



Workshop Proposal
www.standardsportal.org/us-africaICTSP

Please include as much detail on this form as possible.

1 CONTACT INFORMATION

Please provide a point of contact at your company best suited for follow-up regarding this proposed workshop.

Name

Title

Organization

Telephone

Email

2 PROPOSED WORKSHOP TOPIC

Please indicate in the space provided a detailed description of the specific topic for the proposed workshop and target market(s).

3 OBJECTIVES OF WORKSHOP

What are the objectives of the proposed workshop? What format would you recommend for the proposed workshop? The typical format for the U.S.-Africa Information & Communications Technology Standards Program is a one- to two-day workshop. If you recommend the proposed workshop utilize another format, please provide details.

4 OPPORTUNITIES IN THE TARGET MARKET

Please list the opportunities and challenges in the target market for the proposed workshop topic. How could your company/organization and other U.S. companies benefit? How could the host country benefit?

5 POTENTIAL U.S. EXPORT OPPORTUNITIES

- a) What products or services would you hope to gain sales leads for by participating in this workshop?
- b) What is the estimated U.S. content of these products/services?



- c) What is the estimated value of the identified opportunity in the target market for your products/services?
- d) Who are your primary customers in the market? (i.e. consumers, sellers, enterprises, government and/or content providers)?

6 STANDARDS-RELATED PRIORITY

How does the proposed workshop topic relate to standards, conformity assessment, and/or technical regulations? Is there a particular standards opportunity or challenge that would be addressed?

7 TIMETABLE

Please indicate possible dates for the proposed workshop. If the dates are flexible, please indicate a suggested timetable.

8 PRIVATE SECTOR CONTRIBUTION

USTDA seeks to demonstrate that its investment in each workshop is matched by contributions from the U.S. private sector. Please indicate the sources and approximate amount, if known, of expected or potential contributions for the workshop. These may be in the form of sponsorship or in-kind through donation of a venue or materials, expert time, and/or travel expenses. Please also list U.S. companies that may support the workshop either through content development, participation, or both.

9 ADDITIONAL INFORMATION

Please include any additional information about your proposed workshop, including:

- Suggested participants from the U.S. and partner country/countries:
 - Are they established contacts?
- Topics for discussion (or attach a proposed agenda)
- Any other relevant details



**U.S.-AFRICA
INFORMATION &
COMMUNICATIONS
TECHNOLOGY
STANDARDS PROGRAM**

Please submit completed proposals and accompanying information to us-africaICTSP@ansi.org.