

Tuesday, September 23, 2008 - 10:31 AM CDT

## Dell Inc. steps up global giving

Austin Business Journal

**Dell Inc.** says it will increase its overall corporate giving to 1 percent of the company's pre-tax profits by February 2010.

Dell (Nasdaq: DELL) says it's enhancing its global philanthropic strategy in order to provide additional support for education and digital inclusion efforts that the company believes are essential to success in the new tech era.

"The next billion Internet users coming online will largely live in emerging countries, such as Brazil, Russia, India and China," says CEO Michael Dell. Dell spoke at a conference in London on Tuesday on the topic of IT development of emerging countries.

Dell Inc.'s planned philanthropic increase will include corporate cash and in-kind giving, as well as employee-directed giving. In a specific example, the company's YouthConnect Global Initiative will direct corporate money to organizations in emerging countries that promote education, and incorporate math, science, literacy and or tech skills for kids up to the age of 17.

According to technology group **IDC**, the Asia-Pacific region along with other emerging areas such as Latin America, Eastern Europe, Africa and the Middle East will account for about 59 percent of global PC volume by 2012, up from 48 percent in 2007.

Courtesy of JB Goodwin