



## PAGE 3: B. ABOUT YOU

**Q1: Respondent details**

Name	Dominique Lazanski
Organization	GSMA
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Phone Number	-

**Q2: Country or Customs territory**

- INTERNATIONAL ORGANIZATION

**Q3: Organization**

Private sector

## PAGE 4: C. ABOUT YOUR CASE STORY

**Q4: Title of case story**

GSMA Case Study: Bindez – Connecting the people of Myanmar with information and content in their own language

**Q5: Case story focus**

E-commerce development and efforts to bridge the "digital divide".

**Q6: Case story abstract**

indez is a start-up in Myanmar that has developed an information search engine and discovery platform that connects users to relevant and understandable information relating to local news (politics, business, sport and entertainment) and real-time information in range of areas.

Their objective is to connect people in Myanmar with information and content in their own language. This matters, as the internet ecosystem in Myanmar is severely underdeveloped due to extremely low levels of access until the liberalisation reforms of recent years. As a result, many users struggle to find understandable, relevant content online.

Access the full report here:

[http://www.gsma.com/mobilefordevelopment/wp-content/uploads/2016/02/Case\\_Study\\_-Bindez.pdf](http://www.gsma.com/mobilefordevelopment/wp-content/uploads/2016/02/Case_Study_-Bindez.pdf)
**Q7: Who provided funding?**

Private sector

**Q8: Project/Programme type**

Multi-country

**Q9: Your text case story***Respondent skipped this question***Q10: Lessons learnt***Respondent skipped this question*