



NOKIA-GTZ Private Public Partnership

Providing Mobile Internet Applications Training and Technology Development in the ICT Sector

BACKGROUND AND DEVELOPMENT IMPACT

Worldwide the deployment of new or upgraded technology requires qualified and creative personnel. Filipinos are seen to be in the forefront of having these potential skills to develop and innovate mainly due to two factors: English language is widely spoken and the Filipinos are considered as “early adopters”. Thus, the Philippines is used as a test market for new mobile communication technology by worldwide players such as Nokia, Ericsson, Siemens, etc.

In many ways the country is a forerunner in mobile applications (SMS based) but is at the risk of being left behind if Java-based mobile application technology is not quickly introduced on broader scale. There is very little to none experience/expertise in Java available throughout the Philippines (and much of the world). The training required is very expensive and thus not available for the average person. As these skills are in high demand worldwide, this contributes to the brain drain from the Philippines. Furthermore individuals and small companies have problems in selling their ideas, due to lack of legal/ marketing information, as well as due to lack of access to potential buyers.

The Philippine government envisioned ICT to be one of the economic drivers that can jumpstart the country's economy to a powerhouse; and so its instrumentalities have been given tall orders to rationalize, streamline and standardize ICT rules and regulations which in the process provides consistency, transparency and predictability, thus ensuring the influx of worthwhile ICT investment vectors in the country.

In appreciation and acknowledgment of the versatility, prowess and potentials of Filipino ICT experts, the German Technical Cooperation (GTZ) in collaboration with the NOKIA-Philippines is implementing an 18-month Public-Private Partnership (PPP) Project dubbed as “Providing Mobile Internet Applications Training and Technology Development in the ICT Sector”. The project aims to qualify and hone the know how and skills of Filipino ICT experts in the field of mobile-internet applications programming using the JAVA technology (J2EE/J2ME) as well as actual commercialization and marketing of newly developed application programs (APPs) via highly-priced competition .

The training programmes focus on highly demanded technology around Java, which is evolving as an internationally accepted standard for mobile Internet devices. Thus, this expertise can be used for any vendor's equipment, be it from Siemens, Ericsson, Nokia or Motorola. The best and most creative persons are guided further in training courses from idea/concept development of mobile internet applications, prototype development, testing, legal information and marketing knowledge required. The development of mobile applications is done on a competition basis, with the best individuals or groups receiving incentives in the form of being “sent” to major European and Asian trade fairs or operators and supporting

them in their quest to market their applications successfully. In general developers will be actively supported in marketing their products locally, regionally or globally to any interested company thru various means.

To set the project wheels in motion, a total of 150 qualified programmers and trainers from selected ICT companies and schools were invited to attend a 4-day technical training on “Developing Mobile Internet Application” at SUN Microsystem, Inc. The training were scheduled in 5 batches; each batch comprising of 30 participants.

Those who have completed the training were then requested to join a highly priced competition hinged on the best submitted mobile-internet APPs using the just learned Java programming techniques. Winning APPs will be accorded with perks and provided the much-needed technical support and guidance on their commercialization and the marketing thru NOKIA's state of the art facilities and expertise.

The Nokia-GTZ Private-Public Partnership is conducted in close cooperation with the European IT Service Center, another GTZ-supported project.

RESULTS

- 150 programmers and trainers were trained in the Java platform for handheld computing devices and cellphones. Graduates of the course developed 34 application programs. 2 commercialization workshops were conducted to provide mobile value added services.
- Raised ICT expertise and qualification standards, by bringing state of the art programming and content creating knowledge that enables Philippine individuals/corporations to take part and compete in the future of the mobile internet technology.
- Put focused efforts into the Philippines in the context of mobile communications business and technology development, i.e. building a reputation comparable to that of India's competence in software development, thus attracting more foreign investment, generating sustainable job opportunities and general employment.