



## Spotlight on Key Industry Themes

Reflecting the ever-evolving face of the ICT industry, the event will also feature a dynamic array of “thematic” pavilions. These will provide a platform to help showcase and tackle some of the world’s most pressing challenges such as the environment, global health and social exclusion.

The thematic pavilions will be located on the Show Floor alongside key exhibitors and include the Internet Society Pavilion and the WiMAX Forum Pavilion. Plus, for the first time, other United Nations agencies are collaborating to showcase the role and reach of ICT in specialized areas. These UN-organized pavilions are:

- *Empowering People with Disabilities through ICTs (UNESCO)*: About 10 per cent of the world’s population has a disability of one form or another. While their living conditions vary, these people are united in one common experience – being exposed to various forms of discrimination and social exclusion. Even in the absence of a well-coordinated and well-planned infrastructure, ICTs can offer to people with disabilities new opportunities to compensate for physical and functional limitations, access knowledge by adapting media to their impairment, and enhance social and economic integration.
- *eHealth (WHO)*: From applications as simple as text messages to remind patients to attend a hospital or take medication to more complex methods for handling records, information, schedules, telemedicine, and much more, the potential for eHealth applications across the globe is considerable. The eHealth Pavilion provides further opportunity to explore key themes also being discussed in the Forum at the event, such as what does it take to make eHealth a reality, especially in developing countries? eHealth applications have the power to truly save lives.
- *Green@ICT (WMO)*: Green@ICT showcases how greening the ICT industry and using ICT to green other industries, not only helps reduce greenhouse gas emissions but also makes good business sense. Green is lean in today’s hard economic times. It reduces operating expenditures, gives good returns on capital expenditures and offers new competitive positioning in today’s tough marketplace. With the upcoming Copenhagen Conference as a followup to the Kyoto meeting on Climate Change, the time has come for important decisions and innovations to truly make a difference.



**ITU would like to thank VNL for their sponsorship within the Green Pavilion (commercial demonstration area).**