



TECHZINE WEBSITE AND MAGAZINE LAUNCH BRIEF

Preamble

Since 2008, trusted reports have shown Uganda to be one of the countries with the highest ICT adaptability levels. That withstanding, there's still a lot of ignorance in the industry; users of ICT's are not aware of more than 70% of the available solutions whereas more than 80% of known services are mysterious to users. There is a sheer lack of information and data concerning the use and availability of ICT's.

Repercussions

This has led to low customs/ sales for service providers in the industry. They operate at lower capacities than projected in their establishment plans. Their customs constitute of a few ICT enthusiasts and a number of circumstantial users. The suppliers compete for a few clienteles, such as government, large corporations, NGO's and schools. There is a large number of untapped segments in the industry; SME's and individuals that have not known even a portion of the available ICT solutions or their function. On the supply side, there are also still a large number of players that have not understood various needs of different clientele in the industry which has limited their ability to supply to them.

Techzine

Techzine, established in 2009, has found the need to fill the gap between ICT service suppliers/providers and the user groups; who include SME's, Large corporations, dynamic groups, individuals, religious institutions, traders, etc through the provision of information and a platform for dialogue and networking. The company runs a magazine and a website that has recently become one of the most visited sites in the East African region ICT industry. The magazine has been welcomed by all countries in the region and is one of the most desired ICT periodical in the region.

The company was established to inform, entertain and educate the users and beneficiaries of ICTs. We collect, analyse and communicate data and information that would boost the consumption of ICT products and services. Techzine is committed to exposing the mysteries behind technology. Their vision rotates primarily around informing and educating ICT consumers/users, beneficiaries, suppliers, support and development groups. They communicate industry needs, markets, trends, technology analysis in user and supply perspectives, environments and statistics in ICT. This is achieved through a magazine issued once in two months and a website.

The Event

After ten months in existence, Techzine is now officially launching the Techzine magazine and website www.techzine.co.ug at a cocktail party at Serena Hotel, Victoria Gallery; on Friday the 18th of June 2010, starting at 5:00pm.

Guests and Participants

In attendance will be key leaders of the industry, users of services, governors and champions of the ICT world in Uganda. The following key people approached for this launch are;

- The Hon Minister of ICT
- Representatives from the National Council for Science and Technology
- Key ISP's in Uganda
- Representatives from the Uganda Communication Commission
- Technocrats in ICT, from Makerere University
- Representatives from other academic institutions in ICT
- CEO's and ICT in-charges from select potential buyers of ICTs
- Representatives from the Min of Industry and Technology
- Key NGO's and development partners with arms in the sector

Proposed Item

The following will happen at the Launch;

- A presentation about the purpose and goals of the Techzine Magazine and the website and how it can benefit the industry in creating user and supplier advantage.
- Presentations from ICT experts from Makerere University, Prof. V. Baryamureba, one of the most respected ICT personnel in the industry on ***The significance of ICT information in bridging the gaps between educational institutions, ICT stakeholders and the general public***
- Communications from a regional expert in ICT securities on ***trends and environments of the ICT sector in East Africa and on technology briefs***
- Remarks from the Hon Minister for ICT on ***Harnessing ICTs for socio-economic development and the role of information channels like the website and magazines in enhancing such intentions***

For any related assistance, kindly contact us on any of the following avenues below;

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