



Telecommunication
Development Bureau (BDT)



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Geneva, 30 June 2021

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

Subject: Innovate2Connect: Mainstreaming entrepreneurship-driven innovation to accelerate digital transformation, 21 July 2021, 14:00 to 15:30 CEST

Dear Sir/Madam,

I have the pleasure to invite you to participate in the sixth virtual event of The Road to Addis series organized by the International Telecommunication Union (ITU) to be held on 21 July 2021, from 14:00 to 15:30 CEST. This session will focus on Innovation as a driving force to achieve digital inclusion and economic growth. It will explore how entrepreneurship-driven innovation can be mainstreamed by learning from stakeholders' experiences and concrete actions that can help accelerate the accomplishment of the Sustainable Development Goals (SDGs).

The ITU Road to Addis series was launched in November 2020 to build momentum towards the upcoming World Telecommunication Development Conference (WTDC), strengthen partnerships and engagement, and help shape, with key stakeholders, the connectivity agenda.

Hosted by the Government of Ethiopia, WTDC will take place for the first time in Africa and will be preceded by a Youth Summit. 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 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 21 July will inspire participants, raise awareness about the importance of systemic issues in digital innovation ecosystems, entrepreneurship and innovation to achieve national development priorities, and collect ideas for a multi-stakeholder and multi-sector partnership framework for the development of innovative digital ecosystems.

WTDC is not only an ITU conference, but it is the global digital development conference. 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 21 July.

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