**DIRECT ENGAGEMENT WITH MIGRANTS USING MOBILE TECHNOLOGY**

**MIGRANT CONTENT**

- International migrants: 250 million
- Internal migrants: 750 million
- Roughly 1 in every 7 persons in the world is a migrant
- IOM assisted 20 million migrants in 2015
- International migrants from developing countries send back home well over USD 600 billion annually

The goal is to have 1 million migrants using MigApp by end of 2018.

**WHY A MIGRANT APP?**

**MIGRANT NEEDS**

- A trusted source of reliable information
- Assistance to migrate safely
- Low-cost money transfer
- Information on:
  - migration risks
  - visa regulations
  - health guidelines
  - migrant rights
  - governments’ migration policies
- Access to migration services and programs
- A secure space to communicate and tell their story

**MIGAPP AS A SOLUTION**

- Migrants have accurate and comprehensive migration-related information at their finger tips
- Migrants will have access to IOM programs and services
- IOM will use big data to feed into programing for a more proactive response
- Beneficiaries of selected programs will engage with IOM
- Governments will have a platform to directly inform migrants
- Migrants will have access to verified, accurate information

**THE VALUE PROPOSITION**

- Analysing anonymized registration data to assist migrants better and faster
- Government messages & notifications reach more migrant communities
- Reducing the transfer cost of remittance
- Assisting governments to understand migration trends
- Countering human trafficking
- Assisting in bringing families together

**MigApp**

Available to download
From 18th December 2017
(Available on Android & iOS)

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