



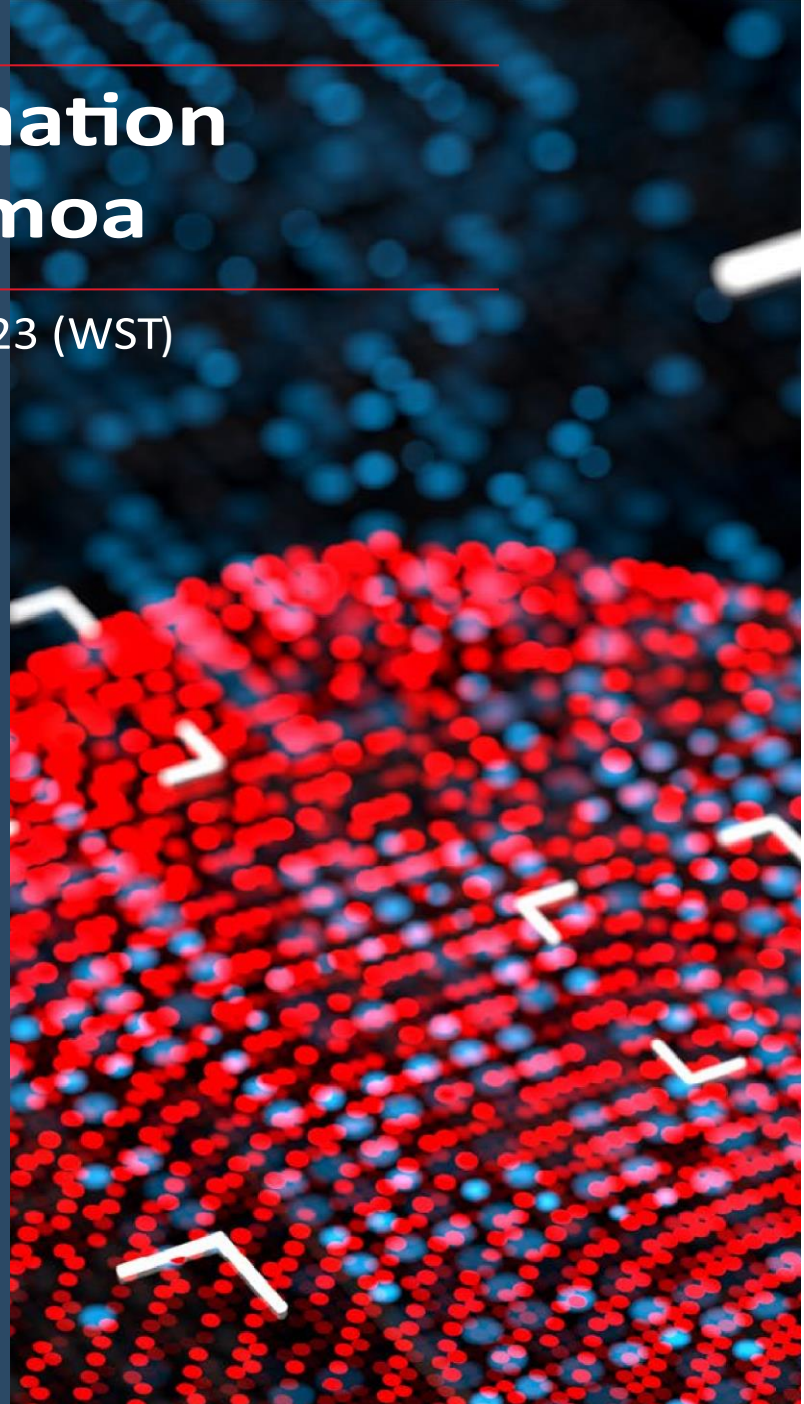
COMMONWEALTH  
TELECOMMUNICATIONS  
ORGANISATION



**Government of Samoa**  
Ministry of Communications and  
Information Technology

# Digital Transformation Centre Stage: Samoa

21 June 2023 (BST) / 22 June 2023 (WST)



*Showcasing Samoa's successes in digital transformation*



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Many Member States of the Commonwealth Telecommunications Organisation (CTO) have had impressive successes in deploying ICT solutions to overcome challenges and advance progress on their digital transformation journeys.

The CTO Secretariat conceptualised the Digital Transformation Centre Stage (DTCS) series of webinars to highlight and celebrate Members' successes in effective ICT adoption and showcase them to inform and encourage other CTO members

## Introduction

The CTO is pleased to bring you its second edition of its Digital Transformation Centre Stage that will focus on the Independent State of Samoa and feature *Samoa's Digital Pathway*, the government's Digital Transformation Strategy, Samoa's National Identification Project (NIP) that is set to revolutionise government service delivery and the Maua e-commerce platform and payment gateway that is enhancing the growth of Samoa's digital economy.

*Samoa's Digital Pathway* proposes to revolutionise the way Samoans live and work. by creating a transparent accountable governance, that is citizen focussed, inclusive, and ensures improved access, ICT adoption and value creation.

The NIP will provide unique identity cards for citizen's and residents of Samoa. The card-based digital system will be securely linked to government information databases and is designed to support the formulation of national development plan for the benefits of all citizens.

The Maua digital service provides a complete ecommerce platform built around the realities of many Pacific communities.

## Anticipated outcomes

Participants in DTCS will learn about *Samoa's Digital Pathway*, of the prospect of a Samoan digital identity and the Maua e-commerce platform and payment gateway and will be able to appreciate whether these solutions can be of use to their administration's digital transformation programme.

Having been exposed to Samoa's challenges and solutions, Members will be in a position to engage Samoa as a resource for their own digital transformation programmes but also provide support to Samoa's ambitious digital transformation programme.

## Showcasing Samoa's successes in digital transformation

### Objectives

The objectives of this Digital Transformation Centre Stage are to:

- Present members' successes in digital transformation;
- Share insight, best practices on digital transformation;
- and facilitate support for members from the featured country.

### Audience

The Digital Transformation Centre Stage — Samoa is open to all CTO member countries, senior members of ICT Regulatory Authorities, other ICT stakeholders with an interest in digital transformation, Members of the Diplomatic corps, C-Suite representatives of the FinTech community and International Development Agencies.

### Format

Virtual via Zoom.

### Date and time

21 June 2023	22 June 2023
09:00 PM (WST -13. UTC)	9:00AM (UTC +13. WST)
<i>British Summer Time (BST) West Samoa Time (WST), Apia</i>	

**How to register**

**Click here to book your place for Digital Transformation Centre Stage: Samoa**



## Provisional agenda (all timings are for WST)

09:00–  
09:35 **OPENING SESSION**

### Welcome, opening formalities and introductory keynote address

- 09:00 **Welcome remarks**  
*Master of Ceremonies* — Mr Leaso Ronnie Aiolupotea, Deputy Chief Executive Officer/Chief Cybersecurity Officer, Ministry of Communication and Information Technology (MCIT), Samoa
- 09:01 **CTO invocation**
- 09:03 **National anthem of the Independent State of Samoa**
- 09:05 **Welcome and introduction**  
Ms Bernadette Lewis, Secretary-General, CTO
- 09:10 **Keynote address**  
*Samoa's Digital Pathway: Digital transformation strategy*  
Hon. Toelupe Poumulinuku Onesemo, Minister, MCIT, Government of Samoa and Second Vice-Chair, CTO
- 09:25 **Goodwill message**  
Mr Chuck Leota  
Chief Executive Officer, American Samoa Telecommunications Authority (ASTCA)
- 09:30 **Cultural interlude — celebrating digital Samoa (promotional video)**

09:35–  
10:45 **SESSION ONE**

### Digital transformation and the National Identification Project (NIP)

- 09:35 **Samoa's NIP—ensuring government service delivery**  
Mr Leota Ali'ielua Salani, Chief Statistician, Samoa Bureau of Statistics, Government of Samoa
- 10:00 **Creating an enabling environment for digital transformation: universal access and quality of service**  
● *Policy, legislation and regulations*  
Mrs Lematua Gisa Fuatai Purcell, Regulator, Office of the Regulator, Samoa
- 10:25 **Q&A and discussion**

10:45–  
12:00 **SESSION TWO**

### Solutions for Samoa's emergent digital economy

- 10:45 **Maua e-commerce platform and payment gateway developing the Pacific Region's digital economy**  
Mr Faaso'otauloa Sam Saili, Chief Executive Officer and Chairman, SkyEye Pacific Limited
- 11:05 **Success factors for app development: digital skills for a digital nation**  
Professor Ioana Chan Mow, Professor Computing and Computer Education, National University of Samoa
- 11:25 **Q&A and discussion**
- 11:45 **Cooperation, collaboration, support**  
Mrs Afioga Lefaoali'i Unutoa Auelua-Fonoti, Chief Executive Officer, MCIT, Government of Samoa
- 11:55 **Closing remarks**  
Ms Bernadette Lewis, Secretary-General, CTO
- 12:00 **Close**