

DNS
Entrepreneurship
Center



Your Future Starts Today 

AGENDA

DNS-EC Brief Introduction

DNS-EC Regional Experience

DNS-EC BRIEF INTRODUCTION

BACKGROUND

As part of ICANN's regional strategy to develop the domain name ecosystem in Africa and the Middle East DNS-EC was announced as a joint project between the National Telecommunication Regulatory Authority of Egypt (NTRA) and ICANN

VISION

To become a trusted body that works to grow the domain name industry in Africa and the Middle East

MISSION

To foster the evolution of a healthy domain name marketplace in Africa and the Middle East, through understanding and addressing the local needs of the region and providing an entrepreneurial platform for business development, knowledge exchange and collaboration

STRATEGIC PLAN 2016 - 2019

Strategic Objectives

A. Support the development of the Internet ecosystem in Africa and the Middle East

B. Provide expertise and act as a network of resources to sustain the domain name market in Africa and the Middle East

C. Establish a leading role in advancing the DNS infrastructure and services in Egypt

D. Ensure that DNS-EC is well established and is operationally sustainable



DNS-EC REGIONAL EXPERIENCE

DNS-EC REGIONAL EXPERIENCE

DNS-EC most recent activities (July 2017 – Present)

DNS-EC upcoming activities

ccTLDs Perspective

Digital economy at a Glance

DNS-EC MOST RECENT ACTIVITIES

JULY 2016 - PRESENT

We focused on

- Establishing partnerships
- Raising awareness & outreach
- Building capacity
- Domain names – Entrepreneurial aspect

ESTABLISHING PARTNERSHIPS

Recent Cooperation

- ❖ IBM
- ❖ EUN
- ❖ Zewail City
- ❖ Nile University



RAISING AWARENESS & OUTREACH

- ❖ Domain name introductory session at Zewail City
- ❖ Zewail City for Science and Technology Career Fair
- ❖ Cairo ICT
- ❖ NTRA Awareness Session
- ❖ Newsletter
- ❖ Website & Social Media



Zewail City Career Fair
Saturday April 29th , 2017

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BUILDING CAPACITY

DNS Operations & DNSSEC

- ❖ Employees at the Egyptian Universities NOCs (EUN Premises)
- ❖ Nile University
- ❖ iTi premises
- ❖ Ain Shams University
- ❖ IBM interns



Certificate of Training

Presented to

for successfully completing the

Marketing For DNS Business Growth In Africa Workshop	à l'Atelier de Marketing pour DNS de la croissance des entreprises en Afrique
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8 - 9 December, 2016

Cotonou, Benin

BUILDING CAPACITY

- ❖ Marketing for DNS Business Growth in Africa Workshop in Benin
- ❖ SWOT workshop in Botswana

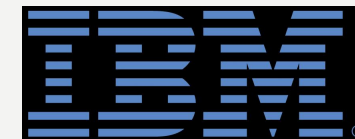
DOMAIN NAMES ENTREPRENEURIAL ASPECT

Internet Domains
Entrepreneurship Workshop
at Zewail City
Cairo, Egypt



DNS-EC UPCOMING ACTIVITIES

- ❑ Online Course
- ❑ Zewail City
- ❑ Hackathon
- ❑ Internships



CCTLDS PERSPECTIVE .EG

Opportunities:

- ❑ High availability of the names which is considered a market privilege.
- ❑ The annual subscription fees are very reasonable and competitive compared to gTLD subscriptions.
- ❑ The online existence via a website is more trusted than a page on Facebook.

Challenges:

- ❑ The popularity and domination of social media is considered a strong competitor because, it easily enables the online existence, there are no required subscription and/or procedures.
- ❑ Lack of awareness among the local market regarding the DNS industry and its importance. The number of the domain names registered under .com in Egypt is an evidence for that.
- ❑ Lack of e-content in most of the Arab and Middle Eastern countries leads to a lack of online presence and results in being just consumers

CCTLDS PERSPECTIVE .TN

Opportunities:

- ❑ The liberalization and the reforms of .tn aimed to create a local business,
- ❑ reinforce the national identity,
- ❑ create an added value and
- ❑ enhance the content

Challenges:

- ❑ implementing a marketing strategy
- ❑ providing online sales
- ❑ providing packaged offers (domain name +service) and
- ❑ offering professional services

CCTLDS PERSPECTIVE .MA

- ❑ launched IDN under .ma domain names through 3 phases:
 - Phase1: for public administrations.
 - Phase2: for Trademarks protected in Morocco.
 - Phase3: for ASCII .ma domain names registrants (For example: The registrant of lecon.ma may register leçon.ma)And from 01 April 2018 the registration will be opened for Public. For more details visit: <http://www.registre.ma/domaines-accentues>
- ❑ conducted some actions to promote .ma domain names: Please see the video : <https://www.youtube.com/watch?v=Rlu7QSo12Bg>

DIGITAL ECONOMY AT A GLANCE

- Internet users' activities
- Businesses' usage of the Internet (e-commerce)
- Household e-commerce activities
- Schools' usage of the Internet

INTERNET USERS' ACTIVITIES

- ❖ Sending & receiving emails
- ❖ Chatting
- ❖ Downloading movies, images, software
- ❖ Education & learning activities
- ❖ VOIP
- ❖ Playing and downloading video games
- ❖ Purchasing goods and services/ Internet banking/
other activities

Source: Ministry of communications and Information Technology- retrieved from
http://www.mcit.gov.eg/Upcont/Documents/Publications_1272015000_Measuring_the_Digital_Society_in_Egypt_12_.pdf

BUSINESSES' USAGE OF THE INTERNET (E-COMMERCE)

- ❖ Receiving financial and technical offers
- ❖ Publishing bids and tenders
- ❖ Advertising goods and services
- ❖ Selling products
- ❖ Buying products

Source: Ministry of communications and Information Technology- retrieved from http://www.mcit.gov.eg/Upcont/Documents/Publications_1272015000_Measuring_the_Digital_Society_in_Egypt_12_.pdf

HOUSEHOLD E-COMMERCE ACTIVITIES

- ❖ Purchasing electronic equipment (computers/ video games/electronic tools....)
- ❖ Buying different sorts of goods (eg: sports equipment/ clothes/accessories....)
- ❖ Buying financial assets (eg: stocks, bonds....)
- ❖ Purchasing entertainments tools (music/ movies photos....)
- ❖ Buying books/ magazines/ newspapers

Source: Ministry of communications and Information Technology- retrieved from http://www.mcit.gov.eg/Upcont/Documents/Publications_1272015000_Measuring_the_Digital_Society_in_Egypt_12_.pdf

SCHOOLS' USAGE OF THE INTERNET

During 2012, schools' teachers in Egypt used the internet the most in knowledge simulation and exchange, course preparation (around 70%), and in students evaluation and follow-up (53%). Only (30%) of the teachers used the internet in contacting students.

Reasons for schools not using the Internet

- ❖ Lack of finance (53%)
- ❖ Lack of suitable fixed lines (48.5%)

Source: Ministry of communications and Information Technology- retrieved from http://www.mcit.gov.eg/Upcont/Documents/Publications_1272015000_Measuring_the_Digital_Society_in_Egypt_12_.pdf

LOOKING FORWARD

- ❑ Reaching out to the private sector - small companies in the field
- ❑ Reaching out to small businesses – bringing them online
- ❑ Empowering women online

QUESTIONS?

THANK YOU!

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