

STRENGTH	OPORTUNITY
<ol style="list-style-type: none"> 1. Benefit by participating through ICANN Fellowship program (Education & development) 2. Successful and Regionalized and Integrated Number Resources management policy - single Internet 3. Track record of strong support by dedicated and engaged volunteers. 	<ol style="list-style-type: none"> 1. Africa region as an Emerging economy and Internet market 2. Internet Innovation and growth driven by a boom in Mobile Technology 3. Growing potential market in the domain Name Industry. 4. Growing interest of key actors in ICANN processes. 5. Highly qualified experts. 6. Potential growth of GDP and youth employment 7. Growth of ICAN legitimacy due to internationalization through increased African Participation.
WEAKNES	THREAT
<ol style="list-style-type: none"> 1. Weak ICANN presence on the continent 2. Weak African domain name industry and associated Business. 3. Poor participation of AFRICAN Businesses and ICANN domain name constituencies and its related initiatives (New GTLD). 4. Ineffective outreach to African governments in respect to their role in developing domain name Industry. 5. Inefficient communication toward AFRICA. 6. Weak multi-stakeholder decision-making model and regional balance. 7. Lack of Training capacity for skill required for domain name business and associated program. 8. Weak ccTLD management 	<ol style="list-style-type: none"> 1. Limited Involvement of governments in the multi-stakeholder decision making model. 2. ICT infrastructure not adequately geared to support domain name Industry. 3. Heavy intend by government oversight and control of Internet. 4. Ongoing perception in Africa of ICANN as non-International organisation. 5. Lack of investments in domain name industry and associated business. 6. Inadequate response to the high expectation from ICANN and its stakeholders in Africa. 7. Inability for African to conduct business with ICANN in a reasonable manner. 8. Lack of trust and consequence of inappropriate legal framework

Recommendations

1. Treat Africa as a specific Internet ecosystem
2. Build African Entrepreneurship in the domain names area
3. Increase current translation of ICANN's documents in different languages
4. Set up an Internet foundation for developing countries
5. Promote business development incubators
6. Ensure a physical presence in Africa to conduct outreach to policy makers
7. Establish ICANN's Ambassador program in all Africa regions to ensure adequate representation
8. Commit a study on feasibility of a domain name industry in Africa