

An Overview of CANTO





VISION AND MISSION

Mission

- To facilitate the development of ICT solutions for the benefit of members and other stakeholders in the Caribbean

Vision

- To be the leading authority in shaping information and communication in the Caribbean



8 Major Objectives

- 1. Membership Growth
- 2. Stakeholder Satisfaction
- 3. Brand Visibility and Strength
- 4. Communication and Knowledge Sharing
- 5. Financial Stability
- 6. Strengthening Working Committees
- 7. Implementation of BIIPAC Project
- 8. Restructuring Secretariat



Membership Growth Statistics

- 123 Members (2013)
 - 38 full/active members (operators)
 - 85 affiliate members (suppliers, regulators, consultants, educational institutes etc)

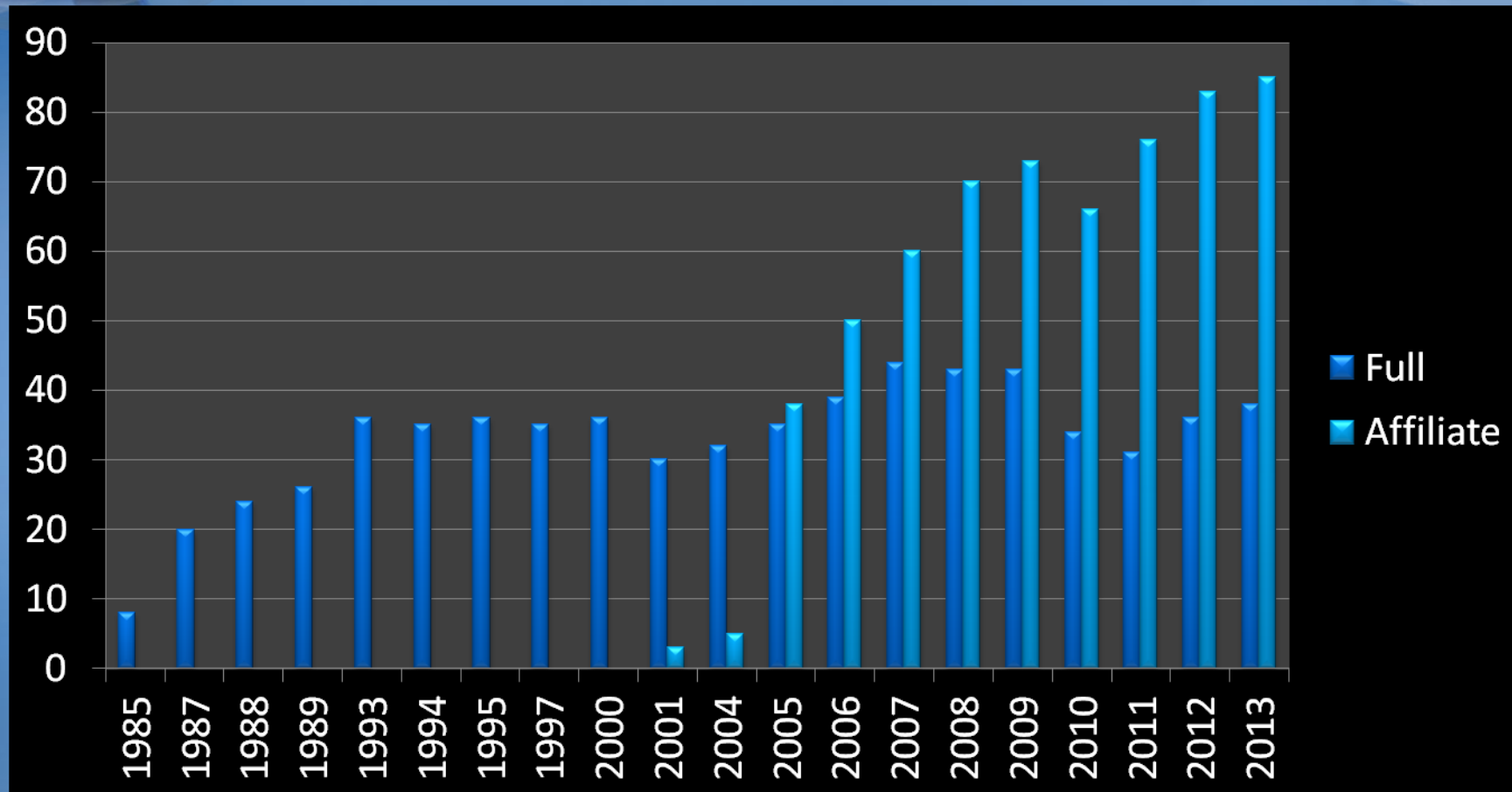
133 Members (2014)

- 4 Operators
- 6 Suppliers

Developing and Executing a Membership
Recruitment and Retention plan



Membership Growth Chart





Stakeholders Satisfaction

- Increase the Voice of the Stakeholders Score of 82.5%
 - Membership Relations
 - Value Added Services
 - Exhibitors and Speakers



Brand Visibility and Strength

- Revamp and Refresh Website
- New Marketing session at CANTO 2014
- Strengthen Relationships with Governments
- Continue i-Create, WTISD and Women and Girls Initiatives
- PPPP – Public Private People Partnerships



Communication and Knowledge Sharing

- 30th AGM Lime Jamaica, january 2014
- 31th AGM Telesur Suriname, january 2015
- 29th Conference & Trade Exhibition July, SETAR Aruba 2013
- 30th Conference and Trade Exhibition, BTC Bahamas, august 2014
- CANTO Position Papers
- Discussing the Future of CANTO



Financial Stability

- Diversifying Revenue Streams
 - Increase revenue from investment
 - Improve collection towards improved cash flow
 - Increase conference revenue
 - Mini Exhibition at the AGM
 - Partnerships with Financial Institutes, International/Regional Organization, Educational Institutes



Strengthening of the 5 Working Committees of the Board

- 1. Regulation and Emerging Technologies**
- 2. Marketing and Communications**
- 3. Human Resources**
- 4. Disaster Recovery Planning**
- 5. Financial Advisory**
- 6. Corporate Social Responsibility**



Implementation of the Broadband Infrastructure Inventory and Public Awareness in the Caribbean (BIIPAC) Project

- BIIPAC is a spinoff of CANTO's **Connect the Caribbean Initiative** which has been created in support of the International Telecommunications Union's Connect the World theme.
- **IDB objective**
 - provide Latin America and the Caribbean with technical and other assistance to support accelerating the penetration and usage of broadband as a critical technology for innovation
- **CANTO objective**
 - Accelerating Broadband Experience in the Caribbean – transforming the way we live : Towards a SMART Broadband Caribbean Community
- Synergy produced the **CANTO/IDB Broadband Forum in November 2011 in Miami**



IDB Member Countries / Beneficiaries

1. Bahamas
2. Barbados
3. Belize
4. Dominican Republic
5. Guyana
6. Haiti
7. Jamaica
8. Suriname
9. Trinidad & Tobago:



Secretariat Restructuring

- The Secretariat has embarked on the restructuring of the Human Resources and Operating Procedures of the Organization in order to align them to better equip the Association for future growth and development. The initiative includes:
 - SMART Company and Personal Objectives
 - Review of Compensation Packages
 - Job Descriptions
 - Employee Handbook and Operations Manual
 - Work Processes to ensure Business Continuity, especially in case of disasters.



Members Participation

- Our success as an association is directly linked to your active participation in CANTO
- Tell us what you want from us through the following:
 - The CANTO website
 - Direct contact with the Secretariat Staff and the CANTO Board



Invitation to Membership

CANTO views its role in the Caribbean Telecommunications community as that :

- of leadership in influencing policy,
- Expert in providing information in all aspects of the industry
- Facilitator in encouraging dialogue and meaningful collaborative enterprise
- Premier telecommunication association in the Caribbean provides
- A vehicle for effective networking among operators, policymakers and government officials in the region through its various activities.
- We offer the following membership categories:
 - Full membership
 - Affiliate Membership



THANK YOU



For more information about CANTO please visit

www.canto.org

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