

fone pay

DIGITAL ECONOMY CONCLAVE

BACK TO BUSINESS 2022

FEBRUARY, 2022

PREFACE

In years to come, we will look back to 2020 as the moment that changed everything. The COVID-19 Pandemic has plunged the world into the worst recession since World War II and in 2020, the global economy shrank by 4.3% - over two and half times more than during the 2008-2009 global financial crisis. But nowhere else has unprecedented and unforeseen this higher percentage growth occurred as in the digital economy of the world and nations which have boomed amid the COVID crisis.

The Digital Economy, an industry of Trillion of Dollars, represents the growing universe of people and enterprises of the world. Digital Economy refers to producers and consumers who do their business through the internet, fixed and mobile broadband infrastructure, cloud computing, digital platforms, and many more. This industry in any nation comprises technology, telecoms, media sectors, as well as newer services and activities like e-commerce and digital banking. With the integration of these digital platforms and business models in more 'traditional' businesses like agriculture, transport, health, tourism, education - the industry has seen surges in the digitization of everything in recent years.

The Year 2020 is always going to be the year of COVID and no one can deny this fact. With the worldwide spread of this virus, every nation of the world went into lockdown. As lockdowns became the only measure to contain the disease in early-onset in the first of 2020, the only way to operate the economy was digital. Producers and consumers flocked to digital platforms, they "went online" and so impacting the way the business was run prior to the pandemic. It is not that the world did not hope for this growth in this field. But when all-so-traditional businesses had to go online to perform, the digital economy transformed. The economy transformed when it was necessary to operate. To manage the external shocks generated by COVID,

worldwide, enterprises are adept at applying digital solutions and this occurred in many nations of the world. In late 2020, the World Bank published that more than 10,000 enterprises - among them 85% of MSMEs and in 51 emerging economies - have significantly increased their use of the internet to mitigate the impacts of COVID. Amid the COVID Pandemic,

e-commerce share in the global retail market has increased from 14 to 17% in 2020. e-Commerce business has increased significantly in all nations - developed and emerging- at different paces.



COVID 19 changed the way we live and work in ways that shall alter our behavior long after the pandemic subsides. Work went remote, shopping, entertainment even medicine went online and businesses everywhere scrambled to deploy digital systems to accommodate the shift. And at the heart of these changes lies the infrastructure of the internet and broadband and payment gateways - the tools of digital transformation.

With the availability of Vaccines and as the COVID-19 pandemic begins to recede, there are new hopes in the market and industries that things shall go back to normal. But this shall not be the "New Normal" or we are not going "Back to Normal". The upcoming normal shall be the act of embracing the changes that happened during the pandemic, take the learnings and developments, and move forward to create "The Next Normal" and be "Back to Business". This "The Next Normal" is what is characterized by Digital Transformation, which is not an end goal or simple process, but a need that defines how organizations will continue to survive in this new digital era. So, to be "Back to Business" in this next normal, there are few challenges, major to-dos, adjustments on a policy level, about which we shall discuss on the "Fonepay Digital Economy Conclave 2021".

Based on the study done by UNCDF on the Inclusive Digital Economy Scorecard (IDES), the overall digital economy score for Nepal in July 2020 was 47 percent. This score positions the country firmly in the early start-up stage of a digital economy. It means there is a lot to be done, by businesses and most importantly at the policy level to increase this digital readiness. Many businesses and consumers that "went digital" have helped mitigate the economic downturn created by the pandemic in Nepal. However, they have also speed up the digital transition for which not everyone is prepared. This has created a more digital divide among urban-rural communities in Nepal and big and small fishes in the market. Actions are required to ensure that this divide is mitigated and the rebound of the businesses is not uneven.

Nepal Government has initiated programs to digitize the economy keeping MSMEs at the core of digital growth through programs such as the Digital Nepal Framework. By providing access to Finance through fintech to these MSMEs and by integration of digital payment tools, MSMEs can be uplifted and be pulled into the digital market of Nepal. But not just this, to adjust to the new demands and supplies and innovations, changes need to be made at the policy level. Conversations need to flow regarding how already successful companies can uplift the economy and what the government can do to join hands with them, also how to uplift the ones who have been dormant during this time. But what else is required to be "Back to Business"?



About Fonepay Digital Economy Conclave

The "Fonepay Digital Economy Conclave" is a public discourse on needs, opportunities, challenges, and the way forward in the journey of transforming the Nepali economy - digitally. Each year, the conclave shall bring together top ICT experts, industry leaders & doers, bankers, entrepreneurs, policymakers, media, and the major stakeholders to start and take on the much-required conversation about the digital economy of Nepal and carrying one theme for each year to discuss on this Fin-Tech Forum.

In the first year, we moved forward with the main objective to raise awareness and start conversations about the digital transformation of the Nepali economy by hosting multiple discussions covering emerging topics like the Government's take on the policy changes for digital transformation, digital banking, and Nepali market's and bank's readiness for Bank 4.0, digital remittance and cost of moving money, e-learning and its challenges, Birck and mortar VS online businesses, facilitation of the online platforms, payment systems, and ongoing competition, etc.



FONEPAY DIGITAL ECONOMY CONCLAVE 2021: BACK TO BUSINESS

During the multiple series of lockdowns in Nepal, the businesses have tried their best to operate online. The businesses that could adapt the digital technology have stayed active during this time. However, many businesses have been dormant. But with the availability and distribution of the COVID Vaccines, the hopes are high to be "Back To Business".

Being "Back to Business" now does not mean you merely go back to the way how you did business before the pandemic. There are a lot of challenges, the market has evolved and one may need to adjust the business models. The pandemic has made a turning point in our economy, which brought new patterns of consumers and their new needs and business behavior emerging at an extraordinary speed.

Digitization accelerated faster than many believed possible. Yet the pandemic's uneven impact on workers, consumers, and companies threatens to create a two-speed recovery that widens inequality in our nation. The disruption caused by COVID-19 also offers a path to higher productivity and broad-based growth, nonetheless, if companies and policymakers seize the opportunity to address emerging gaps.

So to bring people back to business after the pandemic, government, private sectors, and development agencies should join hands. There are many issues to be addressed and many plans to be made as to how anyone can ease this process and contribute to the holistic growth of the Digital Economy in Nepal.

Hence, the main agendas of this year shall be Digital Literacy, giving equitable access to capital for the business to be back and grow, and how and what assistance is required from the international agencies and development bodies to make the next normal.

SESSIONS

With the theme "Back to Business", Conclave this year shall be commenced with Inaugural Remarks Rt. Hon. Prime Minister of Nepal, followed by three keynote speeches from remarkable leaders working on the Digital Economy in Nepal as well as the South Asia Region. These keynotes shall address the development and growth of the Digital Economy in Nepal and neighboring nations and what each company should look for to be part of this transformation.

Key Session:

IN CONVERSATION WITH TWO MINISTERS FOR THE DEVELOPMENT OF DIGITAL NEPAL

Last year at this event, we had a conversation with the two most important ministers for the digital transformation in Nepal. We had discussed what roles both ministries - Finance and Communication and Information Technology, will play in this journey and what changes in regulation shall we look forward to in the days ahead. This year we shall start the conversation where we left with newly appointed Ministers. What new changes have they thought of bringing in and what areas shall be in priority for the ministries to take the Digital Transformation to next level.

Session 1

बदलियो समय, बदलिदो अर्थतन्त्र (CHANGING TIMES, CHANGING ECONOMY)

Right with the rise of covid and coming till today, the way economy operates has changed with time. The roles each industry play, the contribution each industry makes has been shifted and so has the financial capital in the market. This session will discuss the changing economies, economic disparity created by covid, and ways to uplift the needed ones with equitable access to Finance. This session will be discussed with the Governor of Nepal and economists of the nation.

Session 2

CREATING IMPACT THAT LASTS

After the worldwide pandemic, new urgencies and new needs for support have been generated and it is the biggest stress test for the development agencies. Global human development is on the course of decline and now the focus of the development agencies and donors need to be shifted and rearranged. How are they planning to create impacts on multi-faceted sectors on the lives of people around the developing and emerging nations and most importantly in Nepal?

Session 3

नेपाल : सानो बजार कि असिमित सरभावना ? (NEPAL: SMALL MARKET OR UNLIMITED POSSIBILITIES?)

Nepal is considered a small country with a small market. Many international ideas have not penetrated the market, hence there are so many untapped markets and demands. So, is Nepal really a too small economy or filled with a wide range of possibilities? The session will get the answers from successful businesspersons of Nepal.

Session 4

नेपाली UNICORN कहिले ? (WHEN WILL WE HAVE A NEPALI UNICORN?)

Nepal's Startup Sector is growing and booming but we are yet to find a Unicorn in this market. Is it because there are fewer brilliant ideas that shall be successful or are these because of less interest from Private Equity Venture Capitalists? What environment shall be made by the startup sector to attract the international venture capitalists to the Nepali Economy? Are our companies actually ready to get the investments and be a billion-dollar company? We shall discuss these details in session with the founders of Local Unicorn companies.

FEATURES

The "Fonepay Digital Economy Conclave" will be hosted in grandeur fashion on a physical location and will also be broadcasted live on National Television on February 2022. The discussions will get live simultaneously on Facebook, Youtube, Zoom, and online news portals on the same day.

1
Key Session

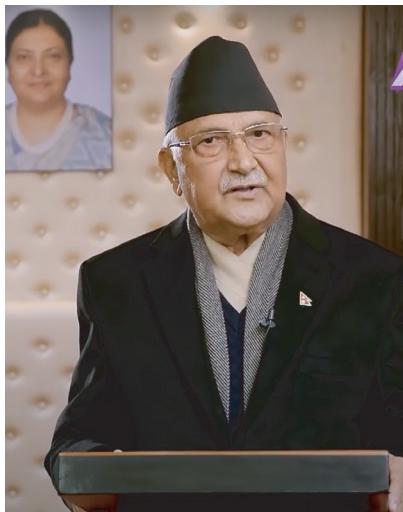
At this mega event,
we will host:

35+
Speakers

4
Key Addresses

5
Sessions

A Year Ago



SPONSORSHIP OPPORTUNITIES

Fonepay Digital Economy Conclave 2021 is moving beyond national boundaries and bringing regional and international knowledge and experiences to the event. This year, the conclave is getting bigger and more impactful towards the Nepalese Digital Economy and its businesses. And to make it bigger and better, we are seeking partners who can join hands with us in this journey of Digital Transformation.

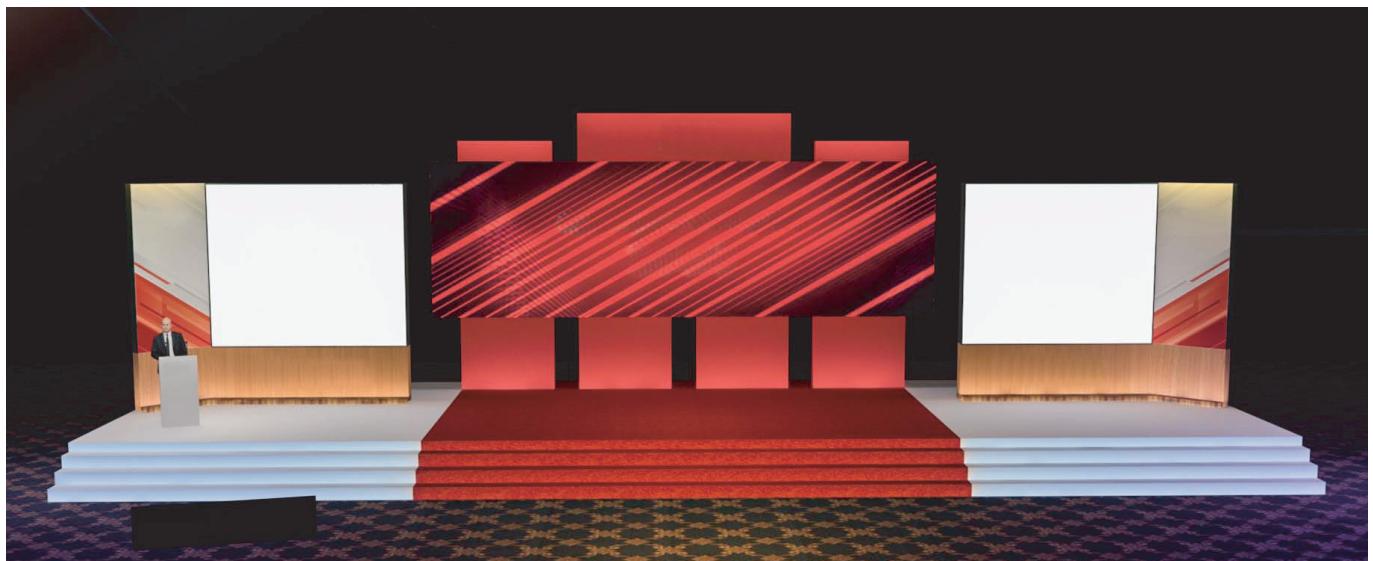
Last year, we had successfully reached more than 1,200,000+ viewers on National TV and Social Media combined. If your company wants to reach new and active customers across these platforms, we urge you to join hands with us in this journey.

By partnering with Digital Economy Conclave, you can reach a higher number of customers and it will help strengthen your roots in the community and surrounding areas. You can find various partnership opportunities that can be tailored to be fit for your marketing goals and budgets for this event.

PROMOTIONAL ACTIVITIES PLAN

NAME BRANDING

- Stage Backdrop
- Booth design for registration platform
- Set Branding
- Flex boards
- Signage: From key signage like welcome and on-stage signage to smaller elements like directional signage which creates a cohesive onsite experience.
- Logo on Invitations (500+ invitees)
- Furniture Décor: Detail attention to colors, design, and style to best suit your branding.
- Cocktail table décor (like refreshment bowl)



FOUNDATIONAL ELEMENTS

- Logo: While it can incorporate or pull elements from your organization's logo, it should be unique.
- Colors, fonts, and graphics to create consistency and recognition.
- Event theme or tagline. Your one-line elevator pitch? Your own event tagline. (create upon the org)
- Naming conventions via Emcee

TELEVISION

- Visual Promo : 30 seconds of promo video 15 days prior to event 15 times per day
- Live Coverage of the event

PRINT MEDIA

- National Daily Newspapers
Minimum 2000 CC

SOCIAL MEDIA

- Event Website : All of your brand elements will come together the official website. This is the first touch point for potential attendees and most importantly for the speakers, so it's key to establish your brand on this platform.
- Event app. Guidebook apps, for example, enable a high level of customization to fit your event's brand.
- Event emails.
- Leading up to your event, use the following social media channels to highlight the event.
- To do this, we will change background images, header images, and profile photo to reflect the upcoming event.



DIGITAL MEDIA

- Banner Advertisement on leading Online News Portals



Title Sponsor

Sponsorship Amount : 15,000,000/-

Deleverable for Title Sponsor

Unique Benefits :

- As the Title Sponsor, your company's name will appear before the event's title.
- Your company's name will be prominently displayed in all advertisement and marketing materials.
- Your company name will be timely announced throughout the event by Emcee.
- Your company's logo will be carried on every promotional print and visual materials.

Television / Stage :

- Property branding space at the stage.
- 3D logo placement on the left side of the stage
- 30 times logo flip during the whole event.
- 30 times Aston placement during the whole event.

Print Media :

- Print advertisement on leading broadsheet daily

Television :

- Visual promo on Television
- Live coverage of the event.
- Brand endorsement in between sessions

Digital :

- Banner advertisement on online news portals

Social Media :

- Audience engagement.

Powered by x2

Sponsorship Amount : 1 Cr.

Deliverables for Powered by

Unique Benefits :

- Your company's name will appear as "Powered by" after in the event title. Your company's name will be prominently displayed all advertisements and marketing materials.
- Your company's name will be timely announced throughout the event by the Emcee.
- Your company's logo will be carried on every promotional print and visual materials.

Television / Stage :

- Branding space at the stage.
- Logo placement on the stage.
- 20 times Aston placement during the whole event.
- 20 times logo flip during the whole event.

Print Media :

- Print advertisement on leading broadsheet daily

Television :

- Visual promo on television
- Live coverage of the event.

Digital :

- Banner advertisement on online news portals

Social Media :

- Audience engagement.



Associate Partner

Sponsorship Amount : 50 Lac

Deliverables for Associate Partner

Unique Benefits :

- Your company's name will be prominently displayed in all advertisement and marketing materials.
- Your company name will be timely announced throughout the event by Emcee.
- Your company's logo will be carried on every promotional print and visual materials.

Television / Stage :

- Property branding space at the stage.
- Logo placement in flex boards.
- 10 times Aston placement during the whole event.

Print Media :

- Print advertisement on leading broadsheet daily

Television :

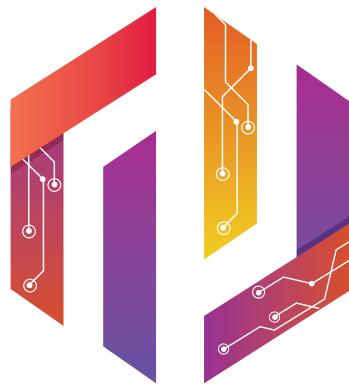
- Visual promo on Television
- Live coverage of the event.

Digital :

- Banner advertisement on online news portals

Social Media :

- Audience engagement.



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EVENT ORGANIZED BY



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