



ICANN

# Middle East DNS Initiatives

Baher Esmat | LAC DNS Forum | June 19, 2015



# The DNS Entrepreneurship Center (DNS-EC)

# Background

Develop the domain name industry ecosystem in Africa and the Middle East (ICANN Regional Strategies)

# Vision

A repository for DNS knowledge and expertise in Africa  
and the Middle East

# Mission

Develop a robust and healthy domain name ecosystem  
in Africa and the Middle East

# The Project

- DNS-EC opens in Cairo, Egypt and serves Africa and the Middle East
- Partnership between ICANN and Egypt's NTRA
- Agreement signed during ICANN London meeting:  
<https://www.icann.org/en/system/files/files/ntra-mou-23jun14-en.pdf>
- ICANN through partnerships with regional and international experts provides training and mentoring programs
- NTRA incubates DNS-EC during the start-up phase and provides training facilities



# Scope

Phase 1  
Foundation

July 2014 – June 2015

**Phase 1**  
Develop capacities necessary for the establishment of the DNS-EC

Programs cover various Technical, Policy, and Business aspects

Phase 2  
Launch

July 2015 – June 2017

**Phase 2**  
Start up DNS-EC; develop business plan and seek partnerships

Participate in training activities

Phase 3  
Operation

July 2017 and Beyond

**Phase 3**  
Lend expertise and knowledge across Africa and the Middle East

Possibility of assuming a DNS operational role

# Training Tracks

## Technical Track

- Registry operations
- Secure registry operations / DNSSEC
- Virtualized training platforms

## Business Track

- Registry / Registrar model
- Running DNS business
- Communications, marketing and branding
- Business plans of new gTLDs



# Trainees Skills

## Technical Track

- UNIX and/or Linux System Administration experience
- Knowledge of TCP/IP protocols and layer 2 and layer 3 networking
- An understanding of network and systems security basics

- Ability and desire to teach, including able to talk and present in front of groups of people
- Willingness to use what is learned in this program to teach and mentor other people

## Business Track

- Business development
- Product development and branding
- Digital marketing
- Consultancy in Internet business innovation and strategy
- Financing and legal issues

# DNS-EC Partners

Training	Dates
DNS Business Development	March 28 – April 2
Registry Best Practices	April 6-9
DNS Train the Trainer	April 26-29
<b>DNS Operations and DNSSEC</b>	<b>July 27-30</b>

☐ Training materials posted online: <http://www.dnsec.org>

# EnCirca



# EURid

[www.eurid.eu](http://www.eurid.eu)



# NSRC

Network Startup Resource Center



# Content Contributors

## EnCirca

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# Feedback

- Daily evaluation forms completed by all participants
- Positive feedback from instructors:  
<https://www.icann.org/news/blog/the-dns-entrepreneurial-center-for-the-middle-east-and-africa-takes-off-to-a-great-start>
- Participants found the training very useful and asked if similar trainings could be organized in their countries (Business track)
- Challenge to engage SMEs and entrepreneurs (Business track)
- Trained trainers willing to take part in activities in their countries / regions (Technical track)
- Alumni network and mailing list created

# Phase 2 (July 2015 – June 2016)

## ICANN

- Provide more trainings
- Utilize trained resources from phase 1 (train-the-trainer)
- Offer fellowships
- Launch internship program

## NTRA

- Hire a program manager
- Develop a business plan for DNS-EC
- Seek partnerships



# The Middle East DNS Study

# Background

One outcome of the ICANN Middle East Engagement  
Strategy



# Objective

Analyze the domain name industry ecosystem in the region and develop recommendations on how to advance the industry and bring it closer to the opportunities available

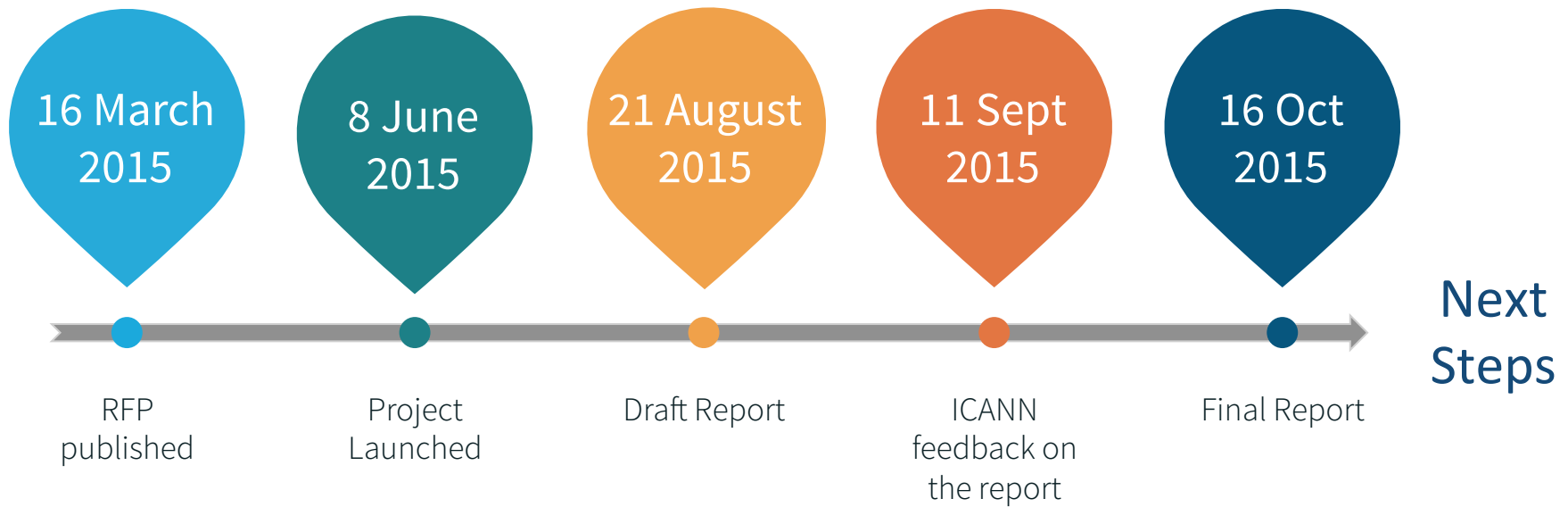
# Scope of the Study

- A regional / country-base breakdown of domain name registrations
- Type of content hosted by these domains
- Growth rate of registrations in the past five years
- Current market of registrars and resellers
- Market potential for the coming three years
- The end-user (registrant) experience
- Factors holding back take-up of domain names in the region
- Benchmark the results of the study against data from other parts of the world
- Best practices that make an impact in domain name market growth
- Recommendations on how to develop the industry

# Structure of the Study

- Factual data on all aspects as per the scope
- Analysis of data collected and correlation amongst various data sets
- Recommendations on how to grow the industry in the region

# Timeline



# The Winning Bid

- EURid: Consortium Leader;
- Emily Taylor Consultancy: lead author, data analysis;
- Mohammed El-Bashir: local partner, industry knowledge, IDNs;
- Abu-Ghazaleh Intellectual Property (AGIP): local partner, industry knowledge, intellectual property;
- Oxford Information Labs (OXIL): data analytics.

# Questions?!



## **Baher Esmat**

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