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ICANN ENGAGEMENT WITH THE ASIA PACIFIC COMMUNITY

SMALL THEATER

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>> FADI CHEHADE: Okay. Good afternoon, everyone. This is the difficult session when everybody needs more coffee and more sugar to keep going. But I promise you that there is some -- some meat at least here, not sugar in the presentation. So thanks for making the time to come. I frankly am here to introduce the team and to invite all of us to spend an afternoon a little bit talking about the plans ahead.

This is very much a session so that we can listen to you. It's not the session to tell you things. I think like our new head for Asia will share with you some slides but they are meant to generate discussion and debate. We really need now that the team is here and building a growing team in Asia, we need to work with you to build a strategy for it. This is definitely needed to be a bottom-up strategy. A strategy that all of us are meaning to do. We're committed as I said this morning, we're committed to putting resources to support the plan that Asia has for us. Not the plan that ICANN has for Asia.

So this, today, is the beginning of our effort to understand what is the right strategy that we need. So what we're going to discuss is the planning to put the strategy together. Not a strategy that we are already coming to. Because we don't have that. The legitimacy of the strategy is if it's bottom up. If it's coming to ICANN to Asia, in my opinion, it's not legitimate. What makes it legitimate is it's your plan, it's your strategy. Our job is to support and that to commit resources to that. And I think we're already showing that we're backing our words and commitment with real investment in people. And as you noticed, the people we have in Asia were not shipped from the U.S. office. They're all people from Asia that we're hiring in Asia. Asians that can help us understand better Asia's needs and therefore we want to continue with that on the way we build the strategy.

So we will have with us here Kuek many of you met as the new head for Asia. He's here to listen and join us in that discussion. We also have Save who complements Kuek in the Pacific Oceania region. Between both of them, we will have parallel but equally moving tracts to develop our strategy and plans for both. It's high time we do that. And we're also delighted this afternoon to have Kuo Wei-wu who's been educating me on how I can better serve Asia. With this, I'm going to invite Kuek up to the stage and let him start the dialogue. Please, this is a dialogue.

(Applause)

>> KUEK YU-CHUANG: So thank you for that, Fadi. What a wonderful place to be. We have the sunlight and in the dark light, you're stuck with me. I'll try to make the next 30 to 40 minutes painless. I'm Kuek, I'm brand new to ICANN. I've been here four weeks. I think it's an exciting time to be here. I'm from the internet ecosystem, but a different part. And together with the process for the last three years and it's exciting to see how the process is growing.

Since joining, you heard how ICANN is going to become three hubs. Fadi went into that this morning. There's talk of ICANN being globalized. A question I'm getting as I have conversations in the region is what is the exact plan? How are you going to flesh things out? I hope today's presentation will shed light in terms of what I'm thinking or what the team is thinking in this general direction.

But this, as Fadi mentioned is meant to trigger discussions. I would like to get feedback, hear criticisms, and get a response. But let's move forward. I'm starting off with the geography of the region. Between Save and I, we're here to serve the region. I'm putting this here to take a moment to have appreciation of the diversity we have.

This region represents great diversity, but also some fantastic numbers. If you -- if you think about it, McKenzie tells us that there are 2 billion internet users in the world, and 50% live in this region. 1/3 of e-commerce spending across the world comes from here. And the host country, South Korea, has the fastest internet speed in the world. What we're trying to -- the conversation we're trying to have here is with all of the advances that we have, and also to reflect the geography that we have, we want to raise Asia's voice in terms of what we -- what we need to do in terms of a global process of thinking through policy.

So just to -- just to answer some fundamental questions -- ICANN has a Singapore office now. What is the role of ICANN APAC? I think this is common to Asia Pacific. Part of this is because this is the reality. But truth is we cannot have legacy without having Asian views and perspectives as part of the process. So this is really about Asia Pacific as much as it is about us. And the way I see it is this has to be a two-way communication. I see myself and I see the team -- I think some of you have met Sharon already, a member of the team together with Save and it needs to be a two-way communication.

There are new developments in terms of ICANN's policies and procedures, the responsibility is with me that the region is well informed. If there's a new development in the application process, if registrees need to know about new requirements, if there is new thinking of Internet Governance from the ICANN perspective, the responsibility is with me so that you have the information. The other way around, it's not just about us pushing information out. I think it really is about having an ability to describe and articulate the nuances, the differences in the region and have that inform ICANN's policies so we're not making policies in a vacuum that might be based from opinions from a few geographies and we push it out the region without consideration of the different nuances, especially those in this region. So it's a bit of a balance.

We're definitely here to share and here to inform, but more than that, we're here to listen and we're here to learn and have that feedback into the information channel a little bit that we have. What does that really mean in terms of substance? What is the holy grail of what we're trying to reach to you? I think I had a brainstorming session before and this is really stolen from them.

So from an intellectual property perspective, it isn't mine. I should put a disclaimer or something. But I think it's squared up very nicely with three pillars, awareness, participation, and collaboration. What do you mean by awareness? I think we need to increase awareness of ICANN's role in the region. We're talking about all facets of the internet here. Just understanding it and how we move that forward, I think this is something that we need to do more of.

I was just having a conversation with Kuo. And the feedback was for the audience here, the stakeholder model is a vague concept to us. What does it really mean? The onus is with us as a player and member of the ecosystem to articulate what it is and foster the understanding what is the vision we have when we wanted to talk about things like a multistate cognitive model. We'll go through some of this in more details but we have to have the appreciation for the language requirements in the region. We want to make sure that we set up customer service channels. If you're a registrar are someone who's going to give feedback, someone who speaks in your language, maybe not overnight, but we should grow that capacity and capability overtime and someone to speak in your time zone, I think the youth and education outreach are the things we need to think about.

We should be widening our conversations with more people. Participation, again, one thing to get people involved in ICANN's development policy process, we need people in the region, Asia Pacific to know that, hey, if I have a voice, there's a channel for me to say things that matter. So I'll again go into this a little bit more detail. But to just give you some favor that ICANN meetings -- not just us. Other fora, especially this one, the IGF process. And also if you want to encourage greater Asian participation in this. I'll move very quickly on this slide.

The final point we wanted to get to is on the joint training, joint research and things that really can do and harmonize that existing processes and platforms we have in the region. Let me go -- before I forget, all of this should correlate with each other. I think there's something wrong with this slide here. It's supposed to be more transparent. But the things do correlate with each other. If you have more awareness, you bring about more participation. If you harm unite the calendar, for example, you end up with more awareness.

So -- so getting into some of the specifics, raising awareness. I think I want to make sure that when we have this conversation and the next time we meet, there are metrics that we can talk about, there are things that we can measure. And I think raising awareness is something that's very easy to measure. How many shows have you done? What kind of press pickups are you getting? How often are you hearing words like Internet Governance, multistate model? Mainstream media or niche media. We're saying this not because we like to hear ourselves being mentioned or we just want to see ourselves in the papers all the time, if you don't have that awareness, how are you going to bring people to participate? So I think that's very important.

We are asking what kind of functionality we have in the Singapore hub and I think today Fadi shared we have eight, we want 12. We want to become 50 or 60. This is not a numbers game. We're not saying, you know, we have an army of 200. We've built an empire with this or that number. But I think simple things, no line through it, having it could make sure that awareness raising is happening in the future is an example of the functionality that the Singapore hub is going to bring to the entire A.P. region. We also want to make it inclusive as well. This is not raising awareness just about us, but we're an ecosystem. All of us depend on each other to thrive and prosper and for the internet to thrive and prosper the way it has in the past decade or two. So it is not just raising awareness. It's about IGF -- how can I be a better partner to raise a profile of this in the region. So we want to make it inclusive as well.

The second I have is about language localization. This is critical to the region. I think the moment you address the language issue, you get so much more views and flavors coming out from the region. Right now, we do things in the six official U.N. languages. I seriously think more can be done. Look at Korea, one of the world leaders on ice -- in the ICT industry, but we have not been making ICANN information available in the Korean language. I know we've been helped a lot in terms of volunteering to translate things and after ICANN meetings, I know some of the countries here takes our translator to their local language. We're thankful for that. You want to do more of that. It wouldn't be overnight that I'll have all of the materials from Thai to Vietnamese and across the spectrum. Let's do baby steps. I think if we're in it together, the hope is that we'll find partners to be able to help us with making information accessible and available to the audiences within the region.

Then I also talk about the customer service channels. I think this can happen at multiple levels and for multiple audiences. If you're a contracting party that has a relationship with us, I think it's obvious you want to have someone in the region that you can talk to in your time zone. Let's widen that conversation a bit. Should -- should you have a local contact to just chat about the policy development process that the PDP, that we at ICANN have rather than make a trip or dial into one of our formal ICANN meetings. Can there be a local person to toss ideas around? We have that. I mentioned this ties in nicely with education and outreach. I think this is something we want to do to get the word out as well. I think the responsible thing for any generation to do is to make sure that there is nice succession coming in and we benefit for new insights a perspective.

So it's a good platform. We already have commitments with the universities in Singapore and the Philippines and we have ones here. I know I'm in the university and a lot of French here represent contributors in academia. Please feel free to reach out to us if there is something you want us to address in your platforms. We moved of the second pillar we talked about, which is participation. Getting involved in ICANN's PDP. The fact that the policy process has an acronym in itself, the PDP is not very helpful. I'm an entry outsider, almost. It was the first ICANN meeting and it is daunting. You have a lot of people covering issues for a long time. It's almost like an old boys' club. I wouldn't describe it as a barrier of entry. But we can do more to help people get into the process because this is about every single person being able to contribute to policies with regard to the internet.

There's another question -- and I want to get feedback here. This is up from some of the conversations we've had. That is Asian perspectives are underrepresented in the ICANN process. Look at all of the fantastic numbers that I shared with you earlier on. The truth is that we're not hearing these voices come through when we hold ICANN meetings. Let's think out of the box. Are there other ways for us to format this? Would it help if we had round tables or focus groups where we can have discussions and have that somehow feed to ICANN's PDP process? Is this something we need to think about? Other people who want to partner with us talk about these things. There something we're going to try out, ICANN net. I don't want to give you too much information here. Experiments for digital engagements, how we can get more people to join us in our conversation with -- to help them get over that hump because I really don't like the term barrier of entry. There shouldn't be any. So these are things that we're thinking about.

But moving the lens a little bit as well, I think it would be interesting to get the perspectives of APAC businesses in as well. The big boys in the region as well as the small businesses, I think there are many organizations out there like the Asian profile coalition have come up with profiling successful stories in the region where small businesses have this thrived because of the internet. They were able to build things overnight with little capital. These are the people who should have the say within -- within -- at this forum, and also in others. Let's try to bring them to our fold. Because when we bring a broader group, a broader coalition together, we become stronger when you want to put our views across. The other thing I wanted to talk about was the ICANN strategic panelists.

After this was launched in Durban even though I haven't joined yet, many people to me with feedback. A lot of it was a bit -- I'll be very candid. Some might have a bit of a bean counting mentality. How do I get an Asian face up there? I think let's focus on the outcomes. Should we have round tables and focus groups and discussions that can go in parallel and contribute to the panels that we're talking about? Let's think of different ways we can contribute to this. And just to get you thinking about it a little bit, there's a typo here. It should be four strategy panels because this is evolving as we speak. We're trying to fine tune this as we go along. But it goes through the whole range of issues, the whole spectrum of issues that we're looking at. If you think it's more, please tell us.

We'll try to think about getting this to be more inclusive. It includes things like identifying your technologies. Do you have a view on ICANN's role in the internet government's ecosystem? Stakeholder innovation, and what kind of public responsibility framework we should have over here. So on to the other pillar that I was talking about collaboration. I think one thing -- I talked quite a lot of people. I think one thing that would be interesting to explore, and it really is low-lying fruit. Can we do joint training programs together? You know? You -- you're in a situation where maybe this buddy has the security training in Seoul this week and three weeks later, another event in Bangkok.

Would we be better served if we just have the conversation early and we can do resource sharing? Here the idea is we can complement each other. We're not here to compete, we're not here to still anybody. But let's have a conversation about whether there's value with having us partner each other. If there is please reach out the me and we'll talk. Because this is really about getting feedback from you. This is what you think would be meaningful functionality to add to ICANN's presence in the APAC region. There are research projects. Many friends from academia here.

There are other things we want to do together. We had a proposal come to us to look at the future of the DNS system. I reached out to a prospect. We're excited about the prospect. Shouldn't stop at one or two. We have fantastic institutions in the region, right where we're sitting or standing. One of them right now. See what they can do together.

There's going be a big meeting in Bangkok in February. Should we all sit down together and have a conversation where we start harmonizing our calendars and maybe support each other at these events? Maybe we want to do joint policy papers together to make sure our perspectives are up there? So this is something to think about. Now so what have I -- what's the intent of us putting all of this together? This really is an open call for feedback. I think when we just started this process, I went for a treat with ICANN and I went to the during ban meeting. The African strategy. The Middle Eastern strategy.

When I started to think about it, frankly all I wanted to do -- not all I wanted to do, what I thought would be the right direction was to look at the models we have in the other regions without the terms of reference up and have people volunteer and for us to start that. After I had more and more conversations, we've moved way past that. We tried a lot here in the APAC region. There are very mature processes and institutions here already that maybe we should put that aside and have something tailored to the realities of the region right now. This is a call for feedback. This is as I said reach out to some of you to get your feedback as well. I might not know everyone I should know after four weeks of a job come to me and tell me that if you have any feedback -- and this is an open call for partnership.

If you walk on a university and say that we have a biannual event that my university has and I think it would be important for ICANN to come, let's talk. This really is a call for all of us to see there are ways to find synergies and get more out of it. At the end of the day, I don't want to -- this so just be about talks. And I want to make sure that I'm able to measure it for you. This should come out in red, yellow, and green. If the RIGF -- it's all green. Then there's a problem. I probably sandbagging and trying to put things up so that we can all look successful. But I really don't think it's what it should be like. I'm accountable. Which areas we've done well. In my opinion, you can disagree.

And what are the things that we can do more of? But this is something I want to do. So in terms of timelines, I want to make sure that I -- I want to be able to hold some timelines so that we -- you don't just keep talking. In IGF events, I would like to use that platform to get some feedback on some of the things I raised. At the Buenos Aires meeting, I booked time with the meeting planner to make sure that we will fly 30 hours out to Buenos Aires. If there is any attraction, the pal and the state fair is fantastic. If that is any reason to take a 30-hour flight. In Buenos Aires, I booked time so I can give you an update and a preliminary scorecard of after a few months -- not after a few months, after two -- I'm revealing the fact that I can't do math here, after two months, where we are, where we are ahead. I want to look for student synergies at the apricot meetings and I know that many players here that I need to reach out to.

And also eventually I think for the Singapore ICANN meeting, we should be in a position to profile Asian perspectives at a global platform. ICANN 49 should be an opportunity for us to really punch at our weight at a global platform and I'm hoping for higher attendance there as well. So I want to leave you with this last slide because when I -- when I talk about this again in Buenos Aires, I'll be referring back again to this to measure how well or how badly I've done. And hopefully for all three we'll be able to announce things that will partner with each other and things that go with each other. That is my hope. Tell me if I'm on the right track. And, well, these are some preliminary thoughts after four weeks on the job and I look forward to having some conversations ant what you think about this proposal? Thank you.

(Applause)

>> KUO WEI-WU: I think we're going to take questions at the end so let me invite Save to tell us more about relations.

>> SAVE VOCEA: Hello, everyone. I've been around ICANN for some time. I joined in October of 2006. And solely for the role that we needed to engage in the regions of ICANN. So I was taken to task to engage the specific region. So my presentation will be a bit different from Kuek. It's more to complement what he said in that I do agree with many of the things he said. The way we would work together to formulate some plans for Asian Pacific.

But I want to talk about ICANN status in the Australian Pacific islands which are known as the Australia sub region. The region in where we will be in terms of the sub region of engagement strategy. So I wanted to show you this snap because the Pacific, which is the "P" in "A.P.," you look at Papua New Guinea and other islands that are visible. We're right here in the heart and soul, right here somewhere. Yeah, over here. So it's part of a big region of ocean to cover and the -- sorry. And so you see the tolerances we have to cover the regions and engaging.

When we engage physically, it means for me it means a lot of travel to participate in some of the forums that we have in the region. But to put it in a flat map, showing here why this is also important because they have some of the ccTLDs one could say the common ccTLDs in the top space like the top TLD. And dot-2-K at one time topped the number of registrations for ccTLDs in the world. We have dot NU and dot TO and one that is very famous for music and for radio stations. So in ICANN, when we go out to the islands, we normally listen to -- to what the requests heard from the organizations in the regions like the Pacific islands telecommunications association and we form an -- we form an MOU to participate in the annual meetings.

This is a forum where all of the industry folks are participating in the region, making them. And they do have a lot of meetings that ICANN but this is sharing information about ICANN because they do not come to ICANN meetings. One thing that we are working with in terms of capacity building is work with them to host the Pacific notch too. This reaches out to the club where we help in training the ccTLDs of the region. So in December, we partnered with the Asian Pacific domain to have a ccTLD day where we’ll run a forum for Pacific islands. That's some partnership that's been evolving through that. Now, there's another forum called the internet society and we have the NWAL. Next week, they'll be holding it for this year. They have in their agenda, a series of topics to be covered, including ccTLD, management, and also on ICANN updates. Pacifica is the ICC Minister's Forum where we can address ministers in participating in ICANN at a high level to try to raise the profile of ICANN and also to ensure that we can get some more representations from Pacific island governments to join the government as provider committee which we've been successful so far.

In the Asia Pacific Telecommunity Forum where it's gathering for governments when you talk about policies or a meeting to the ITU work, we've been fortunate even though they're a member organization, they accept ICANN and share with them the work that's been involved. And also, the support to the Pacific IGF. We've had a number of community consultations and requests from countries where they had ICANN help and assistance to explain to them the management of ccTLDs, the development of policies and how that can build better policies for their community. Going back to the map, it's a big region to cover. You needed to -- to do that with the islands. So it will take some time to talk about that.

So when we're doing stakeholder engagement in the region, there are three ways you can do this, one is to really inform. What ICANN is doing and raise awareness for what ICANN is doing in this space and initiate some engagement. If some of them are interested to engage in ICANN, they will show interest to participate and follow ICANN. Many have been enabled through the fellowship of ICANN to participate in ICANN. So far from the Oceana region, they can come to ICANN meetings and this is the 46th fellowships awarded to the regions of the Pacific. For some of them, they do find an interest to go further. They would participate in the working groups as well.

So we got away from the region, we have to show some support and the continuity on and what is working in the working groups. I think Kuek has some of these engagement tools, like ICANN labs. That we and ICANN would like to share with the region ways they can participate in ICANN if they're not physically present in an ICANN meeting.

We have ICANN labs. My ICANN where people can register to see the aggregated information on what ICANN has and to follow ICANN on social media, tweeterings, and Facebook. We've been told that the website recently where people can just pop on a few words and it will search and it will take them to their page. It's become more easy. For example, the latest on the new Generic Top Level Domains. This opportunity is to see real-time and to interrupt the i-Cam indefinitely. Many of the outreaches we do in the region is based on interests that we've received. Capacity building is still an important thing to do for them when they look at partners. So I can has been trying to prove them wrong. On -- so this is metrics that I'd like to share on how far we've come.

When I joined ICANN in 2006, the 16-year-old membership was a handful. Five. Today we have about 15 members from the Pacific island Oceana region. The crack was open 5%. We have 13 on deck numbers. There's been an increase -- allowed structures as well. One thing that maybe we would tell it to do is to increase or at least have an ALS font from every island country so they can engage and liken that way. We've always had numbers from the region. And working with members from New Zealand.

In the supporting organizations and the also in the advisory committee leadership, we've had the leadership as well. So a good sign from Oceana in terms of ICANN, but there needs to be more done in terms of reaching out to the businesses, the civil society, to the educational world so a lot of work needs to be done. So in that way, I think this as an engagement strategy that we need to talk about is really important to try to think about whether what we are doing currently, is it enough or should we change the way we are engaging? So today we are already have put out tons of reference documents that have been circulated to mainly the participants that have come from Oceana to ICANN meetings. And get feedback from them and so far there have been no comments to make changes to the terms of reference. But we already identified a number of people from the community that have expressed an interest to join the working group.

So the next step, really, after this week, next week, I will again vocalize this strategy at that meeting and we can all sit down together and start to form late a working group. Through the coalition of the working group, they need to pick a chair and work together in the working group and through ICANN support, we'd like to support them through teleconference facilities and on-line Wiki documentations. And the process will be open. There will be a lot of consultation through the region to ensure that we have a good plan for the region.

And finally to have a session at ICANN 48 where we can discuss that again and share with the global ICANN community and the follow the timelines of Kuek and deliver it at the final plan. So this is where my presentation is really coming from and just to show you what's done in the Oceana region since I've been in for some years. But definitely an engage it plan for ocean near is also in the works. Thank you.

(Applause)

 I'll introduce our board member Kuo Wei-Wu to come and say a few words.

>> KUO WEI-WU: I suppose that this is the time we open up and listen to them. And I think I was in this region for many years. Basically these sessions are for the input from the region. So how about it? Bali, what do you think? Let's get on the table.

>> Hi, my name is Keith Davidson. Not really a Christian, but just flowing up from survey your presentation about the Pacific, just a couple of observations that I think is fantastic where ICANN has been going. And 46 fellowships from the Pacific islands is truly outstanding number. But perhaps the numbers aren't so important as getting the people and having the continuity of those people that are in so they are able to positively contribute because they know and understand the ICANN animal and know how to contribute to it rather than just coming in and having to deal remotely. If that comment could be taken onboard.

And secondly perhaps a call for greater collaboration between ICANN and other bodies like ISOC particularly in areas like the Pacific where getting to some countries is incredibly difficult and if we had a joint approach, though, that we could deploy ICANN and ISOC going in and so on that we could enrich it quite considerably and more so collaboratively. A couple of comments?

>> Hi, it's Paul. I want to say what you're doing today, ICANN and your credit to the new leadership at ICANN. I think ICANN has had quite a number of wonderful staff who we've gotten to know over the number of years so that I think this top-down approach all of the LPG and being here and presenting yourselves from the leadership down is really kind of unprecedented in the mold that you're following here. I think it's a credit to the new addition to ICANN.

A couple of comments about the process. I think Kuek had a wonderful proposal, a wonderful presentation there about the approaches that he'd taken and I think it reflects something Fadi said earlier that it was more about microphones than about speakers as you go to the regions. It would be important for you to let communities know what your microphones are hearing. How you interpret that in the cycles. For instance, you have four meetings of Kuek, it would be good within that process to be actually going from one meeting to the next and talking about what you've heard. May have got it wrong. Maybe hearing something here. But other people want to hear about it.

All sorts of briefings for doing that. So that would be my suggestion. I think the -- I think that would only help with the other processes we talked about to move on to collaboration activities in the area. That's extensive and unique to get that right. Not be too afraid of mistakes, but do the best job possible. That's my advice to you at the moment. I could put you on the spot and ask you right now what you think you've been hearing in the Asian Pacific so far. To what extent you can answer a question like that.

>> Thanks.

>> KUEK YU-CHUANG: So -- I'm a little cautious about the mic. So I think -- well, it's been four weeks as I've said. And I think the slight deck really happened after that. So what you see here is really a response to what I've been hearing. I'll be very candid about what I've observed and I think I can do that because I'm from the outside coming in almost. That there is a certain level of skepticism and jadedness about, do we talk more again and do we talk more and more? And I think coming from the region and being Asian and even worse still, being Singaporean, we tend to be very pragmatic. We think in terms of bullet points and we want to measure everything. I think there's an appetite for real concrete things to be measured. That's one.

The other thing that I am hearing a lot is that culturally, Asians and I guess I want to be inclusive with the Pacific for the Pacific it might be a little different, but for Asians, there is something about the ICANN meeting format and a question of whether -- whether it's the one that is best suited for Asian participation. Not saying here that we're going to change things overnight. But there should be some thinking that we collectively should think about in terms of what is the best way to present Asian perspectives on a global stage. This can be IGF, ICANN meetings. Or other fora.

Are we better off having be consensus building sessions or round tables or focus groups as I mentioned where we can document the themes that have emerged from this discussion and have regional champions or leaders share these observations or the IGF or maybe at the actual ICANN sessions itself? So these are some things that I've been hearing. And this is a preliminary reaction to what I've been hearing. As you mentioned as I mention and talk, different people tell me different things. It is spot on that I should be sharing what I'm hearing at a wider platform.

>> FADI CHEHADE: Maybe I can add something about it. First of all, we're really welcome. The regional office is setting up in Singapore right now. And we are going to meet several times. As you know, I was in this region almost from 1994 till now. That's almost 20 years. That's incredible. And what I told Kuek, I can obviously basically in this region we have a well-established institution and also the organizations in, you know, we can learn a lot from those organization institutions. And this is one thing of that.

And the second thing is I think just like Kuek say some of you are participating in the ICANN meeting. It's always criticized say it's looked at ICANN only talking about the name, nothing else. And I think we try to work more closely to be honest. This is very important. You know if you want to run the internet, domain is not enough. You need a number, an address. We need to look closely to be a -- to be a more closely as a pawn, really as a pawn. It's another important point. The final thing is one thing if I remember, from 1998 to now, joined I can meeting 1998 to now, I mentioned how many -- who is keeping the -- you know, who is keeping us in the public forum it's a handful of people from different regions.

Particularly for example some of the area participants but they don't speak out. They don't speak out for a couple of reason. We all understand it. I think Kuek is talking about part of it is because of the language problem. And part of cultural differences, some of the traditional oriental. They just don't get used to show off in the public. I'm kind of different. But I think about we can have another way to show how we can introduce the oriental culture into the ICANN feature and that is good things, you know. So some things now in the current status. So this is a one thing we can make it happen. But one thing I would also like to suggest. When we're talking about a regional, I know everybody have your own interests.

But I would really suggest when you talk about your interests, also thinking about the world. If everybody only thinking your own interest, there would be no regional interest. You know? So when you're talking about an interest that you think about is my interest is -- can be working with the other interests so we can gradually generate the regional interest and then go to the global interest, I think because of sometime Taiwanese and oriental, in our culture, in our education, we get used to having such kind of a grow up. So this might be something in my experience. I think maybe I can help. And so well, anyway, today we would like to hear more input from you instead of give input.

>> Hi, my name is Tiff I'm from internet society. I don't know who to ask this question. Whoever can ask this question? I congratulate ICANN and the entire team. It's good news to have Asia -- we had the Pacifics, now we have Asia. Now we have a complete family. Since Asia Pacific is the last region to complete that puzzle that you are forming with the leadership it's interesting to know since Kuek is starting to do the planning and engaging with us in this region, what have you found perhaps to share the other regions like Africa and Europe and America? Aye what are the key initiatives that ICANN is doing and what are the concerns and what can be share in this region? Curious to if there are any commonalities or any concerns specific to Asia or the Pacific. Thank you.

>> KUEK YU-CHUANG: I feel deeply on this comparison thing. I did the APAC regions and the other regions in my earlier capacity. What is always understated is the diversity we have in the region. So I think, you know, if you look at development level, if you look at African strategy, there's a consistent theme of capacity building. You come to the APAC region. That is still a relevant theme for many of the markets and the countries. Like at Sunni, Seoul, Korea. Doesn't look like you can do anything more value added in terms of diversity. From that level, there are huge differences.

And if you look at the kind of language barriers that we have here. If you look at Latin America doesn't exist. It's either Spanish or Portuguese. But to have that appreciation for the kind of cultural diversity in Asia is one that is hard to describe. If you look at India itself, 22 official languages. That is only counting the official languages. If you really want to reach out there and I met the -- I think from Malaysia. It will take some time before we can reach the level that we can put things out. I met the Laotian representative as well. It might take a while for that to happen. These are our priorities vis-a-vis the other regions.

Let me read out names of people I see. Just sweep from right-to-left. I've seen Anki, I'm seen Doman. I've seen Professor Li. I think I saw Rafida. Can we point out that Professor Li was the first -- okay. And so you know who you are. And we will -- yes. Anki. I saw that. And we'll work on this group first. And in the next round, collect all the questions and answer at the same time so everyone gets to speak?

>> I'm not old. I'm still young. I had a couple of statements. But I -- I'll try to make it brief. First of all, I really am glad to see the direction ICANN is going with the leadership. A lot of people are having high hopes. And I remember back in 2008, I checked and saw that there were no staff members, ICANN staff members from the Asian region. You had members from the Pacific region, not the Asian region. Glad that is changing. And I'm also glad that you are encouraging multistakeholderism from the bottom up process and participation.

But, when you doing these outreach activities, I'm kind of wondering first of all -- Who are you trying to inform? What are you trying to do? And what are you trying to inform. Because I know there's a general increase interest in the Internet Governance around the world especially with the ITU and the rate next year. But not a love overwhelm poo are familiar with the ICANN acronyms. And you can see here people who are speaking like me are people who have been in ICANN for the long time. You see the same people, same places going around the world speaking in different places but you see the same people. But I would like to view what you're doing and maybe a bit different light.

Even when you are speaking to people who are not familiar with ICANN, maybe it would be possible for you to inform and educate people about the process that ICANN is involved in with the government, like stake holders and processing. I think depending on the venue, you should adjust your goals with regard to the content and your -- your audience depending on the situation. That there are that this actually was one of the main things people are talking about. Because if you do outreach, globally, as someone had shown us, you are also talking to countries that have their own sovereign rights and laws and their own TTODs.

So I know that with the increase in the TTODs, it's becoming much more global and that's why IT is the -- is involved. But I guess you need to be aware of what the needs of that country is with regard to the topic that ICANN is involved which is namely actually domain names and addresses. So that is -- I mean one thing related to that is that members are not actually e-government. They are representatives sent by the government of those countries. But I feel that many times I was at WDPF listening and felt that the people there had a lot more weight and I -- I don't mean to put down any of the -- any of the status of members. I'm sure there are very important members in ICANN. But generally tends to be a trend towards I guess just a representative, not the representative. In GAC as opposed to I.T. so I think that's something to take into consideration. Thank you.

>> KUEK YU-CHUANG: You're -- can that was probably part of your questions. When we go out to countries that we outreach, there is usually a request from countries to talk to me how we can manage ccTLD better or to understand the processes they will get into in terms of changes to their zones. All in the policies that they have. Because in the Pacific region there, there are various levels of development in terms of well-established and some are really struggling and we need to try to change policies. Some of them have in some stage, could be just a single person or two that decide on that policy for the whole country.

So when we talk to them about how they could probably develop a multistakeholder in terms of how they can involve with the society governments or other -- other stakeholders from the community to work together to try to change the policies, that can -- kind of well received. So in the region that I serve, there is has been a lot of questions about what am I seeing? There's -- there's been a lot of requests on re-delegation. And in Asia, some of them are very stable, but in the Pacific islands, I don't know whether it's a good thing or bad thing. As we start to inform and raise awareness of the processes, people start to get switched on and say, oh, look, there's this process called re-delegation and they look at different parties, who's running the CCT and who needs to be the better party to run it and they start to form ideas and we have to talk about these issues.

>> For you, another question. I would like to comment about it. Not many people really ever heard of ICANN and to be honest, this is my personal individual opinion, you know. In my point is, for example, if they are very successful to be honest, I'm very happy about it. From ICANN point of view, we're happy about it. But if they have something, for example, every meeting they have a governance volume sessions. And if they say, well, we love to have the ICANN people to participate, I think, of course, we like to join. You know? So it's not necessary everywhere ICANN is a plan.

And get the order and we rule. TTOD -- they do very well, we don't have to take it over. They do good. That is good for our kids, you know? For example, the whole group and they do excellent work. We're happy to hear to give a small session to listen to you, you know? And we'll -- it's not necessary when you need to take everything up. You know? I think we -- we are more interesting to see the governance go into the right way and we'll need benefits from everyone instead of just ICANN. I think to your answer, so when I talk to the group, we need to look at the different institutions and say what we can help? What kind of role can we play with? And if you do very well, I think we are very happy about it. You know? I think ICANN can't do everything. No way we can do everything. It's a huge area. Very successful in the meeting in the internet, you know, in the Asia Pacific. They are very well organized. And if that is a possibility allows ICANN to participate and generate some of the -- you know, some of the session, that is not happened before, because, as we know, eventually you have the new poll to finish at least the 200, 300 new GTLD, registry would be Asia Pacific. And somehow would need to serve it. And in the past, we have a registry, registrar meeting in the U.S., in Europe.

But if you look at a new program, it's the Asia Pacific is the second largest region, including the registrar in the Pacific. Now, it's about the time, you know, for ICANN to serve our stakeholder, and then we need though -- you know, optimize the calendar, you know, not only our calendar, but also your calendar to being all together. That's my personal point of view.

>> I don't know about my voice. But let me just get one comment. I think there was a question -- who is the intended audience? I have a counter question. Who should not be the intended audience? Can we have anyone who is not part of the intended audience? The internet is so pervasive right now, it affects all of us. It's an issue if some people, I’m talking to the informed crowd here, some people know that there's a way to get involved. The question really should be, is there anyone who shouldn't be part of the process? Don't talk about a simple thing like spam. Should it be something where all of us as users of the internet be able to have channels to say what we think or what we feel should be the policy or should we leave it to a club of people to make a decision and we're price takers in that process. I believe we're here because we believe we should be in a position to influence that.

So it's great now that we have a gathering here where we know everybody knows your name. We can go to a bar where we know everybody's names. I think it's a problem I can call out your names. Back to the thing about representation. It’s the same thing for this format as well. We have people from government here. We should have lots of people from government here and also at that level. When we talk about the multistakeholder model. It isn't an alternative to government. It's about everyone and government.

So I remember in Tokyo, we had a session -- I hope my memory doesn't serve me wrongly, where I think I remember who made the comment but someone made a comment that we were just talking to each other, where are the government representatives to hear what we think? And I think over the four years, this year was seen way more -- it's still modest, but way more government representation than we had before. And I think it's the collective responsibility, almost, as members of this crowd to bring in more people including government. So we acknowledge a lot of what you are seeing. Let's see together what we can do. So can I say also -- can I suggest we take all of the questions at once. I see a lot of different hands. Should we take the questions all at once? I'll take notes and respond to all of them all at once.

>> FADI CHEHADE: Edmond, then -- then Susan. Yes. Okay.

>> Yeah, Edmond -- I'll try to be quick. To follow on what Paul said in terms of giving us feedback as well, as you listen, as you hear, tell us what you heard so we can tell you whether we heard it right or we have other thoughts. I do agree with you. I did see some of what you heard in your slide. So for me, it was encouraging. I see that -- that's happening. But we should have more of that. Is -- that. In terms of -- I've got three items. One is for this particular way of engagement is obviously a good forum. I guess, you know, with all of the questions that mean something.

But one of the things I -- in sort of keeping with this sort of IGF and this multistakeholder, one of the things I did criticize a little with this panel is not multistakeholder. I was told it was an engagement. But, one of the things as you engage you probably I guess played with the -- played with the -- you know, what has been set up. Not saying, you know, just using this as a segue to what I want to say. The second one is we heard about the -- the weight that's put in different opinions and people and the fact that, you know, it would be the same people that you would see. And I can assure you that you would see that again, you know? Many familiar faces. But that is -- that is not only unique to Asia, but in Asia, especially the case because as I think you mentioned and others mentioned as well, there's a deference to champion and sort of to have the case authority to voice that opinion. And how ICANN take that.

I know, Fadi, you talked about equal footing. Less number of people that go to the mic and talk about earn issues doesn't mean it should take less weight. That is something that is important. And then it brings me to a third point. Actually, I was digging up a long e-mail that I sent to both of the predecessors. They started talking about an Asian Pacific strategy. Paul was on that thread as well and gave some thoughts. Was looking at it. Besides my suggestion that you should think about Hong Kong as the hub rather than Singapore -- other than that, it's a lot of this -- it's still very valid. It plays him up. And it's Kauai -- I'll probably send it to you guys anyway. And I think that the part that you -- the three sort of pillars that you mentioned is right on. But the -- the awareness part and the participation parts is really important and it needs investment. It means investment in not only in funding but also to invest the time and effort.

One of the things that I had here that I try to repeat but don't feel I've been heard that much is a lot of times we want people from this community to par tills pate. It is important to distill the issues to what is relevant. What's relevant for an Asian Pacific -- and also, what the opinions are of the Asian Pacific people who is before -- like what has been said by people from Asia before? That needs to be known. Because the problem is getting new people coming to participate, especially from Asia, Shea ear not willing to stick their -- not as will to say something because they worry somebody from Asia said something already or said something contrary to what they want to say. What is also important is to dispel the information that has been said on a particular topic. That realizes participation.

But finally, just one final point is that I mentioned this in our lunch and as well, the thing is not that you're not going to -- you're -- ICANN will engage with the community and the community doesn't change. Neither is it the case that the community will change ICANN completely. I think in the interaction, both of the community and ICANN will change and hopefully for the better and to allow that engagement to eventually happen. So that's -- that's what I was going to say. Thank you. Finally, a chance to talk. First of all, I appreciate you putting me on this team. You mentioned about the diversity and the language barrier. So I've been with the ICANN over ten years. Every chance I have to talk about message and language barriers and diversity. Especially as Craig sailed, Asian region, diverse cultures and languages. So I hope that your desire really implements in the old plans.

So I have many ideas but I don't want to discuss them because at this point, it's talking about details, maybe how to do it is not important. But I actually felt this morning the -- I felt a little bit relaxed in this IGF venue. The reason being is well maybe because he's young? You are much younger than ICANN. Way back to 2000, people come and talk freely as of today. It's pretty difficult to. Unless you have a good unction of how certain issue or policy has been made. Throughout the years. So tons of documents. So a barrier to be a beginner, even a beginner, not an expert of ICANN. You need to read several hundred pages of documents. But I don't think there's any summary or, what, the -- oh, what?

Every ICANN meeting is there's a workshop. But it leads us to understanding how it goes, into teaching, right? There's not enough. The last several year, ICANN has developed some processes too. For example, as the mention -- in Asia regional, even in Korea, there are many restaurants. Anyone who regularly attend the ICANN meeting, they follow the order and go to the auto registry, the command thing. It's not good. As far as I’m concerned, right? So that means there's a big gap, your side, and actual internet stakeholder participation so I hope that -- things happen, should happen both ways, from that to the internet stakeholders and stakeholders to ICANN. I think there are a lot of possibilities.

This, as of today, the Korean government to show a lot of interest in the eagerness to maybe start learning about governance and find holes in the inter governance. So I think it's a good sign. You can get help from help like translation and gather them in the opinions from the past. So I think -- I don't think that it's to emphasize more than ever to your regional office is really, really important the passing -- should be, not just a review of local representation, just show up. Should be a, I hope -- I hope the European office is really the mediator between your center office and the lots of people who physically cannot participate. Because these days only the people there are poised because of a lot of issue, language barriers, and higher level of the -- of the learning barrier. >> Thank you very much.

>> Facebook, member. I have three comments to make my first point is about enhancing government participation to some of these meetings. And first of all, it was a compliment you on this in terms of making it more open. I have a question that strikes me, you have a GAC, representatives there, ostensibly nominated by movement. Should there be advocates in the countries and regions with the government to make sure there are more and more government people coming to such meetings. Because we keep on having the struggle of having the desire to get them involved and a boat lot of meetings going on all the time.

There is some work to being done by the GAC members in terms of being better advocates and convincing the principals are necessary to show up some of these meetings. That was my point, number one. Other colleagues also commented how do you unleash the power of partnerships. I found it organizing a lot of things. But in the processes of Singapore, some countries only have mature domestic processes. It's for you to be able to knock it out and make sure ICANN is building a file of these events and the important meetings that are happening.

And my third point that I think is really a communications question. How do you take out the message and how do you take the fuss out of people of understanding gallery because I found on what he said, he was inspiring. Found it good to have any access programs. If you see any like that, you're doing a terrific job of bringing the message and innovation to use it. Slow the process. Take the outsourcing and build far more simplified commandments. Thank you.

>> Thank you, Susan Chalmers, internet, New Zealand. So I think that internet policy issues that fallout side of ICANN's mission, surveillance, spam, they're gaining increased visibility with the general public. And I would imagine that as part of this outreach, ICANN will inevitably be fielding a lot of contributions and commentary from people who are very interested in these issues. So I guess my question is practical one. But I was wondering how ICANN is preparing to maintain that focus on the man date in the case of what cookie waves are very a rodent can go outside of the debate and whether or not I'll be directing all of the commentary and energies towards others for a for discussion.

>> Hi, thank you. I'm here from the AEOP Board as well. As to the partnership, APTLDs are struggling how to live. As you know, the culture, people's perception, attitudes, language, acceptance, and so on are very different from country to country. It is especially true in Asian yeah region. So such partnership ICANN is seeking that may be need in a granular level. Not at the country level. Other regions such as Europe or Africa partnership in the evening, that country wherever it was, some culture -- oh, thank you.

>> SAVE VOCEA: I would suggest that after you and then we might ask Fadi to --

>> FADI CHEHADE: One more? Okay.

>> SAVE VOCEA: One more.

>> I'm from Kigali. This might be not very comfortable question. But this morning, the Vice Minister had a statement. You'd like to suggest a kind of international way to solve the inter security problem this morning at the -- at the planet potential meeting next year, ITU. And you haven't attended the Seoul area. It seems to me you would like to solve -- to discuss with other representatives -- government representatives to solve internet -- internet security problem or solve that. So what -- what would be your reaction? In relation to the statement made by the Vice Minister this morning. Yeah, that's my question.

>> KUEK YU-CHUANG: I agree with everyone most of the public ones. I would like to see more -- I know I want to see a smaller ICANN for Asia. Not disappointed with the domain name. But for the capacity of the technology rooting. Based on my experience dealing with that stuff. The NSA, for issues like domain, public issues and enforcement. It's hard to get them involved. We have very quiet people. We don't talk, we don't go public. We say something, we keep it to ourselves. So we have more of this session, we didn't this community smaller one maybe we can have more participation. Thank you.

We're running out of time, we're over time. So I'm just going to thank you. I learned a lot just listening to you. It's very important, I wish I could do this more often, I should do it more often. There were very -- so I won't comment on the comics. I took them down and put them to action. The language issue is very, very important. We continue as someone who learned English when I was an adult. I have a very clear appreciation for sitting down and not fully understanding or grasping what is going on as an adult. It's very complicated for me to participate in anything meaningful. I can spend millions of dollars a year on language services. Budget comes around, people on the budget side let's cut this. I tell them we should triple, we should spent more time. Because that's how language understand and communicate. Thank you for the comments. We appreciate it.

Some of the questions -- start with the ones that I remember. You are right. The ICANN meeting is becoming very large. We're right now. And in fact the board meets in Los Angeles shortly partly to discuss this concept. ICANN meetings growing from 2400 to 5,000 people right now. That's unyielding. There are few places on the planet that we can meet with 5,000 people in the same place. It becomes difficult to sustain the growth of the internet and the community so we will look at regional meetings as part of our rethinking how the meetings should work. You asked the tough question, but you asked my reaction to the excellent SI saying we should take the cybersecurity issue to the I.T. I had a chance to speak to him afterwards about this and I will be engaging in a dialogue with him about this. I must tell you that the world community has done little to give thoughtful people like your Vice Minister options.

So if I were in his shoes today, I need the options. But the continued avoidance of discussion of big issues like security that need to be discussed in a multistakeholder way, is hurting us. We need to create or find the forum for governments to discuss these things. What I did tell the Vice Minister is that evidence is clear that no one type of stakeholder today can address any of the agent government issues.

Governments alone cannot address security, especially when 99% of the machines and resources that are on the internet today are in private hands all over the planet. Therefore, we need an approach that is multistakeholder. He knows that. The question is, where do they go? We need to give these answers, and quickly. Ties me to the question from the lady there from New Zealand who said how does ICANN not being drawn into saying, okay, we'll address this because it's a salient issue.

First thing, it will take a wise board and a wise team of people at ICANN who are able to say no because we must say no. ICANN say it clear. What do we do and who do we do is clear. What we can do on a positive note is work with like-minded organizations on giving an answer to the Vice Minister. Today, he has no answer. And that's what we should be doing. We need leadership in that. What have we really done to give the Vice Minister options? Sadly, not much? This is the conundrum we're facing that we need to provide mechanisms for the world to address these questions that go beyond what ICANN does and go beyond what the IDF does and go beyond what the IDRs do very well within their sections.

There are other issues that need to be add dressed in a multistakeholder way. Back to Professor Li’s point when she said we can't just get people to I can to talk about the policy on domains. But rather, we should explain the process because the process which today I agree with the gentleman up there is opaque, difficult, and the deck is stacked against the new people. For them to participate today has become very difficult.

>> There are a lot of good discussion points here we didn't get to address. To so to address the feedback about the need for feedback, I'll be getting the transcript from you. I'll arrange this in to thematic issues, and we maybe at -- Let's find groups where we can discuss the thematic issues. Return this to Fadi.

>> FADI CHEHADE: If I could make a few closing comments. We need the mechanism to say when people come -- if you remember the circles that Save showed, when people come into the circles, there's a sustainable effort to keep them where they can be helpful. It doesn't mean that everyone who comes and touches us needs to move to be in the PDP process? But that they choose to, for either a particular issue or if they choose to really navigate ICANN all the way in, we need to have what I call now at ICANN, sustainable engagement. Not drive-by engagement.

We got a lot of people to the meeting. What did we do? How did we engage how to get people involved if they want to? If they step in on an issue and step out, how do we keep them aware of the issue so they can step back in if they want to? That's sustainable engagement. We're building cools and capabilities to do that now. The second thing, we need broad engagement. Processor Li said it's the same faces. Well, some of you are new faces to me. So I'm happy. But clearly there are also common faces. But we need broader engagement. If you go today to ICANN labs, this is a new environment where we're testing some new digital investment tools that we didn't have a month ago, I'm spending, frankly millions of dollars of your money as we speak to actually build real engagement tools on the web that enable people to participate.

For example go, there and see today we have one new application we're testing that allows a new person that arrives that says, I don't understand. This is too complicated. Can I get a mentor? The system says, what kind of mentor do you want? You want a mentor that speaks Korean. That's a start. These are the things that I'm looking for. So the application starts looking for people who match your requirement for mentor and who are willing to mentor you. And then these people build you to a network where you can participate and cure rate discussions by your mentors who then invite you to participate. These are all new things we're doing to do what I call broad engagement. So the first thing is really sustainable engagement. Then I want broader engagement.

And the third thing is to make sure that engagement breaks the vertical lines. This is something I said in my -- in my speech at the European regional IGF meeting that a lot of our talk is about top-down Internet Governance or frankly bottom up Internet Governance. I'm going to say this quite bold so forgive me -- I think neither workings. I think what we need is lateral work. Consensus building. Not top up or bottom down. Vertical engagement is wrong. It's horizontal engagement. You reach to people around you, oh, you may be interested in the subject, you bring them in.

One of the tools in the labs we're testing is to actually enable horizontal engagement as opposed to vertical engagement. These are new concepts that we're testing in order to change the game so that it's not about top-down or bottom up. It's actually about community engagement. It's lateral engagement. I want to tell you as I said at the opening of apricot, I apologized on behalf of ICANN for the terribly poor job ICANN has done in Asia. I want to apologize to you again today. Because we really -- I mean, when I arrived, and I actually tried to look into seriously what have we done in Asia? It is frankly a record that I cannot be proud of. The ICANN community cannot be proud of the level of engagement. And in Asia, we don't need any type of engagement. In Asia, we need the respectful engagement. And engagement that understands that in Asia, there's a lot that is happening already. We're here to really humbly come and participate and cooperate and build bridges with other organizations. We have not done enough of that.

So you will see the change because frankly, I don't want parachute engagement either. Parachute engagement was to send the high-level person from the office in Los Angeles, they land in L.A., they make all kinds of promises and they disappear for six months. They come back, meet the press, make a few more statements. Done with parachute engagement. The first thing I did after apricot is authorize a substantial amount of funding because I put my money where my mouth is. We're going to engage in Asia, we need money, we need people on the ground.

We need Asians in the system. It needs to address the needs you need. He has not shown you, what has come out of Africa and other strategies. He has that and he will use it and he will bring it to your working group. But it is important we listen first in Asia. Because there's a lot of richness already here. We need to learn from you. And we will engage frankly in a very respectful and you will track us because I know you will. And I come back time and time -- I'll be back twice in October. I'm focused and engaged in this region with the leadership we have and your commitment, I look forward to great successes in the months here. Thank you.

(Applause)

(End of Session, 4:22 a.m. CEST)

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