West Toronto, Ontario M5L 1A2 CANADA 1-416-980-2211 phone	1/29 - JDW 2/6 - RLT		NO	1/30 letter to JDW - declining hosting opening reception 3/3 telephone call from Donna Miller at A. Flood's office confirming that CIBC declines sponsorship.
CANCOM	Mr. Alain Gourd President and CEO 50 Burnhamthorpe Road West Mississauga, Ontario L5B 3C2 CANADA 1-905-272-6610 phone 1-905-272-3399 fax	Canada 2/5			
Canon Inc.	Mr. Fujio Mitarai President and Representative Director 30-2 Shimoma ruko 3-Chome Ohta-ku, Tokyo JAPAN 03-3758-2111 phone	3/12 - JDW			

CBC	Mr. Perrin Beatty President and CEO 1500 Bronson Avenue PO Box 8478 Ottawa, Ontario, K1G 3J5 CANADA 1-613-738-6505 phone 1-613-738-6567 fax	Canada 2/5			
CEMEX	Mr. Lorenzo Zambrano Chief Executive Officer Avenida Constitucion 444 PTE Monterrey, N.L. Apdo. Postal 392 MEXICO 011-52-83-450-530 phone 011-52-83-441-648 fax	1/24 - JDW 2/6 - RLT			
Centaur Corporation	Mr. Hani A.Z. Yamani Chairman 35, Rue de Bains Geneva 1205 SWITZERLAND	3/12 - JDW			
CGI Group	Mr. Serge Goudin President and CEO 1130 Sherbrooke Street Montreal, Quebec H3A 2M8 CANADA 1-514-841-3200 phone 1-514-841-3299 fax	Canada 2/5			
Chase Manhattan	Mr. Walter V. Shipley Chairman and Chief Executive Officer 270 Park Avenue New York, NY 10019 212-270-6000 phone 212-270-45454 fax	3/12 - JDW			
Chekiang First Bank Ltd.	Mr. Takaaki Ohya Vice Chairman 1 Duddell Street HONG KONG	3/12 - JDW			

Citicorp	Mr. John S. Reed Chairman 399 Park Avenue New York, NY 10043 1-800-285-3000 phone (directory assistance)	1/22 - JDW 2/6 - RLT			2/19 send packet to Mr. Edward Horowitz who will make decision on sponsorship -- follow up again 2/26 WANTS HIM TO SPEAK 3/9 B Lamdany called, left message for Horowitz, he is out all week. 202 659-8855 DC --Ruth pursuing
Coastal Corporation	Mr. David A. Arledge President and Chief Executive Officer 9, Greenway Plaza, 16th Floor Houston, TX 77046	3/12 - JDW			
Coca-Cola Company	Mr Roberto C. Goizueta Chairman of the Board and CEO One Coca-Cola Plaza, NW Atlanta, GA 30301 1-404-676-2121 phone 1-404-515 2278 fax	1/22 - JDW 2/6 - RLT	Mr. Goizueta will not attend. YES. Will sponsor at \$25,000. Mr. Bill Herald will attend.	YES	2/5 letter to JDW, Mr. Goizueta will not attend but recommends Mr. Bill Herald, Chief Information Officer and vice president attend in his stead 2/20 Ms. Riba Saterfield (?) of Mr. Clyde Tolgol's (?) office (Executive assistant) told MMiller that Mr. Goizueta responded directly to Wolfensohn in a letter dated Feb. 5th. (see above) 2/17 letter. Mr. William Herald will attend as representative. Coca-Cola will sponsor at \$25,000. 301 336-3800 Capital Heights 301 762-9160 Rockville 410 381-7800 Columbia
COGNOS Inc.	Mr. Ron Zambonini President and CEO 3755 Riverside Drive Ottawa, Ontario K1G 3Z4 CANADA 1-613-738-1440 phone 1-613-738-7442 fax	Canada 2/5			703 448-8218 Vienna
CommerceNet	Mr. Jay M. Tenenbaum Chairman 4005 Miranda Avenue Suite 175 Palo Alton, CA 94304	3/12 - JDW			
Coopers & Lybrand	Mr. Mohammad T. Chowdhury Director 1530 Wilson Boulevard Rosslyn, VA 22209	3/12 - JDW			

Corel Systems Corporation	Mr. Michael Cowpland Chairman and CEO 190 - 1600 Carling Avenue Ottawa, Ontario K1Z 8R7 CANADA 1-613-728-8200 phone 1-613-761-1344 fax	Canada 2/5		NO	
CTV	Mr. John Cassidy President 250 Yonge Street, Suite 1800 Toronto, Ontario M5B 2N8 CANADA 1-416-595-4237 phone 1-416-595-0781 fax	Canada 2/5			202 466-3595 DC
Daimler Benz AG	Mr. Jürgen Schrempp Chairman of the Board of Management D-70546 Stuttgart GERMANY 011-49-711-170 phone	1/24 - JDW 2/6 - RLT			2/18 Mr. Schrempp out of office - should receive call tomorrow from Lida or Doris Matthias Kleinert 3/3/ faxed materials 202 408-4900 DC
DEG-German Investment and Development Company	Mr. Hans-Gert Braun Vice President/Chief Economist Belvederestrasse 40 Koln 50933 GERMANY	3/12 - JDW			
Dell Computer Corp.	Mr. Michael S. Dell Chairman and Chief Executive Officer 2214 W. Braker Lane Austin, TX 78757 512-338-4400 phone	3/12 - JDW			3/7 mm left voice mail with Steve Septoff (Bank's rep) 301-570-2353 3/10 S. Septoff says Dell is very interested. He, Ro Parra (the group VP for the Americas) and perhaps Michael Dell would like to meet with us on Tuesday, March 18th at 2:00.
Delta Asia Financial Group	Mr. Stanley Au Chairman 31/F, Jardine House, Central HONG KONG 750	3/12 - JDW			
Digital Equipment of Canada	Mr. Graham Woodley President and CEO 675 Cockrane Drive, Suite 300 Markham, Ontario L3R 0Y7 CANADA 1-905-948-3440 phone 1-905-948-3444 fax	Canada 2/5			

DMR Consulting Group	Mr. Michael Pochner President and CEO 1200 McGill College Avenue, Suite 2300 Montreal, Quebec H3B 4G7 CANADA 1-514-877-3402 phone 1-514-866-0423 fax	Canada 2/5			
Dun & Bradstreet	Mr. Volney Taylor Chief Executive Officer 1 Diamond Hill Road Murray Hill, NJ 07974 1-908-665-5000 phone	RLT - 2/21			3/9 B. Lamdany Mr. Taylor will not attend, info. was forwarded to Bill Doescher@x5393, I will call him tomorrow.
Eicon Technology Corp	Mr. Peter Brodje President and CEO 9800 Cavendish Blvd. Montreal, Quebec H4M 2V9 CANADA 1-514-745-5500 phone 1-514-745-5588 fax	Canada 2/5			703 922-4810 Springfield
Enron Corp.	Mr. Kenneth L. Lay Chairman and Chief Executive Officer 1400 Smith Street Houston, TX 77022 713-853-6161phone	3/12 - JDW			
Ente Nazionale Idrocarburi S.p.A.	Mr. Franco Bernabe Managing Director and CEO Piazzale E. Mattei, 1 Rome 00144 ITALY 011-39-659-825 445 phone 011-39-659-822 492 fax	1/29 - JDW 2/6 - RLT			
Ernst & Young LLP	Mr. Philip Laskawy Chief Executive Officer 787 Seventh Avenue New York, NY 10019 212-773-3000 phone	3/12 - JDW			Hennessy CEO, Ron Gage, CEO Canada

First Atlantic Merchant Bank Limited (FIAT)	Mr. Jude Kofi Arthur Managing Director P.O. Box C1620 Accra GHANA 233-21-231399 phone	3/12 - JDW			
Forbes Inc.	Mr. Malcolm S. Forbes, Jr. President and Chief Executive Officer 60 5th Avenue New York, NY 10011 212-620-2200 phone	3/12 - JDW			
Ford Motor Company	Mr. Alex Trotman Chairman, President, and Chief Executive Officer The American Road Dearborn, MI 48121 313-322-3000 phone	3/12 - JDW			
Fuji Bank, Limited	Mr. Yoshiro Yamamoto President 1-5-5, Otemachi Chiyoda-ku, Tokyo 100 JAPAN 011-813-3216-2211 phone 011-813-3214-4150 fax	1/27 - JDW 2/6 - RLT			202 467-6660 DC
Gandalf Technologies Inc.	Mr. Dick Busto President 130 Colonnade Road South Nepean, Ontario K2E 7M4 CANADA 1-613-274-6595 phone 1-613-274-6501 fax	Canada 2/5			
GEAC Computers Corp. Ltd.	Mr. William Nelson President and CEO 11 Allstate Parkway Markham, Ontario L3R 9T8 CANADA 1-905-475-0525 phone 1-905-940-3708 fax	Canada 2/5			

General Electric Company	Mr. John F. Welch, Jr. Chairman of the Board and CEO 3135 Easton Turnpike Fairfield, CT 06431 1-203-373-2211 phone	1/22 - JDW 2/6 - RLT		NO	2/20 NO - MMiller spoke with Susan Bay, assistant to Mr. Welch, who said Welch received materials, reviewed business prospects and did not pass it on to anyone else - has no interest 301 317-8338 Laurel
Glenayre Electronics	Mr. Russ Allen Executive Vice President, Corporate Sales 1570 Kootenay Street Vancouver, B.C. V5K 5B8 CANADA 1-604-671-8256 phone 1-360-332-1302 phone 1-360-332-1403 fax	Canada 2/5			
Grand Metropolitan PLC	Mr. George Bull Chairman 8 Henrietta Place London W1M 9HG UNITED KINGDOM 44-171-518-5200 phone	3/12 - JDW			
Hewlett-Packard Co.	Mr. Lewis E. Platt Chairman, President, and Chief Executive Officer 3000 Hanover Street Palo Alto, CA 94304 415-857-1501 phone	3/12 - JDW		NO	Mary MCNEIL following
Hitachi, Ltd.	Mr. Katsushige Mita Chairman and Representative Director 4-6, Kanda-Surugadai Chiyoda-ku, Tokyo 101 813-2581111 phone	3/12 - JDW			
Horinzonte Venture Management	Mr. Franz Krejs Managing Director Bavernmarkt 6 Vienna 1010 AUSTRIA	3/12 - JDW			

HSBC Holdings PLC	Sir William Purves, CBE, DSO Group Chairman 10 Lower Thames Street London EC3R 6AE UNITED KINGDOM 011-44-171-260-9000 phone	1/29 - JDW 2/6 - RLT			2/20 MMiller spoke with Ms. Jan Hughes. Said Ruth's letter of Feb. 6 with enclosures was not received. Asked Latifah to send immediately - resent 2/20. 3/7--LA spoke with Sarah Goldstein (44-171-260-9158); materials forwarded to John Bond; she will check on status and call us on 3/10. 3/13--LA spoke with Elenore Buchan (604-641-1851); materials forwarded to Bill Dalton, Hong Kong Bank, Vancouver. Mr. Dalton away until 3/17. His assistant will call us back then.
Hughes Electronics Corporation	Mr. C. Michael Armstrong Chairman and Chief Executive Officer 7200 Hughes Terrace Los Angeles, CA 90045 1-310-568-7200 phone	1/22 - JDW 2/6 - RLT			3/9 B Lamdany called, Armstrong will not attend, but invitation will be forwarded to Maria Zumbrun, Membership Contributions, but secretary did not have phone number for me.
Hummingbird Communications Ltd.	Mr. Fred Sorkin President and CEO 1 Sparks Avenue North York, Ontario M2H 2W1 CANADA 1-416-496-2200 phone 1-416-496-2207 fax	Canada 2/5			301 627-9484 Upper Marlboro
IBM Canada Ltd.	Mr John D. Wetmore President and CEO Stn A4, Dept. 997 3600 Steele Avenue East Markham, Ontario L3R 9Z7 CANADA 1-905-316-3232 phone 1-905-316-5004 fax	Canada 2/5			202 515-5000 DC 410 332-2200 Baltimore
Ing. C. Olivette & Co., S.p.A.	Mr. Carlo DeBenedetti Chairman and Chief Executive Officer Via Jervis Ivrea 77 ITALY 39-125525 phone	3/12 - JDW			

International Business Machines	Mr. Louis Gerstner Chairman and CEO Old Orchard Road Armonk, NY 10504 1-914-765-4700 phone 1-914-765-7030 fax John Cherbini 301-803-2300	1/24 - JDW 2/6 - RLT		NO	2/20 am - MMiller Spoke with DC Chen in Gerstner's office. Referred to Mr. Stanley Litow, VP Corporate Relations. 2/20 pm - Letter received from Lorraine Felitti, Manager, Corporate Community Relations Administration, declining support for the conference 2/25 mmiller spoke with John Cherbini who is interested in pushing IBM sponsorship as well as participating in hands-on area. He will pass information with his boss Ken Norton and Miles Weigold (North American Government/Industry Conference Coordinator) Will pursue through local connections 3/12 mm received call from Miles Weigold. His budget is fully allocated for this year. Would, however, like attend. WANT HIM TO SPEAK
KPMG International	Mr. John Madonna Chairman 65 E. 55th Street New York, NY 10022 1-212-909-5165 phone	1/24 - JDW 2/6 - RLT			Will provide contacts
Le Groupe Vidéotron Limitée	Mr. André Chagnon Président du Conseil 300, rue Viger est, 6ième étage Montréal, Québec H2X 3W4 CANADA 1-514-985-8885 phone 1-514-985-8493 fax	Canada 2/5		YES	Don't call
Levi Strauss Associates, Inc.	Mr. Robert D. Haas Chairman and Chief Executive Officer 1155 Battery Street San Francisco, CA 94111 1-415-544-6000 phone	1/22 - JDW 2/6 - RLT		NO	1/29 letter to JDW - declining invite to attend , 3/6 card from Susan Little, Grants Manager, FDTN, declining.
Lucent Technologies	Mr. Henry B. Schacht Chairman and Chief Executive Officer 600 Mountain Avenue, Room 6A509 Murray Hill, NJ 07974 1-908-582-8509 phone	1/24 - JDW 2/6 - RLT		NO	3/9/97 B. Lamdany got response from Schacht's office-- they will not attend or sponsor. He is sending letter go J.D.W.

Lyonnaise des Eaux	Mr. Jérôme Monod President 72 Avenue de la Liberté Nanterre Cedex 92753 FRANCE 011-33-1-46-95 52 05 phone 011-33-1-46-95 52 23 fax	1/24 - JDW 2/6 - RLT			
MCI Communications Corporation	Mr. Bert C. Roberts, Jr. Chairman 1801 Pennsylvania Avenue, NW Washington, DC 20006 1-202-872-1600 phone Contact: Connie Williams Executive Communications 202-887-2780f	1/24 - JDW 2/6 - RLT			2/21 mm spoke to Robert Steck 202-872-1600. He confirmed that MCI and BT definitely want to participate -- not sure in what way yet. Also trying to get Vinton Cerf to speak. 2/26 mm spoke with Connie Williams (Executive Communications). Vinton Serf cannot speak, suggests Robert Hagen, Director of MCI Internet Engineering, instead. Connie is new contact -- will check on corporate sponsorship. 3/6 spole with Connie, asked re. speaking monney connect. Will send sales piece. 3/12 mm left followup voice mail with C. Williams Ruth will now pursue. 202 466-2915 DC 202 872-1600 DC
Microsoft Corporation	Mr. Bill Gates Chief Executive Officer 1 Microsoft Way Redmond, WA 98052 1-206-882-8080 phone	1/27 - JDW 2/6 - RLT			2/6 Letter to JDW declining invite to attend. Maureen 202 895-2000 DC
Mitel Corporation	Mr. John B. Millard President and CEO 350 Legget Drive, P.O. Box 13089 Kanata, Ontario K2K 1X3 CANADA 1-613-592-2122 phone 1-613-591-2301 fax	Canada 2/5			703 318-7020 Herndon
Mitsubishi Corporation	Mr. Minoru Makihara President 6-3 Marunouchi 2-chome Chiyoda-ku, Tokyo 100-86 JAPAN 011-813-3210-2121 phone	1/29 - JDW 2/6 - RLT			202 331-7301 DC

Moneco Agra/Spectrocan	Mr. Avedis Menechian President 1145 Hunt Club Road, Suite 6000 Ottawa, Ontario K1V 0Y3 CANADA 1-613-526-1661 phone 1-613-526-5326 fax	Canada 2/5			
Morgan Stanley and Company, Inc.	Mr. Richard Fisher Chairman 1585 Broadway, 40th Floor New York, NY 10036 212-761-4470 phone 212-761-0042 fax	3/12 - JDW			
Motorola Canada Ltd	Mr. Eric Taylor Chief Executive Officer 4000 Victoria Park Avenue North York, Ontario M2H 3P4 CANADA 1-416-499-1441 phone 1-416-497-7888 fax	Canada 2/5		NO	2/21 ltr. to RT declining sponsorship.
Motorola, Inc.	Mr. Robert W. Galvin Chairman of the Executive Committee of the Board 1303 E. Algonquin Road Schaumburg, IL 60196 1-847-576-5000 phone	1/22 - JDW 2/6 - RLT			INVITE PRESIDENT TO SPEAK IF THEY COME IN.
Netscape	Mr. Jim Barksdale President and CEO 501 East Middlefield Road Mountain View, CA 94043 1-415-254-1900 phone	1/24 - JDW 2/6 - RLT			2/21 Spoke to Anne Martin of Speakers Bureau. Kerry to follow up with e-mail outline of what speaking opportunities there are for Barksdale. At A. Martin's recommendation, contacted Susan Bieber (exhibits) and Tammie Helm (hands-on) by e-mail requesting Netscape's participation. . WANT HIM TO SPEAK. NEED JDW CALL
Newbridge Network	Mr. Terry Mathews CEO 600 March Road, P.O Box 13600 Kanata, Ontario K2K 2E6 CANADA 1-613-591-6300 phone 1-613-591-3201 fax	Canada 2/5		YES	703 834-5300 Herndon 703 834-3600 Herndon

News Corporation Ltd	Mr. Rupert Murdoch Chairman 10201 West Pico Boulevard Los Angeles, CA 90035 1-310-369-1226 phone 1-310-369-3846 fax	1/24 - JDW 2/6 - RLT			WANT HIM TO SPEAK. NEEDS JDW CALL
NOKIA	Mr. Jorma Ollila President Etelaesplanadi 12 P.O. Box 226 Helsinki 00101 FINLAND 011-3580-180-7402 phone 011-3580-650-446 fax	3/12 - JDW			Canadian Embassy in Finland handling.
Northern Telecom, LTD.	Mr. Jean Monty President and CEO 8200 Dixie Road, Suite 100 Brampton, Ontario L6T 5P6 CANADA 1-905-863-7901 phone 1-905-863-8410 fax	Canada 2/5		YES	CANADA WANTS HIM TO SPEAK 202 347-4610 DC
Novell Inc.	Mr. John Young Chief Executive Officer 1555 N. Technology Way Orem, UT 84057 800-453-1267 phone	3/12 - JDW			
Oracle Corporation	Mr. Lawrence J. Ellison Chairman, President and Chief Executive Officer 500 Oracle Pkwy., Box 659507 Redwood Shores, CA 94065 1-415-506-7000 phone	1/22 - JDW 2/6 - RLT			301 657-7860 Bethesda 3/9/97 B Lamdany sple to his secretary. She will speak to Larry and they will get back to me.
Panasonic Company	Mr. Kirk Nakamura President and Chief Executive Officer One Panasonic Way Secaucus, NJ 07094 201-348-7000 phone	3/12 - JDW			

Quebec-Telephone	Mr. Gilles Laroche Chairman of the Board President and CEO 6 Jules-A.-Brillant Rimouski, Quebec G5L 7E4 CANADA 1-418-722-5656 phone 1-418-722-2059 fax	Canada 2/5			
Robeco Group	Dr. Pieter Korteweg President and CEO Coolensingel 120, P.O. Box 973 3000 AX Rotterdam NETHERLANDS 011-31-10-224-2200 phone 011-31-10-224-2130 fax	1/24 - JDW 2/6 - RLT			3/4 Fax to RT -- Mr. Korteweg will not be able to attend.
Roger Communications Inc.	Mr. Ted Rogers President and CEO Scotia Plaza 40 King Street West, Suite 6400 Toronto, Ontario M5H 3Y2 CANADA 1-416-864-2101 phone 1-416-864-2333 fax	Canada 2/5			
Samsung Group	Mr. Kun-Hee Lee Chairman of the Board C.P.O. Box 1144 Seoul, KOREA 011-82-2-751-2114 phone	1/24 - JDW 2/6 - RLT			
Saturn Corporation	Mr. Don Hudler President 1420 Stephenson Highway Troy, MI 48083 1-810-524-5000 phone	1/24 - JDW 2/6 - RLT			Saturn will provide content.
SHL Systemhouse, Canada	Mr. Ian McLaren President 50 O'Connor Street, Suite 501 Ottawa, Ontario K1P 6L2 CANADA 1-613-236-9734 x5353 phone 1-613-236-8984 fax	Canada 2/5			703 438-7300 Reston 410 573-5040 Annapolis

Silicon Graphics Inc.	Mr. Edward R. McCracken Chairman 2011 N. Shoreline Blvd. Mountain View, CA 94043 1-415-960-1980 phone	1/22 - JDW 2/6 - RLT			301 572-1980 Silver Spring 703 790-1980 McLean 3/9/97 B Lamdany called, spoke to secretary who said he is reviewing, if he doesn't call us back, there is no interest. I will call again tomorrow.
Skandia International Insurance Corporation	Mr. Sven Soderberg Chairman of the Board Sveavaegen 20 P.O. Box 7693 S-103 50 Stockholm SWEDEN 011-46-8-788-4500 phone	1/24 - JDW 2/6 - RLT			
Société Générale	Mr. Marc Viénot Chairman and Chief Executive Tour Société Générale 92972 Paris, La Defense Sedex FRANCE 011-33-1-42-14-2000 phone 011-33-1-42-14-7555 fax	3/12 - JDW			
SODETEG	Mr. Michel Bousquet Director 18, Avenue du Mamechal-Juin Meudon la Foret 92366 FRANCE	3/12 - JDW			
Sodinaf, S.A.	Mr. Aliou Boubacar Diallo Chief Executive Officer P.O. Box 8012 Bamako MALI 223-225122	3/12 - JDW			
Sony Corporation	Mr. Norio Ohga Chairman of the Board 6-7-35 Kitashinagaw 6-chome Shinagawa-ku, Tokyo 141 JAPAN 011-813-5448-2924 phone 011-813-5448-7765 fax	1/24 - JDW 2/6 - RLT		NO	301 595-1818 Beltsville 301 577-4850 Lanham Seabrook 2/18 ltr. declining sponsorship.

SPAR Aerospace	Mr. Colin D. Watson President and CEO 121 King Street West, Suite 1800 Toronto, Ontario M5H 4C2 CANADA 1-416-682-7600 phone 1-416-682-7601 fax	Canada 2/5			
SR Telecom Inc.	Mr. Ron Couchman President and CEO 8150 Trans-Canada Hwy St-Laurent, Quebec H4S 1M5 CANADA 1-514-335-1210 phone 1-514-335-1377 fax	Canada 2/5			
State Street Bank and Trust Company	Mr. Marshall Carter Chairman and Chief Executive Director 225 Franklin Street PO Box 470 Boston, MA 02110 617-786-3000 phone	3/12 - JDW			
Stentor Telecom Policy Inc.	Mr. Nick Mulder President and CEO 45 O'connor Street, Suite 1800 Ottawa, Ontario K1P 1A4 CANADA 1-613-567-7000 phone 1-613-567-7001 fax	Canada 2/5			
Sun Microsystems, Inc	Mr. Scott McNealy Chairman, President, and Chief Executive Officer 2550 Garcia Avenue Mountain View, CA 94043 415-960-1300 phone	3/12 - JDW			2/24 Maureen contacted Bruce Elder by e-mail (bruce.elder@corp.sun.com) (phone 415-688-9525) asking his assistance in getting Sun's participation. Stated that letter of invite is on its way. 3/5 Received email from Bruce Elder expressing interest in participating. He is traveling in Europe, but will try to catch up with me via phone (mm)
Svenska Heandelsbanken	Mr. Jan Ekman Vice Chairman Grevrand 2 10670 Stockholm SWEDEN 011-468-701-1000 phone 011-468-701-3134 fax	3/12 - JDW			

Tata Industries	Mr. Ratan Tata Chairman 24 Homi Modi Street Bombay 400001 INDIA 011-91-22-204-9131 phone 011-91-22-204-2333 fax	1/24 - JDW 2/6 - RLT			2/13 letter to Ruth acknowledging receipt of 2/5 letter. Mr. Tata traveling til later this month 2/19 letter to Ruth. Mr. Tata will circulate information to Tata companies to encourage participation.
Tecnitel-Gruppo Stet	Mr. Giovanni Barontini Vice President, Marketing and International Affairs Via Abruzzi, 3 Rome 00187 ITALY	3/12 - JDW			
Telefonaktiebolaget LM Ericsson	Mr. Lars Ravqvist President and Chief Executive Officer HF-LME-DM S-126 25 Stockholm SWEDEN 011-46-8-719-0000 phone 011-46-8-184-085 fax	1/24 - JDW 2/6 - RLT		NO	2/19 ltr. from Lionel Hurtubise declining sponsorship.
Telefonica International	Mr. Fernando Panizo Director Calle Jorge Manrique, 12 Madrid 28006 SPAIN	3/12 - JDW			
Teleglobe Inc.	Mr. Charles Sirois President and CEO 1000, rue de la Gauchetiere ouest 24th Floor Montreal, Quebec H3B 4X5 CANADA 1-514-868-8124 phone 1-514-868-7719 fax	Canada 2/5			703 904-0550 Herndon
Telesat Canada	Mr. Larry Boisvert President and CEO 1601 Telesat Court Gloucester, Ontario K1B 5P4 CANADA 1-613-748-0123 phone 1-613-748-8784 fax	Canada 2/5			202 965-2337 DC

Thomson S.A.	Mr. Marcel Roulet Chairman of the Board and Chief Executive Officer 173 boulevard Haussmann 75008 Paris, Cedex 08 FRANCE 011-33-53-77-80-00 phone	1/24 - JDW 2/6 - RLT			
Time Warner Entertainment Company L.P.	Mr. Gerald M. Levin Chairman, President and Chief Executive Officer 75 Rockefeller Plaza New York, NY 10019 1-212-484-8000 phone	1/22 - JDW 2/6 - RLT			202 457-8582 DC 3/9/97 Blamdany called, spoke to his secretary, they will have someone get back to me.
Turner Broadcasting System Inc.	Mr. Ted Turner President One CNN Center Box 105366 Atlanta, GA 30348 1-404-827-1500 phone	1/22 - JDW 2/6 - RLT			WANT HIM TO SPEAK. NEEDS JDW CALL 202 898-7670 DC
TV Ontario	Mr. Peter Herrndorf Chairman and CEO 218 Yonge Street, 5th Floor PO Box 200, Station Q Toronto, Ontario M4T 2T1 CANADA 1-416-484-2626 phone 1-416-484-2732 fax	Canada 2/5			
Uniliver N.V.	Mr. Morris Tabaksblat Chairman Weena 455, Postbus 360 3013 AL Rotterdam NETHERLANDS 011-31-10-217-4354 phone 011-31-10-217-4379 fax	1/24 - JDW 2/6 - RLT			Mary Am Kas Lier, David
Union Bank of Switzerland	Mr. Ian Glenday Managing Director 299 Park Avenue New York, NY 10171	3/12 - JDW			
UPS	Mr. Gary Lee Executive Director UPS Foundation 55 Glenlake Parkway NE Atlanta, Georgia 30328				2/28 mmiller spoke with Kay Jacob of Mr. Lee's office. Latifah to send brochure with cover letter.

US West, Inc.	Mr. Richard D. McCormick Chairman, President and Chief Executive Officer 1801 California Denver, CO 80202 1-303-793-6500 phone	1/22 - JDW 2/6 - RLT			3/9/97 Blamdany called. McCormick will not attend, but I will contact re. sponsorship Gary Ames, US West Int'l President and CEO phone 44-171-333-9192, fax last 4 digits are 8229.
W3 Internet	Mr. Beat Raemy President 22 Market Street Liverpool, Nova Scotia B0T 1KO CANADA			YES	cosponsor - website architects
Walt Disney Company	Mr. Michael D. Eisner Chairman and Chief Executive Officer 500 S. Buena Vista Street Burbank, CA 91521 1-818-560-1000 phone	1/22 - JDW 2/6 - RLT			WANT HIM TO SPEAK. NEEDS JDW CALL
WETV	Mr. David Nostbakken President and CEO WETV House 342 MacLaren Street Ottawa, Ontario K2P 0M6 CANADA 1-613-238-4580 phone 1-613-238-5642 fax				
WIC	Mr. John S. Lacey President & CEO 1960 - 505 Burrard Street Vancouver, B.C. V7X 1M6 CANADA 1-604-687-2844 phone 1-604-687-1362 fax				
Xerox	Mr. Paul A. Allaire Chairman of the Board, Chairman of the Executive Committee, and Chief Executive Officer 800 Long Ridge Road, Box 1600 Stamford, CT 06904 1-203-968-3000 phone	1/22 - JDW 2/6 - RLT		NO	2/6 letter to JDW declining invite to attend 2/21 Kerry to speak with Peter Henschel (IRL) to get Xerox to become a sponsor and to get John C. Brown on the Panel. 202 414-1200 DC

PUBLISHERS

Title	FirstName	LastName	JobTitle	Company	Address1	Address2	City	State	PostalCode	Country
Mr.	Herman P.	Spruijt	President	Elsevier Science	Sara Burgerharts straat 25		1055 KV Amsterdam			THE NETHERLANDS
Mr.	Brian	Knez	President	Harcourt Brace & Co.	27 Boylston Street		Chestnut Hill	MA	02167	
Mr.	Robert	Campbell	Managing Director	Blackwell Science	Osney Mead		Oxford OX2 OEL			UNITED KINGDOM
Mr.	James	Arnold- Baker	Secretary to the Delegates and Chief Executive	Oxford University Press	Walton Street		Oxford OX2 6DP			UNITED KINGDOM
Dr.	Phua Kok	Khoo	CEO/Chairman	World Scientific	73 Lynton Mead	Totteridge	London N20 8DH			UNITED KINGDOM
Mr.	Eric A.	Swanson	Vice President and General Manager	Wiley & Sons, Inc.	605 Third Avenue		New York	NY	10158- 0012	
Mr.	W. Michael	Brown	President	The Thomson Corporation	245 Park Avenue		New York	NY	10167	
Mr.	Joel H.	Baron	Group Director, Publishing & Publisher Relations	Dawson Holdings PLC	15 Southwest Park		Westwood	MA	02090	

Mr.	Christopher	Patterson	Managing Director -- International	Macmillan Publishers Ltd.	25 Eccleston Place		London SW1W 9NF			UNITED KINGDOM
Mr.	Bernhard	von Minckwitz	Member of the Board	Bertelsmann AG	Neumarkter Strasse 18		81664 Munich			GERMANY
Mr.	Michael	Reid	Director, Product Management, CDROM Division	Dialog Information Services, Inc.	3460 Hillview Avenue		Palo Alto	CA	94304	
Mr.	Peter S.	Williams	Director, New Markets, Business Information	REUTERS Limited	85 Fleet Street		London EC4P 4AJ			UNITED KINGDOM
Mr.	Herman A.	Pabbruwe	President	Wolters Kluwer	Spuiboulevard 50	P.O. Box 989	3300 AZ Dordrecht			THE NETHERLANDS
Mr.	Jean	Lissarrague	President	Dunod Editeur	17 rue Remy-Dumoncel (accents)	BP 50	75661 Paris Cedex 14			FRANCE
Mr.	Claus	Michaletz	Dipl.-Kfm., Co-Owner and Manager	Springer-Verlag KG	Heidelberg er Platz 3		D-1000 Berlin 33			GERMANY

FOUNDATIONS

Foundation	Address	Country	Contact	JobTitle	LastName	Phone	Fax
European Foundation Centre	51 rue de la Concorde B-1050 Brussels	BELGIUM	Mr. John Richardson	Director	Mr. Richardson	2-32-2-512-8938	32-2-512-3265
Fondation de France	40 ave Hoche 75008 Paris	FRANCE	Mr. Francis Charhon		Mr. Charhon	44-21-31-00	44-21-31-01
Bertelsmann Foundation	Carl-Bertelsmann-Strade 256 Postfach 103 33311 Gütersloh	GERMANY	Dr. Andreas Schlüter	Executive Board	Dr. Schlüter	5241-81-7174	5241-81-6677
Naito Foundation	NKD Bldg., 42-6 Hongo 3 Bunkyo-ku Tokyo 113	JAPAN	Mr. Koji Naito		Mr. Naito	3-3813-3005	3-38111-2917
Bernard van Leer Foundation	Postbus 82334 2508 EH The Hague	NETHERLANDS	Mr. M.C.E. van Gendt	Executive Director	Mr. van Gendt	70-351-20-40	70-350-23-73
Commonwealth Foundation	Marlborough House Pall Mall London SW1Y 5HY	UNITED KINGDOM	Dr. Humayun Khan	Director	Dr. Khan	44-171-930-3783	44-171-839-8157
Alfred P. Sloan Foundation	630 Fifth Avenue, Suite 2550 New York, NY 10111-0242		Mr. Ralph E. Gomory	President	Mr. Gomory	212-649-1649	212-757-5117
Andrew W. Mellon Foundation	140 East 62nd Street New York, NY 10021		Mr. William G. Bowen	President	Mr. Brown	212-838-8400	
Burroughs Wellcome Fund	4709 Creekstone Drive, Suite 100 Morrisville, NC 27560		Ms. Enriqueta C. Bond, Ph.D.	Chief Executive Officer	Ms. Bond	919-991-5100	919-941-5884

David and Lucile Packard Foundation	300 Second Street, Suite 200 Los Altos, CA 94022		Mr. Colburn S. Wilbur	Executive Director	Mr. Wilbur	415-948-7658	
DuPont Corporate Contributions Program	DuPont 1007 Market Street Wilmington, DE 19898		Mr. Peter C. Morrow	Manager	Mr. Morrow	302 774-2036	
Enda McConnell Clark Foundation	250 Park Avenue, Room 900 New York, NY 10177-0026		Mr. Michael A. Bailin	President	Mr. Bailin	212 551-9100	212-986-4558
Exxon Corporate Giving Program	5959 Las Colinas Blvd Irving, TX 75039- 2298		Mr. Edward F. Ahnert	President	Mr. Ahnert	214-444-1000	972-444-1405
Ford Foundation	320 East 43rd Street New York, NY 10017		Ms. Susan V. Berresford	President	Ms. Berresford	212-573-5000	212-599-4584
GE Fund	3135 Easton Tpke Fairfield, CT 06431		Mr. Clifford V. Smith, Jr.		Mr. Smith	203-373-3216	
Heinz Endowments	30 CNG Tower 625 Liberty Avenue Pittsburgh, PA 15222		Mr. Franklin Tugwell	Executive Director	Mr. Tugwell		
Heinz Family Foundation	3200 CNG Tower Pittsburgh, PA 15222		Mr. Jeffrey R. Lewis	Executive Director	Mr. Lewis	412-497-5775	412-497-5790
Henry J. Kaiser Family Foundation	2400 Sand Hill Road Menlo Park, CA 94025		Mr. Drew Altman	President and CEO	Mr. Altman	415 854-9400	415-854-4800

Hewlett-Packard Company Foundation	Mail-Stop 20AH PO Box 10301 Palo Alto, CA 94303-0890		Mr. Roy Verley	Executive Director	Mr. Verley	415-857-3053	415-857-4598
IBM International Foundation	Old Orchard Road, Room 1S09 Armonk, NY 10504		Mr. Stanley S. Litow	President	Mr. Litow	914-765-5040	
John D. & Catherine T. MacArthur Foundation	140 South Dearborn Street, Suite 1100 Chicago, IL 60603-5285		Dr. Adele Simmons	President	Dr. Simmons	312-726-8000	
John S. & James L. Knight Foundation	Two South Biscayne Blvd. Miami, FL 33131		Mr. Don A. Eichelberger	President	Mr. Eichelberger	305-539-0009	
Laurance S. Rockefeller Charitable Trust	c/o Rockefeller Trust Co. 30 Rockefeller Plaza New York, NY 10112		Mr. William T. Powers	President	Mr. Powers	212-649-5740	212-649-5977
Microsoft Corporation Contributions Program	One Microsoft Way Redmond, WA 98052-6399		Ms. Barbara J. Dingfield		Ms. Dingfield	206-936-8185	
Pew Charitable Trusts	One Commerce Square 2005 Market Street, Suite 1700 Philadelphia, PA 19103		Ms. Rebecca Rimel	President	Ms. Rimel	215-575-9050	
Rockefeller Brothers Fund	1290 Avenue of the Americas New York, NY 10104-0233		Mr. Colin G. Campbell	President	Mr. Campbell	212-373-4200	

Rockefeller Foundation	1133 Avenue of the Americas New York, NY 10036		Mr. Peter C. Goldmark, Jr.	President	Mr. Goldmark	212-869-8500	
Sasakawa Peace Foundation U.S.A. Inc	1819 L Street, NW Washington, DC 20036		Mr. Aryeh Neier	President	Mr. Neier	202-296-6694	
Southern Africa Grantmakers	c/o The Henry J. Kaiser Family Foundation 1450 G Street, NW Washington, DC 20005		Mr. Michael Sinclair	Vice President	Mr. Sinclair	202-347-5270	202-347-5274
W. Alton Jones Foundation, Inc.	232 East High Street Charlottesville, VA 22902		Dr. J. Peter Meyers	Director	Dr. Meyers	804-295-2134	804-285-1648
W.K. Kellogg Foundation	One Michigan Avenue East Battle Creek, MI 49017-4058		Mr. William C. Richardson	President & CEO	Mr. Richardson	616-968-1611	
Westinghouse Foundation	Westinghouse Electric Corporation 11 Stanwix Street Pittsburgh, PA 15222-1384		Mr. G. Reynolds Clark	Chairman	Mr. Clark	412-642-3017	412-642-4874
William and Flora Hewlett Foundation	525 Middlefield Road, Suite 200 Menlo Park, CA 94025		Mr. David P. Gardner	President	Mr. Gardner	415-329-1070	415-329-9342
William Penn Foundation	2 Logan Square, 11th Floor Philadelphia, PA 19103		Mr. Harry P. Cerino	President	Mr. Cerino	215-988-1830	215-988-1823

PARTICIPATION

Between participants suggested by our resident missions, the UNDP missions, Canadian offices and World Bank staff and networks, we can expect participation of at least 1,200.

a. *World Bank ResReps:* All resreps were tasked to forward names of desirable participants, after coordinating with UNDP resreps and appropriate others within their regions. We have heard from two-thirds of the countries with approximately 580 names. We are following up with the remaining third. The first two waves of invitations have been issued. The full invitation process should be completed by April 4.

b. *Sponsor and Content Provider Networks:* Sponsors and content providers will submit names up to a March 24 deadline.

c. *NGO Representation:* To ensure fair and adequate representation from the NGO community, we have partnered with the UN's Nongovernmental Liaison Service to select 50 NGO's to attend the conference, through a transparent process that is well respected within the NGO community. In addition, we will invite NGO's who have been proposed by our ResReps and help fund as many as our resources allow.

MARKETING AND MEDIA STRATEGY

- a. *Knowledge and Technology Forum:* First mass mailing for exhibit sales has gone out to a database of 600 companies. A comprehensive telemarketing campaign begins next week. Canada has asked for one-third of the floor for their pavilion (mixed corporate, NGO, government). The Bank exhibit group has met to begin to define our physical presence on the trade show floor.
- b. *Media Strategy:* We propose to officially announce the conference through news releases in early to mid-April. A specific proposal will be coming to you shortly. Canada is planning an official announcement in early April, as well, with Prime Minister Chrétien. We will attempt to release information simultaneously. CIDA is drafting a communications plan and will take the lead in media outreach activities. A Toronto communications firm will be retained to take the lead in media and public relations efforts at the conference itself. As of this writing, the official kick-off press conference will take place the morning of June 23 prior to the opening plenary. Details will follow as plans firm up.

SUMMARY OF
ACTIONS

SUMMARY OF ACTIONS REQUESTED

- 1. Make calls to Rupert Murdoch and Michael Eisner based on letters in binder.**
- 2. Make personal call to Al Gore.**
- 3. Advise on whether to proceed with development of Global Knowledge Partnership as outlined in paper.**



KNOWLEDGE FOR
DEVELOPMENT IN THE
INFORMATION AGE

JUNE 22–25, 1997
TORONTO, CANADA

An International Conference
hosted by The World Bank and
the Government of Canada
with public and private partners

Shape the future of economic
development

GLOBAL PARTICIPATION

1,500 leaders from national governments, multilateral development banks and other international organizations, business and nonprofit organizations, news media, scientific, research, academic, and training institutions from 180 countries. Providers and users of knowledge, information and technology as tools to achieve economic and social progress.

WIDE VARIETY OF LEARNING OPPORTUNITIES

A rich mix of participatory learning activities including: talks with world leaders · symposia · panel discussions · expert issue analyses · case demonstrations · on-site consultations · best practices workshops · Internet and videoconferencing · film and video screenings · open space meeting rooms to encourage participants to network and organize into knowledge communities or working teams.

SPONSORING PARTNERS (LIST IN FORMATION)

HOSTS

World Bank and
Government of Canada

SPONSORS

Government of Switzerland
Government of the United States
United Nations Development
Programme
United Nations Educational, Scientific
and Cultural Organization

CO-SPONSORS

Government of France
International Corporate Learning
Association
International Telecommunication Union
Population Fund (UN)

ASSOCIATE SPONSORS

Commission on Science and
Technology for Development (UN)
Economic Commission for Africa (UN)
Industrial Development Organization
(UN)
International Fund for Agricultural
Development (UN)
National Telephone Cooperative
Association
Office of the High Commissioner
for Refugees (UN)

Organizers welcome inquiries from
other public, private and non-profit
organizations desiring to become
conference sponsors.

GLOBAL REACH

A Global Knowledge 97 WebSite, Internet conferences and discussion groups before, during and after the conference itself to facilitate interaction among conferees and others wishing to join the knowledge-building process. Particular care will be made to ensure that developing countries have access to these networks.

Plenaries and symposia conducted in English, French and Spanish. Smaller sessions may be in other languages. Translation will be available.

Explore the vital role of knowledge
in economic and social progress

THEMES TO SHAPE THE FUTURE

Understanding the Global Knowledge Revolution. The power of knowledge, information and new technologies for sustainable, equitable development.

Building a Supportive Policy Environment. Policy and regulatory frameworks for the information economy. Investment in knowledge capital.

Putting Knowledge to Use. Global best practices from public sector, business and non-governmental communities in applying knowledge and information to specific development problems.

Learn about new approaches and technologies in applied
learning and capacity-building

Building Capacity to Harness Knowledge. National information infrastructure. Institutions and patterns of interaction that enable organizations, communities and nations to build and share knowledge. Appropriate technologies for universal access to information and life-long learning.

Forging New Partnerships. Innovative public-private partnerships to build the knowledge infrastructure of developing countries and forge links to knowledge resources worldwide.

GLOBAL BENEFITS

Participants in Global Knowledge 97 will become part of a process that will change methods and mechanisms used to achieve economic development in the 21st century. The conference will:

- Build dialogue and action at the national level to advance knowledge strategies
- Educate the development community about opportunities and strategies for supporting the growth of knowledge capital
- Build new international networks of cooperation and information-sharing on knowledge-building issues and strategies
- Create momentum for replication of best practices in building and managing knowledge resources
- Support policy reforms and increasing investment in communications and information infrastructure
- Generate innovative public-private partnerships to build knowledge capital in countries in development and transition

- Strengthen public dialogue on development and enhanced social cohesion
- Define concrete strategies for empowering the poor with knowledge and access to information resources;
- Devise new ways to manage and extend the reach of development activities using new technologies.

SHOWCASE FOR EXCELLENCE AND INNOVATION

Organizers invite all interested parties to propose top quality program content for the conference. Contact the Conference Secretariat for details. Please send proposals to design and deliver seminars, case demonstrations, symposia, simulations, multi-media presentations and other interactive learning events to the Conference Secretariat before March 15, 1997.

REGISTRATION

Conference participation is by invitation and application. Funding for travel, registration and subsistence will be available for selected participants from IDA-eligible countries invited by conference sponsors. Other participants will be selected from applications received by conference organizers. Registration fee for the three-days is US\$750.

Conference Secretariat
The World Bank Economic Development Institute
1818 H Street, NW, M7-075, Washington, DC 20433 USA
Tel: 202-473-6442, Fax: 202-676-0858
E-mail: globalknowledge@worldbank.org

Collaborate on strategies to ensure that developing countries—especially
the world's poor—share fully in the benefits of the Information Revolution



LE SAVOIR AU SERVICE DU DÉVELOPPEMENT À L'ÈRE DE L'INFORMATION

DU 22 AU 25 JUIN 1997
TORONTO • CANADA

Conférence internationale
organisée par la Banque mondiale,
le gouvernement du Canada
et des partenaires des secteurs
public et privé

Le savoir au service du développement à l'ère de l'information

PARTICIPATION MONDIALE

Seront présents 1 500 dirigeants de gouvernements, de banques de développement multilatérales et d'autres organisations internationales, d'organisations de gens d'affaires et d'organisations sans but lucratif, de médias, d'instituts scientifiques, de recherches, d'enseignement et de formation représentant 180 pays, ainsi que des fournisseurs et des utilisateurs de connaissances, d'information et de technologie au service du progrès social et économique.

OCCASIONS D'APPRENTISSAGE MULTIPLES

Combinaison d'activités d'apprentissage interactif : discussions avec des dirigeants mondiaux, symposiums, discussions en groupes, analyses techniques, exposés de cas, consultations sur place, ateliers sur les pratiques exemplaires; Internet, vidéo; conférences, visionnement de films et de documents vidéos; salles de réunions à aire ouverte pour encourager les participants à établir des liens et à organiser des groupes spécialisés ou des équipes de travail.

COMMANDITAIRES

ORGANISATEURS
Banque mondiale et
Gouvernement du Canada

COMMANDITAIRES
Gouvernement de la Suisse
Gouvernement des États-Unis
Organisation des Nations Unies pour
l'éducation, la science et la culture
Programme des Nations Unies pour
le développement

CO-COMMANDITAIRES
Gouvernement de la France
Fonds pour la population (ONU)
International Corporate Learning
Association
Union internationale des
télécommunications

COMMANDITAIRES ASSOCIÉS
Commission économique pour l'Afrique
(ONU)
Commission sur la science
et la technique au service du
développement (ONU)
Fonds international de développement
agricole (ONU)
National Telephone Cooperative
Association
Office du Haut Commissariat pour les
réfugiés (ONU)
Organisation pour le développement
industriel (ONU)

Les autres organisations non gouver-
nementales, publiques et privées dési-
reuses de parrainer la conférence sont
priées de s'adresser aux organisateurs.

PORTÉE MONDIALE

Création d'un site Web sur *Le savoir mondial 97*, de conférences et de groupes de discussions sur Internet, avant, pendant et après la conférence, pour faciliter l'interaction entre les participants et les autres personnes désireuses de participer au processus d'acquisition du savoir. On veillera à ce que les pays en développement aient accès à ces réseaux.

Conduite de séances plénières et de symposiums en anglais, en français et en espagnol. Des séances plus restreintes pourraient être offertes dans d'autres langues. Un service de traduction est également prévu.

Examiner le rôle vital du savoir dans la croissance économique et sociale

THÈMES POUR L'AVENIR

Comprendre la révolution du savoir mondial. L'importance du savoir, de l'information et des nouvelles technologies pour un développement durable et équitable. Créer un cadre stratégique favorable. Les cadres stratégiques et réglementaires qui encouragent la croissance de l'économie informationnelle. Investissement dans l'acquisition du savoir.

Mettre le savoir à bon usage. Les meilleures pratiques mondiales employées par le secteur public, les organisations de gens d'affaires et les organisations non gouvernementales pour appliquer le savoir et l'information à des problèmes de développement précis.

Élaborer conjointement des stratégies afin de veiller à ce que les pays en développement —et plus particulièrement les pays pauvres—profitent pleinement des bienfaits de la révolution de l'information.

Se familiariser avec de nouvelles approches et techniques liées à l'apprentissage appliqué et au développement des capacités

Bâtir l'infrastructure de l'économie axée sur le savoir. Infrastructures d'information nationales. Institutions et modes d'interaction permettant aux organisations, aux collectivités et aux nations d'acquérir le savoir et de le partager. Technologies appropriées permettant un accès universel à l'information et à l'apprentissage continu.

Forger de nouveaux partenariats. Partenariats novateurs entre les secteurs public et privé, pour bâtir l'infrastructure du savoir dans les pays en développement et établir des liens avec les sources mondiales du savoir.

AVANTAGES GLOBAUX

Les participants à la conférence *Le savoir mondial 97* contribueront à une initiative qui modifiera les méthodes et les mécanismes employés pour promouvoir le développement économique au XXI^e siècle. La conférence permettra :

- de susciter le dialogue et des mesures au niveau national afin de faire avancer les stratégies sur le savoir
- d'informer les agences de développement sur les possibilités d'appuyer la croissance du savoir et les stratégies à cet égard
- de créer de nouveaux réseaux internationaux de coopération et d'échange d'information sur les problèmes et les stratégies liés à l'acquisition du savoir
- d'encourager la multiplication des pratiques exemplaires pour créer des ressources axées sur le savoir et les gérer
- d'accélérer les réformes de politiques et d'accroître l'investissement dans les infrastructures de communication et d'information

- d'établir des partenariats novateurs entre les secteurs public et privé afin d'accroître le savoir dans les pays en développement et les pays en transition
- de renforcer le dialogue sur le développement et de contribuer ainsi à une plus grande cohésion sociale
- d'élaborer des stratégies concrètes pour que les pauvres aient accès aux sources du savoir et d'information
- de trouver des nouvelles façons de gérer les activités de développement au moyen de nouvelles technologies, et d'étendre la portée de ces activités.

MANIFESTATION DE L'EXCELLENCE ET DE L'INNOVATION

Les organisateurs invitent tous les intéressés à proposer des activités de qualité pour la conférence. Prière de faire parvenir au Secrétariat de la Conférence, avant le 15 mars 1997, toute proposition concernant la conception et la conduite de séminaires, d'exposés de cas, de symposiums, de simulations, d'exposés multimédias, et d'autres activités d'apprentissage interactif.

INSCRIPTION

Les inscriptions à la conférence se font sur invitation et sur présentation d'une demande. Certains participants de pays admissibles membres de l'AID invités par les commanditaires de la conférence auront droit à un financement pour les frais de déplacement, d'inscription et de séjour. D'autres participants seront choisis parmi ceux qui auront présenté une demande aux organisateurs de la conférence. Les frais d'inscription à cette rencontre de trois jours sont de 750 \$ US.

Secrétariat de la Conférence
Institut de Développement Économique de la Banque Mondiale
1818 H Street, NW, M7-075
Washington, DC 20433 USA
Téléphone: 202-473-6442
Télécopieur: 202-676-0858
Courrier électronique: globalknowledge@worldbank.org

KNOWLEDGE AND TECHNOLOGY FORUM

JUNE 22-25, 1997

TORONTO, CANADA



Part of an International Conference on Knowledge
for Development in the Information Age, hosted
by The World Bank and the Government of Canada
in partnership with public and private sponsors

Developing countries will play an enormous role in

The Indicators are Clear

70% of the growth in global Gross Domestic Product in the 1990s has been contributed by countries undergoing economic or political transition.

The number of people living in "market-oriented" countries has quintupled in the last decade from one to five billion.

Private capital flows to developing countries now exceed \$200 billion annually.

Over the past ten years, two-thirds of the jobs created by multinational companies have been in developing countries.

95% of the increase in the world's labor force will occur in developing countries over the next 20 years.

The explosion in information technologies has linked economies as never before, enhancing the promise of new and emerging markets by dramatically reducing the impact of distance and other geographical limits. Yet, the risk remains that the Information Revolution could widen the gap between rich and poor countries. Global Knowledge 97 will explore how the power of the Information Revolution can be harnessed for economic and social development for *all* countries.

Take Advantage of the Opportunity to Showcase Your Products to World Leaders

The Knowledge and Technology Forum is a "hands-on" exposition to showcase innovative products and services from 100 of the world's foremost businesses in the Information Age that will run concurrently with the Conference. Benefits to exhibiting include:

- Participation in a venue that can lead to the formulation of international business partnerships
- Exposure to 1,500 high-level officials, policy makers, leaders of business, international financial and development organizations, foundations, nongovernmental and academic institutions from 180 countries
- Front-line access to the tremendous potential of emerging markets
- Global recognition as an industry leader
- Exposure to international media

The market for information services is expected to grow from \$275 billion in 1993 to \$465 billion in 1998.

the expanding global economy of the 21st century.

The Global Knowledge 97 Conference and the Knowledge and Technology Forum will explore how the power of the Information Revolution can be harnessed for economic and social development for all countries—especially the poorest.

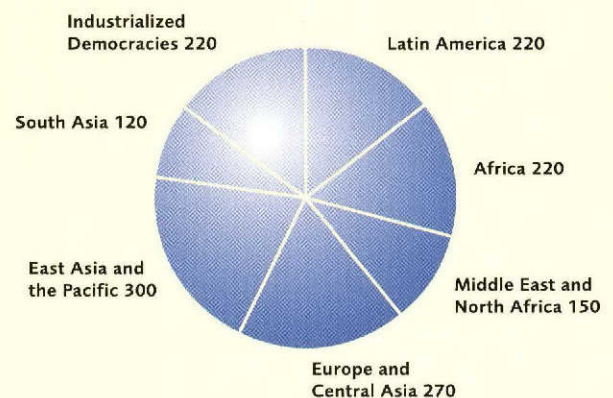
Contribute Knowledge, Build New Partnerships

Global Knowledge 97 is designed to be highly participatory. In addition to keynote addresses by world leaders and symposia on key policy issues, the Conference will feature many interactive panels, case demonstrations, on-site consultancies, best practices workshops, film and video festivals and informal discussions designed to solve problems and build new partnerships. Programs will be built around five related themes: **Understanding the Knowledge Revolution • Building a Supportive Policy Environment • Putting Knowledge to Work/Best Practices • Building Capacity to Harness Knowledge • Forging New Partnerships**

Connect through the World Wide Web and Virtual Conference Services

Before, during and after the conference participants can take advantage of electronic discussion groups, networks and information sources. Conference organizers will make special efforts to ensure that participants from developing countries have access to these resources through the networks of the World Bank and their partner institutions. The Website address is: <http://www.globalknowledge.org>

Attracting World Leaders The conference will bring together 1,500 leaders from 180 countries with responsibilities for various economic and social sectors. Participants will be the strategic decision makers from the public and private sectors who finance and implement development programs, as well as knowledge providers who assist in developing the intellectual capital needed to implement and sustain reform.



Developing countries plan to spend \$200 billion during the next five years to improve telephone networks—three times the industrialized countries' growth rate.

Preliminary Conference Program

Opening Plenary: The Global Knowledge Challenge. Opening presentations by World Bank President James Wolfensohn, Heads of State and international organizations.

Town Hall Plenary: The Knowledge Challenge: The View from the Field. A panel of representatives from NGOs and local organizations in developing countries will lead a discussion of the concrete challenges facing poor communities and developing countries in mobilizing knowledge for development and gaining access to information and skills.

Investing in the Information Economy: The Role of the Private Sector. A panel of leaders from business and industry will discuss the opportunities for, and the constraints on, investing in the information economy in developing countries.

Closing Town Hall Plenary: The Information Economy, the Poor and the Changing Development Paradigm. A panel composed of a cross-section of conference participants and several senior officials from bilateral and multilateral development agencies will lead a discussion of what has been learned at the conference and how to go forward.

In addition, conference sponsors have developed several preliminary symposia that will address the following issues:

- The Role of Science and Technology in Development
- The Economics of Information and Knowledge
- Building a Learning Organization: Lessons from Experience in the Public and Private Sectors
- Empowering the Poor in the Information Age: Lessons from Experience
- Connecting the Unconnected: Special Challenges in Africa and Asia
- The Role of the State: Policy and Regulatory Frameworks for the Information Economy
- Strategies for Building and Financing Knowledge Infrastructure
- Information, the Media and Civic Dialogue

Break-out Sessions will also be included and scheduled throughout the three days of the conference.

Find Out How to Participate

Learn more about how your organization can participate in the Knowledge and Technology Forum. Contact:

Knowledge and Technology Forum Management

2751 Prosperity Avenue, Suite 100

Fairfax, Virginia 22031

Phone: 703-876-0900; Fax: 703-876-0904

Internet: global97@conventionmanagement.com

Website: <http://www.globalknowledge.org>



Programme provisoire de la Conférence

Séance plénière d'ouverture : Le défi du savoir mondial. Allocutions du président de la Banque mondiale, James Wolfensohn, de chefs d'État et de hauts dirigeants d'organisations internationales.

Séance plénière : Le défi du savoir : le point de vue des intervenants de terrain. Un groupe de discussion formé de représentants d'ONG et d'organisations locales de pays en développement animera un débat sur les défis concrets qui se posent aux collectivités pauvres et aux pays en développement lorsqu'il s'agit de mettre le savoir au service du développement et d'avoir accès à l'information et aux connaissances spécialisées.

Investir dans l'économie de l'information : le rôle du secteur privé. Un groupe de discussion constitué de dirigeants du monde des affaires et de l'industrie débattrà des perspectives d'investissement dans l'économie de l'information dans les pays en développement, et des obstacles à surmonter.

Séance plénière de clôture : L'économie de l'information, les pauvres et le nouveau paradigme du développement. Un groupe de discussion composé d'un échantillon représentatif de participants à la Conférence et de hauts dirigeants d'organismes de développement bilatéraux et multilatéraux animera un débat sur les connaissances acquises pendant la Conférence et sur la stratégie à suivre.

Par ailleurs, les commanditaires prévoient pour l'instant tenir des symposiums sur les thèmes suivants :

- Le rôle des sciences et de la technologie dans le développement
- L'économie de l'information et du savoir
- La mise sur pied d'organisations intelligentes : l'expérience des secteurs public et privé
- La responsabilisation des plus démunis à l'ère de l'information : les leçons de l'expérience
- Brancher les non-branchés : les défis spéciaux en Afrique et en Asie
- Le rôle de l'État : cadres stratégiques et réglementaires pour l'économie de l'information
- Les stratégies de mise en place et de financement de l'infrastructure du savoir
- L'information, les médias et le dialogue civique

Des séances parallèles auront également lieu à différents moments pendant les trois jours que durera la Conférence.

Renseignez-vous

Pour en savoir plus sur les modalités de participation de votre organisation au Forum sur le savoir et la technologie :

Knowledge and Technology Forum Management

2751 Prosperity Avenue, Suite 100

Fairfax, Virginia 22031

Téléphone : 703-876-0900, Télécopieur : 703-876-0904

Internet : global97@conventionmanagement.com

Adresse Web : <http://www.savoirmondial.org>



dans l'économie mondiale en expansion du XXI^e siècle.

Les participants à la conférence *Le savoir mondial 97* et au Forum sur le savoir et la technologie verront comment l'énergie produite par la révolution de l'information peut être investie dans le développement économique et social de tous les pays, plus particulièrement des plus pauvres.

Partager le savoir, constituer de nouveaux partenariats

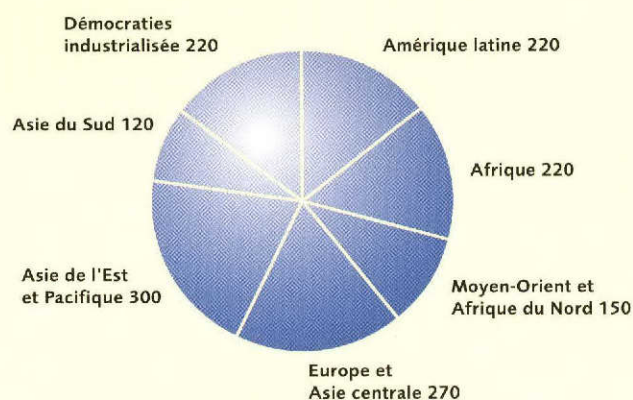
La conférence *Le savoir mondial 97* sera fortement axée sur la participation. Outre les discours des dirigeants mondiaux et les symposiums sur les grandes questions stratégiques, elle comprendra un grand nombre de groupes de discussion interactifs, des présentations de cas, des consultations sur place, des ateliers sur des pratiques exemplaires, des festivals du film et de la vidéo et des discussions spontanées pour trouver des solutions à certains problèmes et constituer de nouveaux partenariats. Les activités prévues s'articuleront autour de cinq grands thèmes : **Comprendre la révolution du savoir mondial • Créer un environnement favorable • Exploiter le savoir / Les meilleures pratiques • Se donner les moyens d'exploiter le savoir • Constituer de nouveaux partenariats**

Le Web at les services de conférence virtuelle

Avant, pendant et après la Conférence, les participants auront accès à des groupes de discussion, à des réseaux et à des sources d'information électroniques. Les organisateurs mettront tout en oeuvre pour que les participants des pays en développement y aient eu aussi accès par l'entremise des réseaux de la Banque mondiale et de ses institutions partenaires. Adresse Web : <http://www.savoirmondial.org>

Réunir des chefs de file du monde entier

La Conférence réunira 1500 chefs de file de différents secteurs économiques et sociaux provenant de 180 pays. Les participants comprendront des décideurs occupant des postes stratégiques dans les secteurs public et privé de qui relèvent le financement et l'exécution des programmes de développement, ainsi que des dispensateurs de savoir qui contribuent à la mise en valeur du capital intellectuel indispensable à la mise en oeuvre des réformes et à leur poursuite.



Les pays en développement prévoient consacrer 200 milliards de dollars d'ici cinq ans à l'amélioration de leurs réseaux téléphoniques, soit trois fois le taux de croissance des pays industrialisés.

Les pays en développement joueront un rôle considérable

Les indicateurs sont clairs

Dans les années 1990, 70 % de la croissance du produit intérieur brut mondial s'est produite dans des pays en voie de transition économique et politique.

Cinq milliards de personnes, cinq fois plus qu'il y a dix ans, vivent dans des pays possédant une économie de marché.

Les mouvements de capitaux privés vers les pays en développement sont maintenant supérieurs à 200 milliards de dollars par année.

Au cours des dix dernières années, les deux tiers des emplois créés par les sociétés multinationales l'ont été dans les pays en développement.

D'ici 20 ans, 95 % de la croissance de la main-d'oeuvre à l'échelle de la planète se produira dans les pays en développement.

Grâce aux nouveaux liens qu'elle a créés entre les économies, l'explosion des technologies de l'information a rendu encore plus réelle la promesse de voir éclore de nouveaux marchés en réduisant considérablement les inconvénients de la distance et d'autres barrières géographiques. Néanmoins, le risque demeure que la révolution de l'information ne fasse se creuser le fossé entre pays riches et pays pauvres. Les participants à la conférence Le savoir mondial 97 verront comment l'énergie produite par cette révolution peut être investie dans le développement économique et social de tous les pays.

Profitez de cette occasion de faire connaître vos produits aux chefs de file du monde entier

Le Forum sur le savoir et la technologie qui se déroulera en même temps que la Conférence est une exposition « touche-à-tout » où seront présentés des produits et des services innovateurs offerts par 100 des entreprises les plus importantes au monde à l'ère de l'information. Les participants en tireront les avantages suivants :

- Participation à une rencontre pouvant mener à la constitution de partenariats d'affaires internationaux
- Contact avec 1500 hauts dirigeants, décideurs, chefs d'entreprise et représentants d'institutions financières internationales, organisations de développement, fondations, organisations non gouvernementales et établissements d'enseignement de 180 pays.
- Accès direct aux énormes débouchés des nouveaux marchés
- Reconnaissance mondiale en qualité de chefs de file de l'industrie
- Couverture par des médias internationaux

Évalué à 275 milliards de dollars en 1993, le marché des services d'information devrait atteindre les 465 milliards en 1998.

FORUM SUR LE SAVOIR ET LA TECHNOLOGIE

DU 22 AU 25 JUIN 1997

TORONTO, CANADA



Dans le cadre de la Conférence internationale sur le savoir au service du développement à l'ère de l'information organisée par la Banque mondiale et le gouvernement du Canada en partenariat avec des commanditaires des secteurs public et privé