

# WITSA Goals

(Approved and adopted during BOD Meeting on December 1, 2008)



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# WITSA Goals (1/3)

	Current Baseline	6-year goals (2014)	4-year goals (2012)	2-year goals (2010)
No. of WITSA Members/Economies  ( <a href="http://en.wikipedia.org/wiki/List_of_countries">http://en.wikipedia.org/wiki/List_of_countries</a> )	Current: Over 60 information technology (IT) industry associations from economies around the world  World: 245 entities but only 192 are member states of the UN	Cumm: 90 economies	Cumm: 85 economies	Cumm: 73 economies
Corporate Advisory Group Memberships Total: 10			6 corporate memberships  Cumm: 10	4 corporate memberships  Cumm: 4
Government Advisory Committee Total: 15				10 members (2009) 5 members (2010)  Cumm: 15
Founding Partners Total: 10			4 founding partners  Cumm: 10	6 founding partners  Cumm: 6
Financial Condition/Gross Income	2008 Est.  Target of Net Tangible Assets (NTA) of USD1.5 mil in 2014	Cumm: USD1.5 mil	Cumm: USD1 mil	Cumm: 800K USD

# WITSA Goals (2/3)

	Current Baseline	6-year goals (2014)	4-year goals (2012)	2-year goals (2010)
Geographical presence (WITSA offices in how many regions)	HQ in USA	Africa & Oceania	Europe, Middle East and South America	North America and Asia
ICT Spending  •# and value of deals done via WITSA - Business Deals & Investments done at WCIT& GPPC •Event-based & Virtual on-demand •Facilitates/promotes growth of the global ICT industry	USD3.9 trillion by 2009 as per projection in Digital Planet WCIT 2008:  RM11.86 b (USD3.6b), 1023 b2b mtgs 6-year total:  USD3.9b, 4,000 b2b mtgs Jobs as per Digital Planet	WCIT 2014:  - USD100 mil  - 1,000 b2b mtgs	WCIT 2012:  - USD100 mil  - 1,000 b2b mtgs	WCIT 2010:  - USD100 mil  - 1,000 b2b mtgs
Increase Value to Members	Enhanced Offerings	Enhanced Offerings	Enhanced Offerings	2009-Evaluation and enhanced offering
Establish and conduct Member and customer Surveys (annually)	Annual	Annual	Annual	Establish and conduct surveys



# WITSA Goals (3/3)

	Current	6-year goals (2014)	4-year goals (2012)	2-year goals (2010)
Publication	<p>Last newsletter was in July 2007</p> <p>Frequency: Ad-hoc</p> <p>Biennial Digital Planet</p>	<p>2013-2014: 24 newsletters (monthly)</p> <p>Biennial Digital Planet</p>	<p>2011-2012: 12 newsletters (bi-monthly)</p> <p>Biennial Digital Planet</p>	<p>2009-2010:</p> <p>8 newsletters (One newsletter per quarter, starting in 2009)</p> <p>Biennial Digital Planet</p>
Events	As per current schedule of GPPC in odd years and WCIT in even years	As per current schedule of GPPC in odd years and WCIT in even years		
<p>Global Recognition</p> <p>-Branding</p> <p>-Recognized and sought after</p> <p>-Relevance (quoted, consulted, driving)</p> <p>-Prominent roles in global summits</p> <p>-Authority and reference point</p>	<p>Branding &amp; PR Value</p> <p>USD10 mil per term</p>	USD10 mil per term	USD10 mil per term	USD10 mil per term
Sign Formal Agreements with Internationally recognized organizations		2013-2015 (2) 6 Total	2011-2013 (2) 4 Total	2008-2010 (2 Total) UN (GAID), Intern-American Development Bank
Establish Updated Bylaws				2009



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