



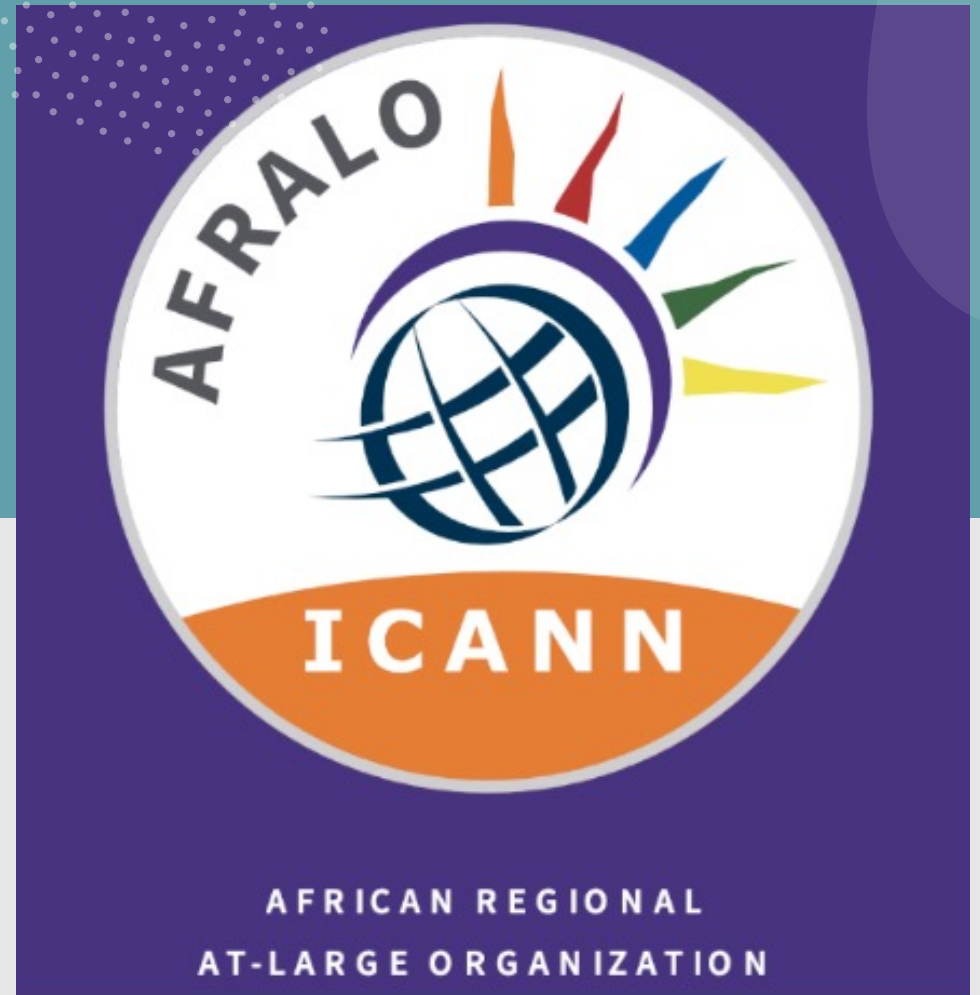
Domain Name industry growth in Africa: The path to digital development and a prosperous future

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Agenda

- Why Domain Names?
- Promoting Domain Names from an end user's perspective
- Benefits of Domain Names to end users
- How do we Promote Domain Names?



Why Domain Names?

The path to digital development and a prosperous future

- **Intellectual Property Protection**
- **International Investment**
- **Government and Public Services**
- **Access to Global Markets**
- **Skills Development and Education**
- **Digital Presence for Businesses**
- **E-Commerce Opportunities**
- **Job Creation**
- **Tech Startups and Innovation**
- **Tourism and Hospitality**
- **Financial Inclusion**



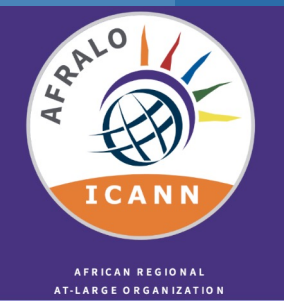


Promoting Domain Names from an end user's perspective

Promoting domain names from an end-user perspective focuses on communicating the benefits and value of owning a domain name to individuals and businesses

Benefits of Domain Names to end users

- **Online Identity and Branding**
- **Personalized Email Addresses**
- **Control and Independence**
- **Enhanced Online Visibility**
- **Boosting Online Presence**
- **Global Reach**
- **Credibility and Trust**
- **Professional Portfolio**
- **Easier Website Sharing**
- **Protecting Intellectual Property**
- **Future-Proofing**





Role of At-Large: How do we promote Domian Names?

- Localized outreach and education
- Affordable pricing
- Promote regional domain extensions
- Partner with local businesses and governments
- Support local languages

- Access and Connectivity
- Highlight success stories
- Organize workshops and webinars
- Leverage social media and influencers
- Emphasize security and trust

Thank You

Thoughts?

