

e- *Brasil*

e- Development for Brazil and its States

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Structure of the Presentation

- e- Development – beyond do e- government
- A strategic vision – to raise consciousness and mobilize political leaders (candidates in 2006 state and federal elections) and the Brazilian public
- Organization and timetable for the project
- Merging with related initiatives
 - e- Leadership initiative, UMD/ Eduardo da Costa
 - ICT Scenarios for 2015 being done for the Center for Management and Strategic Studies in Brasília
- Finance and fundraising

Mediocre Performance



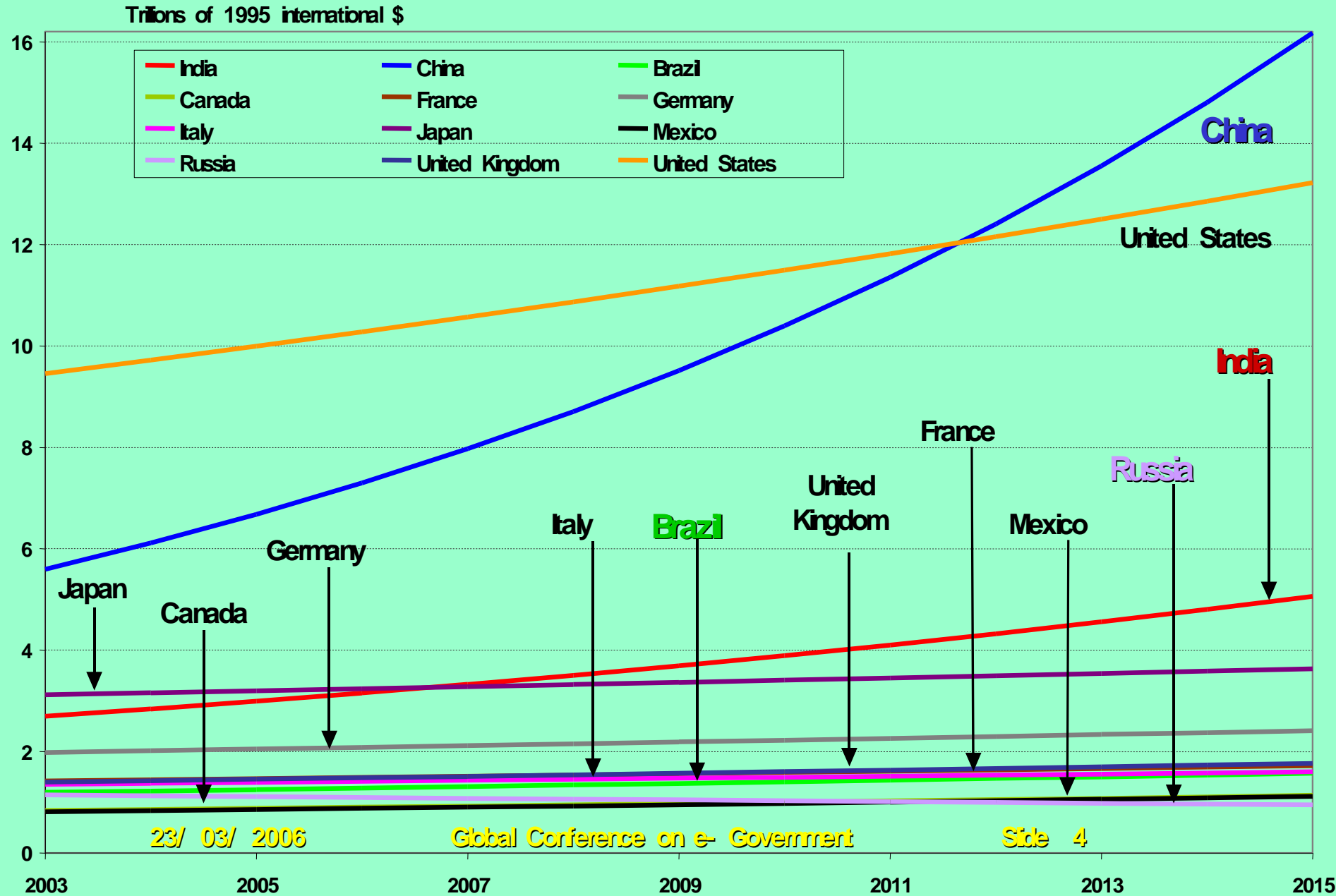
Average annual growth rates of GDP, 1980- 2003

País	1980- 1990	1990- 2003
China	10.3	9.6
India	5.7	5.9
Korea	9.0	5.5
Hong Kong, China	6.8	3.7
Malaysia	5.3	5.9
Thailand	7.6	3.7
Singapore	8.7	6.3
Chile	4.2	5.6
Costa Rica	3.0	4.8
Finland	3.3	2.8
Ireland	3.2	7.7
Brazil	2.7	2.6

Source: *World Development Indicators 2005* (Washington: World Bank, 2005)

Real GDP (PPP) – Projections 2004- 2115

(using 1991- 2003 average growth rates)



What is needed to accelerate Brazilian socio-economic development?

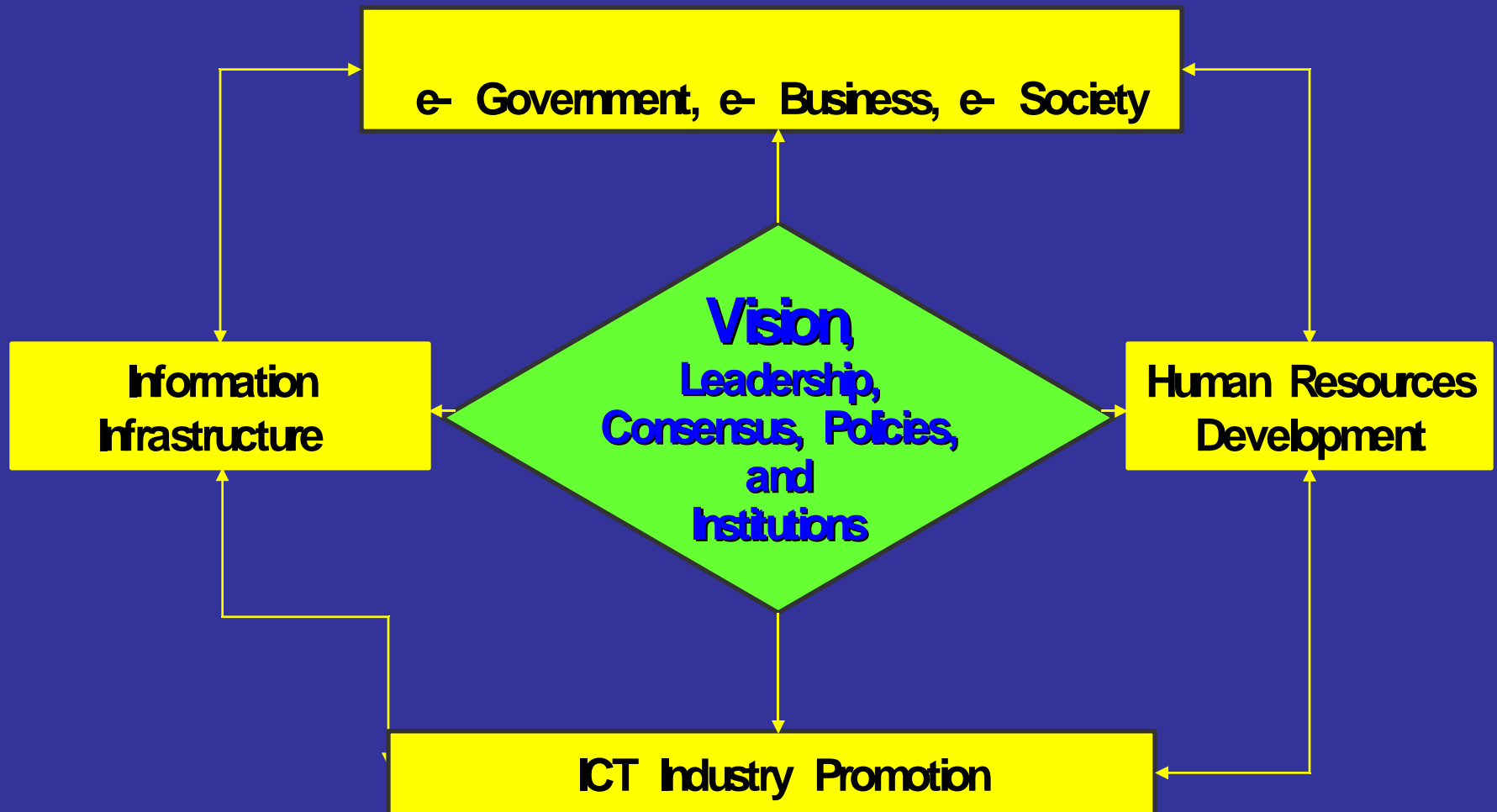
- A broadly- shared vision of where the country is going and how to get there
- Something similar to Juscelino Kubitchek' s developmentalism – but enabled by ITC and without the macroeconomic hangover
- “ 50 years in 5” – that was Juscelino' s slogan – what will be the slogan for the next Brazilian president?
- e- Development should be a major thrust of overall development strategy

What is e- Development?

- e- Development is more than e- government
- Involves intensive use of ICT to accelerate socio- economic development
 - In the information society,
 - In the knowledge economy, promoting competitiveness, reducing transaction costs
 - Allowing lifelong learning
- Addresses two central development issues
 - Socio- economic inequality
 - Competitiveness in a global, knowledge- based economy
- We' ll see in next slide that e- development is a broad concept.
- Nagy Hanna, a member of our Advisory Council designed the following slide

Elements of the e- *Brasil* Vision

(Thanks to Nagy Hama)



How to turn the vision into reality? The *e-Brasil* project

- **Consciousness- raising for Political Leaders**
 - International conference (Piraí - RJ, 22- 24 May)
 - Seminars, books (Rumo ao *e- Brasil*, May 2006; *e- Brasil*, August 2006)
 - Contact with candidates for the presidency and state governors
- **Consciousness raising for the general public**
 - TV, Radio, Newspapers, Magazines, Internet – Strategic communication campaign; *Portal e- Brasil* [Brazil Country Gateway]
- **Working with the winners of the 2006 elections**
 - Government programs (2006/ 7)
 - “ Bankable” projects – public budgets, international banks, private sector investors (2007)

The e- *Brasil* Project

ICT for social inclusion and competitiveness

- Core team



- Advisory Council/ Consultants

- International – currently
- Brazilian

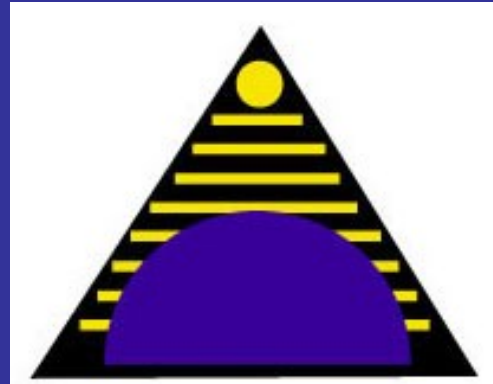
- Affiliated institutions

- International: Information Society Institute, Russia; e- Leadership Academy Initiative, University of Maryland; [Development Gateway?]
- Brazilian: UFF, Fernand Braudel Institute; ABEP

How to finance the project?

- Brazilian and international foundations
- Brazilian and international ICT companies
- Interest Groups/ Professional associations
- International financial institutions
 - World Bank Group (IBRD, WBI, IFC)
 - Inter- American Development Bank
 - European Union, etc.
- Federal, state, and municipal budgets

Thank you



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