



Mauritius Information & Technology Industry Association





STRATEGIC ACTION PLAN

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I. INTRODUCTION AND OBJECTIVES

Nineteen years since it came into existence in 2001, the Mauritius Information & Technology Industry Association (MITIA) is considered to be the most ancient association of digital organisations in the island, regrouping around 50 professional and prestigious members.

In support of government strategy to bolster the digital sector and make of it the main pillar of the Mauritius economy, and in accordance with the wish of its members, MITIA initiated, by way of brainstorming sessions, a process to formulate a list of actions to be taken at various levels. Based on the brainstorming sessions, an action plan was elaborated that is intended to have a positive impact on the business environment of the sector to enable it to play a key role in the digital transformation of Mauritius. This action plan is to be executed against a backdrop of competitiveness and other challenges, in view of helping its members to gain access to local and international markets. It is also of prime importance for the MITIA members to distinguish themselves from the BPO/Call Centre sector. The implementation of this action plan calls for the search for means that are essential for its execution as well as the reinforcement of its own capacity in terms of resources and the commitment of its members. This report describes the action plan which will enable the MITIA to serve its members in a more structured manner whilst increasing their involvement.

II. ACTION PLAN

The vision of MITIA to promote the ICT sector as the main pillar of the Mauritian economy will be fulfilled through a strategic plan having the following objectives:

- i. **Promoting business opportunities and activities:** the development of the sector goes through a broadening of its opportunities to access the market via exportation, and the ability to leverage these through effective means of communication. Networking opportunities reinforce these goals.
- ii. **Participating in the induction and development of human resources:** the development of the sector requires competencies that continuously evolve to match the needs of the sector, making it essential to participate in the formulation and execution of training programmes for the industry as well as those addressed to the youth and the general public.
- iii. **Quality – Progress – Innovation:** The MITIA is commissioned to encourage the development and performance of enterprises through innovation and quality, by weaving an effective network among organisations in the industry, research and academia.
- iv. **Representing the sector:** The organisation aims at defending the interests of the sector, especially those of its members, by engaging public institutions, and plays a role in strategy formulation in the field of digital technologies.
- v. **Enrichment of internal capacities of the MITIA:** the strategic plan will as well ensure the build-up of the resources it requires. This will consist of federating its members and other stakeholders in order to fulfil the mission of MITIA.

III.SWOT ANALYSIS

<p>ADVANTAGES</p> <p>Commitment of Board Members</p> <p>Democratically managed</p> <p>Realistic objectives aligned with expectations of members</p> <p>Effective work structures</p> <p>Reliable network of contacts able to mobilise members and other stakeholders for action</p> <p>Variety of membership levels</p>	<p>DISADVANTAGES</p> <p>Availability of members</p> <p>Restricted time and resources to be closer to members and support them.</p>
<p>OPPORTUNITIES</p> <p>Potential to increase membership</p> <p>Credibility in the actions undertaken by the MITIA leading to greater interest levels</p> <p>Privileged Press relationship</p>	<p>CHALLENGES</p> <p>General members need reminders to react to communication from the MITIA</p> <p>Uncertainty with regard to openness to non-members for some activities of the MITIA, which can result in development slowdown</p> <p>Lacking of support and assistance from public authorities</p> <p>Wide-ranging needs and priorities of the MITIA members</p>

Issues to be addressed by the MITIA:

- i. What actions ought to be taken to attract new members?
- ii. Should the membership rates be reviewed? If so, what would be the eligibility criteria?
- iii. Should there be services for members and/or non-members?
- iv. What measures should be put in place in order to leverage the competencies of the individual members on the international market?

IV.STRUCTURE OF THE MITIA

In order to action this plan, it is important for the MITIA to be properly structured by consolidating its work-groups and the recruitment of a dedicated resource (Administrative & Project Officer).

Work-groups and their Team Leaders:

- Virtual Showroom : Hugues Sauzier (TL), Kem Mohee, Zulaika Sunthbocus, Christian Morel
- Export: Kem Mohee (TL), Clarel Constance, Vincent Bourelly, Peter Neubert
- Communication : Hugues Sauzier (TL), Peter Neubert, Zulaika Sunthbocus
- CIO Klub : Vincent Bourelly (TL), Yudish JATOO, Arnaud Meslier
- MITIA Sports & Fun Day : Clarel Constance (TL), Alain Barbe
- RH/ Emerging Technologies : Alain Barbe(TL), Taariq Budullah
- National business: Kem Mohee, Hugues Sauzier, Clarel Constance, Peter Neubert

Modus Operandi:

- The Team Leader (TL) of each work-group is typically a Board member; the other members of the group may be general members of MITIA or member staff.
- Each TL should prepare a work schedule with his team and the Administrative & Project Officer of the MITIA.
- For a proper execution of the work schedule, the availability and commitment of each member will be sought ahead of the actions to be undertaken and the follow-up made by the TL.
- It is important to be ensure that initial members can be replaced should they become unavailable.
- The MITIA personnel and the service providers will ensure the implementation.

V.METHODOLOGY**1. Presentation**

After the brainstorming sessions, meetings were held to identify the actions that had to be taken in their order of priority. These were grouped under five general and specific objectives.

Hereunder the team composition for each of the brainstorming sessions:

Roadmap of MITIA – Team composition					
Topic	Team Leader	Assistant Team Leader	Collaborators		
Equipment	Clarel	Arvind	Gilles		
Methodology	Kem	Alain	Pravesh	Raj	Viv Padayatchy
Human Resources		Marc	Saleem		
Environment	Hugues	Sathiam			
Finance	Hugues	Jean-Philippe			
Marketing	Patil Rannoo	Jean-Philippe	Steen	Nadine	Dev

Each team focused on a topic during the brainstorming sessions. The findings were analysed and synthesised collectively. The selected actions resulting from the sessions have been compiled into the current three-year action plan.

2. Implementation

This section covers the means of executing all the actions related to the general objectives. The Team Leader, who is responsible to ensure that the actions are carried out, will initiate these actions by outlining the project or provide a set of high level specifications in order to enable the monitoring by the operational team (employed) of the MITIA.

i. OG1: Promotion of activities and business opportunities

➤ **OG1.1 Synergetic effort towards export (Workgroup Export)**

○ **Organisation of an export Road show – strategy for Africa**

In collaboration with the EDB team dedicated to the ITC sector, organise a trip to Western Africa

- CI / Sénégal - B2B/Networking/ site visit, and to do so :
- Prepare the draft programme with the EDB – at least 4 months before the date of the trip, taking into account the logistics (hotel bookings, flight details, visas, vaccines...)
- Prepare and notify members to encourage them to participate mentioning the incentives such as the refund of expenses for SMEs...

○ **Information on export facilities**

- Organise a workshop with the concerned parties, e.g. EDB or other partners
- Conduct a survey on the countries targeted by members
- Distribution of information on these countries
- **Virtual Showroom for member offerings (Workgroup Virtual Showroom)**
- Research and selection of the service providers
- Decide whether to do or have it done, negotiation, confirmation, implementation planning
- Schedule and communication plan
- Formulate offers for the members, confirmation and follow up
- Official Launch
- Planning of the member and non-member offer

➤ **OG1.2 Local opportunities**

○ **CIO Klub / Networking with non-IT associations/enterprises (Workgroup CIO Klub)**

- Presentation/ Explicit concept, Visual identity (if required)
- Theme identification
- Sponsorship Requirements
- Communication to all members
- Planning of places and dates for meeting
- Sending invitations
- Tracking of attendees
- Article for the newsletter
- Organise the official launching

○ **Salon / Public sector conference in Mauritius (Workgroup CIO Klub)**

- Identification of themes and speakers
- Arranging for date and the locations for the meeting
- Sending invitations
- Tracking attendees

- **Connectivity & cost : working towards a better rates (Managing Committee)**
- Schedule a meeting with MT & Emtel for an arrangement
- **OG2: Contribution to attracting and developing talents**
- **OG2.1 : Training**
 - **Group work among the HR Directors of member companies**
 - Create a network among the HR Directors of members for the proper understanding of challenges and guidance for the below actions
 - Team Leader to establish a working calendar
 - **Inform, update the youth about the training in the field**
 - Identify the institutions and partners who can sponsor the action
 - Build a communication plan for the inexperienced as well as their parents
 - Gather support from schools, colleges and the Ministry of Education
 - Team Leader should establish a working program with the workgroup members
 - Execute the planning
 - **Encourage the update of competencies and the know-how of the instructors**
 - Action Plan/ arguments with this collaboration – rewards for trainers, universities
 - **Encourage the development of new training areas (emerging technologies)**
 - Collect information from members and HR Directors
 - Identify the real requirements and harness the value of upcoming technologies for businesses
 - Send emails and organizing meeting to finalise the needs
 - **Facilitate the availability of specific competencies to match the demand for high value solutions**
 - Identify the requirements of specialised resources
 - Send emails and organise meetings to reach the goal
 - Work with authorities in order to obtain any form of support required
- **OG2.2 : Jobs**
 - **MITIA Sports & Fun Day**
 - Send mails to members to increase the participation
 - Reminders to participate through repeated notifications
 - Sponsorship
 - Negotiate cost of entertainment and food & beverage services

- **Talks : Inform the youth about the job availability in the sector "Working sessions with tertiary institutions : Encourage youngsters for training with members"**
- **Jobs Fair (ex Rotary...)**
- For the various actions, to contact potential partners for the organisation and possibility of obtaining a stand during the job fairs
- Prepare template for communication for the available job

- **Accommodating trainees in the members' establishment**
- Put up some methods for the planning and welcoming of the trainee to enhance their training experience
- Identify members who wish to collaborate in this activity

- iii. OG3: Dealings with the authorities and other stakeholders**
- Contribute to the national budget exercise
- Engage with the relevant authorities if necessary on the challenges of the sector or if action is needed to ensure healthy competition in the bidding process for government tenders
- Communicate with the authorities to keep abreast of events that impact on the sector and disseminate this information to members or channel the actions in support of the digital transformation process.

- iv. OG4: Promote Innovation and Quality**
- Analyse the various options which would be suitable to ensure quality of services offered by members (Label, Code of conduct)
- Sensitise members to take action so as to promote innovation
- Organise workshops to that end: IP, Innovations, Schemes or Available grants...