



Telecommunication  
Development Bureau (BDT)



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Geneva, 8 April 2021

- ITU Member States
- ITU-D Sector Members
- Academia
- Regional/International Organisations
- UN Agencies

**Subject: The Road to Addis - Finance2Connect: Innovative Ways to Finance Connectivity  
28 April 2021, 15:00 to 16:15 CET**

Dear Sir/Madam,

I have the pleasure to invite you to participate in the fourth virtual event of The Road to Addis series to be held on 28 April, from 15:00 to 16:15 CET. This session of the Road to Addis will explore some innovative financing models and their application, as well as some good practices and lessons learned in financing connectivity for sustainable development.

The Road to Addis, a series of events hosted by the International Telecommunication Union (ITU), was launched in November 2020 to build momentum towards the World Telecommunication Development Conference (WTDC) 2021, strengthen partnerships and engagement, and help shape, with key stakeholders, the connectivity agenda.

Hosted by the Government of Ethiopia from 8 to 19 November 2021, WTDC-21 will be preceded by a Youth Summit. For the first time, WTDC will take place in Africa. As we know, the vital role of connectivity in building Africa's future prosperity cannot be overstated, and more and more governments across this huge and diverse region are prioritizing digital development as their springboard to sustainable growth and future resiliency.

WTDC-21 represents the best chance we have had in decades to mobilize the global community around digital transformation and reshape Africa's connectivity agenda and the agenda of all developing countries.

I hope that the event planned on 28 April will motivate participants to explore new models of financing to ensure universal, meaningful and sustainable connectivity and discuss the role of new and non-traditional actors and the international community. The event will also give us the opportunity to discuss the additional challenges faced by the Least Developed Countries (LDCs), Landlocked Developing Countries (LLDCs), and Small Island Developing States (SIDS).

WTDC is not only an ITU conference, but it is the global digital development conference of 2021. It is very important to work together to make digital development a reality for all. I look forward to welcoming you to this special session on 28 April.

The session will be on Zoom. To participate please register [here](#). For further information, please visit the [event web page](#).

Yours faithfully,

[Original signed]

Doreen Bogdan-Martin  
Director