

Helsinki Process  
ICT Track Workshop  
"Exchange of Best Practices in E-Learning, E-Health, E- Content"  
Sheraton Cairo Hotel  
September 13-14, 2006

Report on the Third Session  
"E-Content"  
14<sup>th</sup> of September 2006  
12:00 pm –2:00 pm

- Presented Material

- Three presentations were presented by three countries:
  1. Finland: "Cluster Development Activities in Digital Content in Finland"
  2. Tanzania: "ICT Initiatives in Tanzania"
  3. Egypt: "Arabic E-Content Initiative"
- The session started with Finland's presentation given by Ms. Irina Blomqvist, entitled "Cluster Development Activities in Digital Content in Finland". The presentation tackled the following points:
  1. Finnish Digibusiness.
  2. A triple helix in motion.
  3. Finnish Digital Content Business as a centre of Expertise for Digital Media, Content Production and Learning Services.
- Mr. T. E. Mlaki, Director of Information and Documentation, Tanzania Commission for Science and Technology gave a presentation entitled "ICT Initiatives in Tanzania" which tackled the following points:
  1. National ICT Policy
  2. Initiatives
  3. Conclusion
- Dr. Hisham Farouk, E-Content Project Manager then gave a presentation entitled "Arabic E-Content Initiative" which tackled the following points:
  1. Vision, strategy and objectives
  2. Arabic E-Content Initiative: framework, objectives and partners.
  3. ICT 4 Illiteracy Eradication.
  4. Community Development Portal.
  5. E-Heritage
  6. Scientific content.

- Discussions

After presentations, a moderated discussion tackled the following issues:

- *Public Private Partnership (PPP)*
  - § Finland tackled this issue from the point of view of what it is called Triple Helix (Public sector, Private sector and Research centers and Universities) to foster PPP.

- § Egypt tackled this issue by presenting the current projects in this regards as successful model for PPP.
- *Copyrights (IPR)*
  - § The need to compensate the authors for digitizing their content, as well as, to save their IPR and copyrights.
- *Digitizing of Media:*
  - § Digitization of different types of Media, Video, Audio, Text with different format, and the way of availing it.
- *Different Business Model:*
  - § Development of sustainable business models benefiting all stakeholders.
- *Standards:*
  - § The recommended specifications for different types of media and different types of availing it.
- *The Role of Government:*
  - § Finland mentioned that the role of public institutions should be what it is called (3As): Accessibility, Availability and Awareness.
- Suggested Cooperation
  - Workshop on common Standards of e Content by the beginning of the year 2007. Egypt, Finland and Malaysia will coordinate for holding this workshop.
  - Studying the best practices in each country, mainly "Eternal Egypt"
  - Developing sustainable Business Models for E-Content.