



Under the Patronage
of The Minister of Telecom
in Lebanon

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 للتنمية
الاتصالات وتكنولوجيا المعلومات في الدول العربية 28 -
29 مايو - لبنان



ARABCOM 2009 CONFERENCE AGENDA

28 – 29 May 2009

Habtoor Grand Hotel Beirut Sin El Fil Lebanon

Broadband & Beyond

“Strategic partnership for growth in the region”

Arabcom 2009 agenda examines the subjects key to the development of the sector and will Focus on the Latest Technologies / Business Models / Network Deployment / and Case studies

Official Opening Ceremony 28 May 10:00am till 12:00 pm Opening ceremony followed by Exhibition tour & Lunch

H.E. Eng. Jebrane Bassile Minister of telecom in Lebanon

Katia Tayar / Founder & president Arabcom group

Arab Ministers of Telecom speeches

Operators CEO Keynote speeches

Plenary Panel 1

Broadband the most critical key of development & improvement of citizens quality of life - Combating Poverty While Creating New Business Opportunities in Telecommunications

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.

Plenary panel 2

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) and the resulting major challenges for service providers (convergence, interoperability and internetworking, added value and cost control, exponential increase of traffic, regulatory and legal regimes).

Plenary panel 3

Promoting Investments .The Way Forward - Strategies for a rapidly evolving market

This panel will discuss and focus on Successfully Launching Operations Regionally and Internationally: New Entrant perspective • Where are the new opportunities: in which markets : Africa , Asia, The Middle East or The Arab world communications market? • Global Public Private partnerships • Legal and Regulatory frameworks • Spectrum and frequencies re-distribution • Licenses & Licensing • Investments opportunities • Healthy competition and steady growth • Financial challenges • Acquisitions • Islamic funding

Plenary panel 4

The Media & Telecom world

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 – mspace – Yahoo – Twitter etc.... Threat or Opportunity for Mobile Operators

Session 1

Enabling Full Service Broadband Network Transformation

Building effective networks to address developing needs- Mobile Broadband – Fixed line broadband - Satellite Broadband - Wimax - LTE - Fiber Optics - HSPA - 3G & 4G - Mobile TV - Mobile Content - Enterprise Mobility and Connectivity- Carriers Role in meeting Increased Capacity Demands - Fulfilling bandwidth capacity demand

Session 2

Developing new services & Business Models session

The Revenue Opportunities Offered by Cutting Edge Technology - Infrastructure sharing - Revenue sharing - Managed Services - Fixed Line new services - MVNOs - VAS - VoIP - IPTV- Web 2.0 – MPLS - Fix Mobile Convergence - Interconnection Convergence Billing - IPVPN - IMS and SIP applications - Content based services - Enhancing network coverage through complimenting terrestrial networks with submarine networks - Launching mobile finance services in new markets Mobile Money - Next generation services for network operators in emerging markets

For further information please contact us info@arabcom.com

ARABCOM is organized by Arabcom Group www.arabcom.com

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