ARABCOM 2009

The 11th Arab Int. Telecom Development Forum & Expo for the Arab states
28-29 May - Lebanon

عربكوم 2009

المؤتمر والمعرض العربي الدولي الحادي عشر لتنمية
الاتصالات وتكنولوجيا المعلومات في الدول العربية
28 – 29 مايو – لبنان

Under the Patronage
of The Minister of Telecom
in Lebanon

DAY ONE 28 May 2009   08:30 – 09:45 am Registration
10:00 – 11:30 am Official Opening Ceremony
Katia Tayar / Founder & President , **Arabcom group**
H. E. Eng Gebrane Bassile, **Minister of Telecom, Republic of Lebanon**
Additional Arab Ministers of Telecom speeches to be announced

Keynote speakers
Naguib Sawiris / Chairman & CEO, **Orascom Telecom Holding**
Ali Al Ahmed / Group Chief strategy Officer , **Etisalat**
Osman Sultan / Chief Executive Officer, **Du**
Samer Salameh / Chairman & Chief Executive Officer, **Alfa**

11:30 – 12:00 Tour of Exhibition - networking coffee break

12:00 – 13:30 Plenary Panel 1
Moderator   Bahjat El-Darwiche / Principal, **Booz & Co**
" Broadband a necessity for Socio Economic development & Growth"
This thought-provoking panel brings together top global experts to discuss how connectivity--or lack of it--is a major determinant of poverty and economic success; provide case histories of successful applications of telecommunication technology that have provided major benefits to emerging populations, and show how companies can profit by addressing the technological challenges and barriers that have held back progress in the past.
Panelists
Samer Salameh / Chairman & Chief Executive Officer, **Alfa**
Ali Al Ahmed / Group Chief strategy Officer , **Etisalat**
Osman Sultan / Chief Executive Officer, **Du**
Ghazi Atallah / Managing Director , **NexGen group**
Dino Bakakis / Managing Director Middle East ,**Redline communications**
Mickael Ghossein / CEO of Orange Jordan, **Jordan Telecom Group**

13:30 – 15:00 Networking Lunch & Exhibition tour

15:00 – 16:30 Plenary panel 2
Moderator   Katja Ruud / Research Director, **Gartner**
Broadband Services Evolution: Opportunities and Challenges for Operators / Services Providers
This panel will discuss the opportunities emerging from the evolution of mass market services ,digital home, Digital office, Digital cities, digital life, managed services and the resulting major challenges for service providers ,convergence, interoperability and internetworking, added value and cost control.
* Speaker : Katja Ruud / Research Director, **Gartner**
Topic: *Broadband as a platform for services in the home- Opportunities and Challenges*
The consumer has an increasing choice about which communications services to use. This presentation looks at the broadband as a platform for further services in the home including the competitive landscape and value web targeting the consumer user. Key issues include:

- What value does the user derive from the digital home and life?   - Who wants a stake of your consumer subscriber
- Whats the experience of converged services to- date   - Internal aspects need addressing - which ones and why?

* Speaker : Sherif Hamouda / Vice president Communications, Media and Transportations, **Oracle**
Topic: *Customer Centricity: How to Increase Customer Satisfaction and Reduce Operating Costs*
Invited Panelists
Ahmed Ossama / managing director, **TE Data**
Jihad Srage   / Vice President, Business Development , **Qualcomm**
Andreas Hessler / Vice President Networks, **Ericsson**
Sherif Hamouda / Vice president Communications, Media and Transportations, **Oracle**

16:30 – 17:00 Networking Coffee break & Exhibition tour
17:00 - 18:30 Session 1
Enabling Full Service Broadband Network Transformation
Building effective networks to address developing needs- Mobile & Fixed line Broadband - Wimax - LTE - Fiber Optics
Speaker : Narain Doergaram Tewarie / Senior Solutions Consultant for Consulting & Systems Integrations, MEA, *Nokia Siemens Networks*
Topic: *Enriched customer communication - customer excellence a strategic imperative or wishful thinking? 17:00 – 17:20 pm*
Speaker : Dr. Marwan Jabri / Co - founder & CTO, **Dilithium Networks**
Topic: *Video Traffic Optimization 17:20 – 17:40 pm*
Speaker : Andreas Hessler / Vice President Networks, **Ericsson**
Topic: *Society is Evolving Broadband 17:40 – 18:00 pm*
Speaker: Michael Rodgers / Product Marketing Strategist, **Openwave Systems**
Topic: *Mobile Data 2.0: Next Gen Services for Network Operators in Emerging Markets 18:00 – 18:20 pm*

8:30pm   ARABCOM group Gala Dinner per invitation

For further information please contact us info@arabcom.com
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DAY TWO 29 May 2009

10:00 – 11:30 am Plenary panel 3
Moderator: Rory Macmillan / Founding Partner, **Macmillan & Co**
Broadband Investments Strategies
Policy Regulations and Legal frameworks to encourage investments in broadband
Mergers & Acquisitions opportunities in Broadband
Mobile operators in the broadband space : Build vs acquire
Building broadband networks for new real estate developments
Speaker : Rory Macmillan / Founding Partner, **Macmillan & Co**
Topic: NGN in the Arab World
Panelists
Dr. Kamal S. Shehadi / Chairman, **Telecommunications Regulatory Authority Lebanon**
Dr. Khaled Ismail / Business Development officer , **Orascom Telecom Holding**
Ahmad Abdallah / General Manager Operations MENA Region / **MTN group**
Mohsen Malaki / Senior Consultant , **Malaki consultants**
Dr. Ali Amer Senior Expert / Consultant , **Saudi Telecom Company**

11:30 – 12:00 Networking coffee & Exhibition tour

12:00 – 13:30 Plenary panel 4
Moderator : Claude Achcar / Managing Director, **Actel**
Broadband content and web 2.0
The latest development in technologies and the convergence of broadcasting, telecommunications and informatics offer sizeable opportunities This panel will discuss: Convergence and content strategies of telcos and broadcasters. Will future business models enhance cooperation between Broadcasters and Telecom Operators .The role of Broadband in the development of media content delivery to users - Over the Top Applications : Skype - YouTube - Facebook – Google – myspace – Yahoo – Twitter etc…. Threat or Opportunity for Mobile Operators
Speaker : Claude Achcar / Managing Director, **Actel**
Topic: Arab carriers: Survival through innovation
Panelists
Dr. Marwan Jabri / Co - founder & CTO, **Dilithium Networks**
Mike Moghaddas / VP Business Development and Sales, **Zangbezang**
Dr. Hubert Weid / CEO ,**mobivention GmbH**

13:30 – 15:00 Networking Lunch & Exhibition tour

15:00 – 17:00 Session 2
Moderator : Emanuel Durou / Senior Engagement Manager, **Value Partners**
Developing new services & Business Models session
The Revenue Opportunities Offered by Cutting Edge Technology - Infrastructure sharing - Revenue sharing - Managed Services - Fixed Line new services - VAS - VoIP - IPTV- Fix Mobile Convergence - Interconnection Convergence Billing -Next generation services for network operators in emerging markets Mobile TV - Mobile Content
* *Speaker* : Emanuel Durou / Senior Engagement Manager, **Value Partners**
Topic: "Telecoms and media collaboration opportunities in the Arab world" 15:00 – 15:20 pm
Speaker: Juan Sanmartin / Business Development Manager, **SIDSA**
Topic : *Mobile TV business viability: Approach, Partners and Services*. 15:20 – 15:40 pm
Speaker : Dr. Ali Al-Assam /Chief Executive Officer, **KnowledgeView Ltd**
Topic : Rich-media Mobile publishing with TV on mobile 15:40 – 16 :00 pm
* *Speakers* : Wadih Cordahi / Business Development Manager, **Mobision - E2M**
         Roger Khater / Technical Director, **Mobision - E2M** 16:00 – 16:20 pm
Topic: Mobile TV based on DVB-H technology .20 Satellite TV Channels on your mobile or other handhelds
* *Speaker* : Engr. Fazal Hussain / CEO , **Helios Towers**
Topic: Building Infrastructure For Convergence   16:20 – 16:40 pm
* *Speaker* :Dino Bakakis / Managing Director Middle East ,**Redline communications**
Topic: Putting WiMax in Motion 16:40 : 17:00 pm

17:00 Closing Ceremony Arabcom recommendations

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