



EMERGING MARKET HANDSET PROGRAMME

Emerging Market Handset Programme

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[Download GSMA Tax Report](#)

The GSMA's Tax Report studies the impact of mobile taxation on the economic growth of developing nations. The report is a study of 50 emerging markets and their tax structure.

[Download GSMA Taxation Executive Summary](#)

The GSMA's Emerging Market Handset initiative (EMH) was launched at the [3GSM World Congress](#) in February 2005. It is part of the Association's strategic programme that was created with a view to "[bridging the digital divide](#)", a GSMA goal being to give 80% of the world's population access to mobile communications by 2010.

Following the first EMH invitation to strategic partnership being issued to interested vendors, Motorola was announced as the winner of the first supply tender which covered the period June to December 2005. This was further to the decision made by the GSMA-facilitated operator working group.

At the 3GSM World Congress Asia in September 2005, Motorola was announced as the winner of the second supply tender, it again having scored the highest of the various submissions based on various criteria.

Motorola won thanks to its attractive pricing, sub-US\$40 in the case of EMH 1 and sub-US\$30 in the case of EMH 2, together with other key factors such as after-sales support, local service, brand presence and an exclusive product.



Singapore, 27th Sept 05: GSM Association CEO, Robert Conway unveils the winning Motorola handsets.

Motorola submitted two handsets in its EMH 2 proposal. The C113 and [C113a](#), the latter being specifically designed for the programme.

One year after the programme's launch, it was announced at the 3GSM World Congress in Barcelona in February 2006, that the EMH programme is set to exceed its target of 12 million phones. Please see [press release](#) for full details about the announcement.

Any GSM operator in an emerging market can participate in the programme and EMH handsets are currently available in more than 50 countries. As a result, mobile telecommunications services have been made available to many more millions of people and a new market segment has been formed for the mobile industry.

To ensure as many users as possible benefit from the programme, the GSMA has extended its endorsement of Motorola as the Emerging Market Handset vendor for a further six months until the end of 2006.

The Wider Picture

As part of its wider "Bridging the digital divide" programme, the GSMA is also working to tackle the other costs of mobile ownership including regulation and [taxation](#).

In addition, the GSMA's [Development Fund](#) is supporting several development projects in emerging markets. This is funded by the EMH programme under which, for every EMH handset sold, Motorola and the mobile phone operators participating in the programme are together contributing 50 cents to the fund.

Please see [press release](#) for further details.

[Phase One History of the Emerging Market Handset Programme can be seen here](#)

[Phase Two History of the Emerging Market Handset Programme can be seen here](#)

To order handsets or for further information please [contact us](#).

