



**Telecommunication
Development Bureau (BDT)**

Ref: BDT/DIR/DM/294

Geneva, 10 April 2013

To: ITU Administrations, Regulators, Sector
Members
(Candidates for the m-Powering Advisory
Board)

Subject: m-Powering Development Advisory Board

Dear Sir/Madam,

I have pleasure in inviting you to be a founding member of the *m-Powering Development* Advisory Board. This initiative which is spearheaded by the Telecommunication Development Bureau of the International Telecommunication Union, seeks to leverage the ubiquity of mobile technologies beyond basic communications by facilitating the delivery of business, education, health, banking, and other services leading to socio-economic development in urban, semi-urban, and remote rural areas.

The *m-Powering Development* initiative was launched in Dubai on the occasion of the ITU World Telecom 2012 against the backdrop of mobile subscriptions having crossed the 6 billion mark, and with mobile broadband becoming increasingly available. The initiative was inspired by the realization that mobile devices for m-Powering Development have the capability to both *empower* users as well as *power* development and economic activity.

In order to move from plan to action, the time has come for the creation of an Advisory Board made up of great leaders and visionary thinkers from diverse backgrounds who will help craft concrete ideas and strategies for implementation with the aim of making a difference to individuals, households, communities, countries and the world at large thus, ultimately leading to better lives. You are being approached as an acknowledgement and recognition of your outstanding personal and professional achievements in areas related to this initiative.

Accompanying this letter are terms of reference for the Advisory Board, as well as a brochure that will provide more background information on the initiative. It is envisaged that the board will physically sit twice a year and conduct most of its work electronically. The Advisory Board will have its first working session tentatively on 25 June 2013, at ITU headquarters located in Geneva, Switzerland.

It is my fervent hope that you will accept this offer to serve on this Board and I would be most grateful if you could please confirm your acceptance by 30 April 2013. Upon receipt of your confirmation, a letter will be sent out to invite you to the inauguration of the Advisory Board.

I look forward to meeting with you at the launch of the Advisory Board.

Yours faithfully,

[Original signed]

Brahima Sanou
Director