TelecomsWORLD
Middle East 2008

17 – 20 November 2008, Al Bustan Rotana Hotel, Dubai, UAE

Compete. Win.

Key speakers include:

Nasser Bin Obood
Chief Corporate Affairs Officer
Etisalat

Engr. Saud M. Al Daweesh
President
Saudi Telecom

Osman Sultan
CEO
du

H.E. Sheikh Fahad Bin Jassim Al-Thani
COO
Qtel

David J. Clarke
Group CFO
Batelco

Niklas Sonkin
CSO
Wataniya

Ross Cormack
CEO
Nawras

Future-proof strategies for a rapidly evolving market

- Identify and leverage opportunities for growth through investment in innovative technologies and emerging markets
- Evaluate your options in an increasingly competitive, liberalised marketplace
- Build a tangible competitive advantage with beneficial wholesale alliances and customer-centric carrier services
- Secure new revenue through product implementation and the provision of VAS

Featuring two additional Executive Briefing Days:

WiMaxSummit MENA 2008

submarine NETWORKS Middle East 2008

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The Telecoms World Awards Middle East

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Determining the future of Middle East

Keeping pace with developments

The Middle East's telecoms market continues to move at breakneck pace as its infrastructure develops, deregulation progresses and its operators seek to diversify their interests and move beyond their home turf to expand their regional footprint.

Telecommunications in the region is as competitive as it has ever been and, with new licences set to be granted in Qatar, Kuwait, Lebanon and Egypt, the launch of VoIP and other broadband-enabled services and the desire among operators to expand their service portfolios looks set to continue the trend of increased competitiveness.

This, then, is a market in the middle of crucial transition. A transition in which the stakes are high and the potential winnings are even greater. *Telecoms World Middle East* brings key decision makers of the leading regional operators together to discuss their current position, their growth strategies and how they intend to invest in their future.

Hear from the industry leaders

Mapping out the future

Telecoms World Middle East provides a comprehensive review of the region's telecommunications industry, as well as laying out a strategic roadmap for its future development. C-level representatives from thirty operators will outline their plans for the future, ensuring that you walk away from the congress with a tangible competitive advantage.
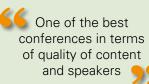
The agenda examines the subjects key to the development of the sector, from the financial, legal and regulatory challenges inherent in international expansion to the potential revenue provided by emerging technologies and the development of infrastructure. The rollout of WiMAX services and the drive to improve the region's connectivity and bandwidth will also be examined in detail courtesy of the **WiMAX Summit MENA** and **Submarine Networks Middle East** briefing days.

Key questions answered

The audience will debate the questions critical to the development of the sector, such as:

- Where do the greatest opportunities for international expansion lie, both inside and beyond the Middle East?

- Where will the next growth hotspots be and what factors power this growth?

- How best can the business opportunity provided by new technologies and models be capitalised upon?

- How best can a comprehensive, diversified service portfolio and a growing subscriber base be developed?

- How does the direction and pace of convergence differ in the emerging markets from developed markets, and what potential opportunities does this bring?

- What is the best means of growing ARPU in undeveloped, voice-heavy markets?

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> **Omantel**

Telecommunications

Meet the region's key decision makers…

Nasser Bin Obood
Chief Corporate Affairs Officer
Etisalat

As Deputy CEO, Nasser's remit directly covers many of Etisalat's operational divisions, including Contracts and Administration, Legal Affairs, Regulatory, Quality, and the Corporate Communications department. His Keynote Address will detail Etisalat's plans to develop from a regional player to a contender on the world stage.

Osman Sultan
CEO
du

Osman has a wealth of experience having worked in telecommunications and information technology in several countries across Europe, North America and the Middle East. He will be outlining du's strategy for growing its revenue by targeting value-added services at a developed market

Erdem Ozsaruhan
Carrier Relations and
Wholesale Manager
Borusan Telekom

Erdem joined Borusan Telekom in 2004 to establish the Carrier Relations and Wholesale Department in a recently liberalized market. He will explain how Borusan Telekom work to maintain and improve its wholesale service through technological development and effective partnership agreements.

Niklas Sonkin
CSO
Wataniya

In addition to his role as Chief Strategy Officer, Niklas is Director of B2B Business for Wataniya. He will share his views on where he believes the best potential investment opportunities to lie and how they can be best leveraged.

Eng. Saud Al Daweesh
President
Saudi Telecom

Eng. Saud will explain STC's current position as the incumbent operator in a rapidly liberalizing market and how it plans to safeguard its position as the region's leading operator through the diversification of its assets and services

David J. Clarke
Group CFO
Batelco

David brings the benefit of his background in telecommunications, IT and banking to his role as Batelco's Group Chief Financial Officer. In his presentation, he will detail the factors underpinning Batelco's investment strategy, how potential new markets are identified and how the investment is funded.

H.E. Sheikh Fahad Bin Jassim Al-Thani
COO
Qtel

Sheikh Fahad has been instrumental in the rolling out of all of Qtel's GSM, GPRS, IP Telephony products and services and the launch of 3G in the country. He is also responsible for many business units including Networks, Consumer Business, Business Solutions, and International Services, Customer Services. Sheikh Fahad will address Qtel's plans for their operations in Qatar and beyond.

Roy Sutton
CEO
Mena Telecom

Roy brings over 30 years of international telecommunications experience to his role as CEO of Bahrain's Mena Telecom. In his keynote address at the WiMAX MENA briefing day, he will outline Mena Telecom's rollout strategy for its WiMAX service, assessing demand for the technology and profiling potential customers.

> " Telecoms World Middle East has been a great event for us "
> **Jordan Telecom**

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Tuesday 18 November 2008

Day One Tuesday 18 November 2008

08.20 **Registration and coffee**

08.50 **Chairman's opening remarks**
Tawanda Chihota, The Media Factory

MENA – A STRATEGIC OUTLOOK

09.00 **Keynote address: Successful telecoms vision and strategies in a globalised market place**
- Evaluating the challenges in the telecoms industry and assessing best practices
- Building operational efficiency
- Identifying the location and potential of tomorrow's growth hotspots: what can be expected in these countries/regions in the next five years?
- Analysing the factors that encourage growth: where can they be found and how they can be maintained and leveraged?
- Extending the benefits of an international operation to your customers
Nasser Bin Obood, Chief Corporate Affairs Officer, **Etisalat**

09.40 **Keynote address: Developing services and business models of scale in mature markets**
- 3G strategies and building and migrating subscriber bases of size and value
- Cost-effective steps forward: what has been learned from global case studies?
- Developing and deploying wireless content services to deliver ARPU
- Understanding the market for VAS in urban areas and the regions
- Will WiMAX complement or compete with 3G?
Osman Sultan, CEO, **du**

10.20 **Keynote Address: Scaling new operations away from traditional core competencies**
- Identifying the opportunities presented in an emerging, steadily liberalising telecommunications market
- Seizing upon the dynamics of consumers in mature markets and continued 3G deployment
- Capitalising on the business opportunity provided by new markets, technologies and models
- Adding value through additional services and enhanced QoS and customer experience
Engr. Saud M. Al Daweesh, President, **Saudi Telecom**

11.00 **Morning networking break**

11.40 **Establishing an international presence through prudent investment strategies**
- Identifying three key growth sectors: consumer wireless markets; fixed wireless, and managed data services
- Looking to acquisitions to provide immediate scale in the MENA region and beyond
- Capitalising on the significant growth opportunities provided by Africa
- Looking east to expand: the attractive investment opportunity of populous nations with similar legal systems
H.E. Sheikh Fahad Bin Jassim Al-Thani, COO, **Qtel**

FINANCING MODERNISATION AND GROWTH

12.10 **Growing and prospering in a liberalised marketplace**
- Building operational efficiency and resilience
- Developing a comprehensive, diversified service portfolio and growing subscriber base
- Delivering cutting edge technology and field-leading VAS
- From newcomer to 40% market share: where next?
Ross Cormack, CEO, **Nawras**

12.40 **Networking lunch**

14.10 **Panel: Growth and expansion in the Middle East and North Africa: evaluating the opportunities**
- Strategies for growth and opportunities in the Middle East and North Africa
- Consolidation and opportunities in M&A in the region
- Building a platform to enter a new market
- Importing business models – does it work?
- Financing growth in the region – equities, loan and fixed income
- Investment opportunities in the region
Mohammed Sheikh, Head of Strategy, **Zain Africa**
Niklas Sonkin, CSO, **Wataniya**
Hakam Kanafani, Chief Business Development Officer, **Oger Telecom**
Deepak Padmanabhan, CEO, **Emirates International Telecommunications**
Rashid Al-Snan, CEO, **Etisalcom**

14.50 **Financing growth in new and varied markets**
- The financial challenges and implications of growth in emerging markets
- Acquisitions: where, when and how to fund
- Conventional and Islamic funding: pros and cons
- Capital markets: evolution from syndicated financing to accessing the international capital markets
David J. Clarke, Group CFO, **Batelco**

15.20

16.00 **Afternoon networking break**

16.20 **Developing the products and services that transform telcos**
- Accelerating the speed of innovation: simple, scalable and effective integration
- Delivering an assured user experience and not just scalable solutions
- Promoting the uptake of new services by retail and enterprise consumers: what needs to still be done?
Claire Paponneau, Executive Vice President, International Wholesale Solutions, **Orange**

REAPING THE BENEFITS OF MARKET LIBERALISATION

16.50 **Panel: Striking the balance: determining the pace and focus of liberalisation to ensure healthy competition and steady growth**
- Overview of recent developments in telecommunications competition and pricing regulation
- Gauging the impact on operator growth
- Reviewing the next phase of regulation in the wake of increased convergence
- Facilitating fair competition between new entrants and established incumbents
- Regulatory frameworks required to promote sustainable growth
Alan Horne, General Director, **Telecommunications Regulatory Authority, Bahrain**
Dr Hessa Al-Jaber, Secretary General, **ictQatar**
Anwar Al-Shareef, General Manager, International Affairs, **CITC Saudi Arabia**
Dr Kamal Shehadi, Chairman and CEO, **Telecommunications Regulatory Authority, Lebanon**

17.30 **Exploiting greater competition in fixed-line services**
- Moving from a state monopoly to a competitive market place
- Analysing the economic impact of network extension, enhancement and the corresponding rise in fixed line subscriptions
- Determining the potential of fibre-optic transmission and wireless networks
- Examining the prospect of local loop unbundling
Dr Ahmed Al Sindi, CEO, **Atheeb Telecom**

18.00 **Close of Day one**

18.10 **Cocktail reception**

19.30 **Awards ceremony and gala dinner**

Day Two Wednesday 19 November 2008

08.20 **Welcome coffee**

08.50 **Chairman's opening remarks**

DELIVERING WORLD CLASS CARRIER SERVICES

09.00 **Driving growth in the Middle East wholesale market**
- Assessing the present condition of the region's wholesale market and forthcoming opportunities in 2009
- Discussing the risk of new entrants and players from other industries on the 'traditional' wholesale market
- Evaluating the likelihood and potential pattern of carrier consolidation and the emergence of a dominant regional communications hub
- Analysing the role of broadband in wholesale growth
- The role of online Arabic content in driving broadband traffic

Ali Amiri, Executive Vice President, Carrier and Wholesale, **Etisalat**

09.30 **Providing profitable, customer-centric carrier services**
- Moving from capacity to integrated services
- Ensuring your market visions and QoS requirements match
- The implications of market liberalisation
- Partnering effectively to optimize capacity and global connectivity
- Future growth opportunities and key challenges to seizing the opportunities

Andrew Grenville, Executive Vice President International and Wholesale, **du**

10.00 **Panel: Meeting the functionality and performance requirements of customers across the region**
- Developing access to markets: key considerations when looking for a partner
- Build-out of new access and backhaul networks
- Establishing roaming agreements more rapidly and efficiently with new market entrants
- End-to-end connection and maintaining QoS
- Supporting convergent multi-service operations through OSS and BSS planning

Clement Charron, Vice President, Wholesale, **Jordan Telecom**
Claire Paponneau, Executive Vice President, International Wholesale Solutions, **Orange**
Erdem Ozsaruhan, Carrier Relations and Wholesale Manager, **Borusan Telekom**
Mohammed Al Ageel, General Manager Wholesale Marketing, **Saudi Telecom**

10.45 **Morning networking break**

11.30 **Meeting the connectivity and mobility needs of your enterprise customers**
- Identifying major trends influencing enterprise mobility
- Outlining the drivers for the purchase of wholesale mobility
- Exploring the consequences of meeting the needs of all-IP enterprises on your future SLAs

Andrew Hanna, General Manager, Enterprise and Government Division, **Batelco**

12.00 **Next generation networks and next generation access – key financial and investment strategies**
- The key financial challenges for telcos investing in NGN and Next Generation access
- Projected revenue streams and aligning future cost structures
- Challenges and how to overcome them

BT Global Services

CREATING NEW REVENUE OPPORTUNITIES THROUGH PRODUCT IMPLEMENTATION

12.30 **Cultivating and promoting a mature broadband market through the provision and uptake of VAS**
- Removing barriers to entry for broadband services
- The role of available Arabic content in encouraging uptake in broadband services
- Meeting the differing needs of residential and business users
- Establishing effective pricing for differentiated broadband services

Philippe Vogeleer, CSO, **Jordan Telecom**

13.00 **Networking lunch**

14.30 **Panel: Opportunities for MVNOs – a truly disruptive model?**
- Areas of greatest potential for the MVNO model across the region
- Determining the manner of market entry: what lessons can be learned from previous MVNO launches and recent operator launches in regional markets?
- Regulatory positioning and the current climate for MVNOs
- Forming a symbiotic relationship between MVNO and MNO
- What constitutes success for an MVNO?

Mikkel Vinter, CEO, **FRiENDi Mobile**
Abdul Hameed Al Sunaid, CEO, **i2**
Faisal Al Bannai, CEO, **Axiom Telecom**

15.15 **Driving future growth and boost customer retention with Value Added Services (VAS)**
- Leveraging your customer relations to become their central digital media hub for VAS
- Adding value to existing business markets and opening up the web n.0-centric consumer mass market with ease
- Best practices of a leading international telco in site building, online storage and hosting services

Reinhard Haupt, Director of Sales, **CM4all / Content Management AG**

15.45 **Afternoon networking break**

16.20 **Analysing the potential of content based services in the Middle East**
- Meeting the needs of users – what type of content do customers want?
- Developing winning partnerships in order to deliver a top quality service
- Will the delivery impact what kind of content is delivered?

Ahmed Nassef, Vice President, **Maktoob** and Managing Director, **Maktoob.com**

16.50 **Panel: Gaining a competitive edge through innovation and QoS in broadband-enabled services**
- Innovating beyond bundling and the pursuit of a 'killer app'
- Focusing on the end user and promoting personalisation of service
- Enabling scalability, reliability and speed
- Creating a portfolio of integrated broadband services

Richard Green, CEO, **Kalaam Telecom**
Dr. Sheikh Khalid Bin Mohammed Al-Khalifa, Founder and Vice Chairman of the Board, **Lightspeed Communications**

17.30 **Close of Conference**

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In-depth briefing days

WiMAX MENA 2008 Monday 17 November 2008

Meet with WiMAX leaders from across the world to discuss the WiMAX and wireless broadband evolution.

With WiMax currently being rolled out or trialed in most Middle Eastern markets, the WiMAX and wireless broadband revolution is gaining traction with one goal in mind: to meet increasing business and consumer expectations for higher bandwidth and mobility.

The WiMAX MENA forum is the first event in the region that will bring together international and domestic service providers to evaluate best practice, assess business models and discuss the projected impact of WiMAX on the region's broadband market.

08.30 **Registration and coffee**

09.00 **Chairman's opening remarks**

DETERMINING THE PROSPECTS FOR WiMAX SERVICES

09.10 **WiMAX rollout strategy: identifying and exploiting potential applications and opportunities**
- Assessing the region's demand for WiMAX networks – where does the market lie for wireless data services?
- Price modelling, billing and revenue assurance for WiMAX services
- Who benefits and how? Profiling the customer segments for who WiMAX is attractive and delivering applications to suit

Roy Sutton, CEO, **Mena Telecom**

09.50 **Case study: WiMAX development, deployment and future outlook**
- Why WiMAX and why now?
- Positioning the service as complimentary to a GSM offering
- WiMAX and ADSL
- Deployment experience in an emerging market: opportunities and potential pitfalls
- Launching against an incumbent and in a congested broadband market

Khalifa Al Shamsi, Vice President Marketing – Consumer and SMB, **Etisalat**

10.30 **Morning networking break**

11.10 **Maximising the potential of wireless access technologies**
- Carving out a place for WiMAX in the next generation converged network
- Understanding the potential of WiMAX in the consumer segment
- Fitting into the competitive landscape – the place of WiMAX for carriers, mobile operators and ISPs
- Economics of operating a WiMAX network

Enda Hardiman, Managing Partner, **Hardiman Communications**

ROLLOUT AND DEPLOYMENT STRATEGY

11.50 **Enabling successful deployment of a wireless broadband network**
- Combating the challenges to successfully implementing a Wireless Broadband rollout
- Is there a market requirement for wireless data services?
- Fitting into the competitive landscape – the place of Wireless Broadband solutions for carriers, mobile operators and ISP

Samir Mohammed Reyad, ISP Service Manager, **Zain Bahrain**

12.30 **Networking Lunch**

14.00 **WiMAX as a market entrant technology: designing, planning, deploying and optimising the network**
- Evaluating the long term impact of WiMAX as an alternative broadband technology
- Ensuring performance and network success in NLOS environments
- The relative cost of deliver integration and support services vs. wireline broadband
- Bandwidth growth combined with low affinity to data: is the business case sustainable?
- LTE vs. WiMAX: which technology will deliver the promise of broadband at affordable prices

Tahir Hameed, Director Strategy and Development, **Mobilink**

EXAMINING THE ALTERNATIVES

14.40 **Panel: WiMAX and LTE – complimentary or competing technologies?**
- Scale advantages offered by LTE
- What lessons have been learnt from previous HSPA deployments?
- Opportunities for synergy

Samir Mohammed Reyad, ISP Service Manager, **Zain Bahrain**
Khalifa Al Shamsi, Vice President Marketing – Consumer and SMB, **Etisalat**

15.20 **Close of Briefing Day**

In-depth briefing days

Submarine Networks Middle East 2008 Thursday 20 November 2008

Map out the future of the Middle East's connectivity at the region's first dedicated submarine network forum.

The ambition for the Middle East to become a global communications hub rests squarely on one requirement: connectivity. This briefing brings together the operators who share this vision with the network providers who can facilitate it to discuss the drivers of bandwidth demand, how the capacity can be attained and how a reliable service can be assured.

08.45 **Registration and coffee**

09.15 **Chairman's opening remarks**

DEVELOPING THE INFRASTRUCTURE TO MEET AND EXCEED DEMAND

09.30 **Opening Keynote: Establishing the Middle East as a global connectivity hub of the future**
- Identifying market opportunities and trends in the region 2008-2009
- Bridging the connectivity gap between developed and developing countries
- Improving efficiency and and reliability of international bandwidth service delivery to the region
- Making access available at a lower cost

Mohammed Al Ageel, General Manager Wholesale Marketing, **Saudi Telecom**

10.10 **Fulfilling bandwidth capacity demand with reliable submarine infrastructure**
- Meeting demand with a multi-faceted approach – deploying new technologies and forming partnerships with competing carriers
- Identifying ideal routes and landing points
- Making necessary provisions for route diversity
- Ensuring improved survivability and reducing repair time in event of an outage

Abdulla Al Mutawaa, Director Strategic Network Development **Etisalat**

10.50 **Morning networking break**

DETERMINING CURRENT CAPACITY DEMAND DRIVERS

11.30 **Evaluating bandwidth and capacity utilisation take up across the Middle East in 2008-2009**
- The impact of content drivers (p2p multimedia sharing, gaming etc.) on capacity utilisation
- The impact of demand drivers – the evolution of ethernet and carriers moving into the ethernet space
- Will these drivers radically change your exsisting business model?

Mahesh Jaishankar, Vice President Business Development and Marketing, International and Wholesale, **du**

12.10 **Critically identifying global capacity demand drivers**
- Identifying global capacity demand trend patterns
- Determining the life span of current demand
- Aligning it with your business objectives

Maan El-Amine, CEO, **M-Link Teleport**

12.50 **Networking Lunch**

ENSURING CABLE SURVIVABILITY AND SERVICE CONTINUITY

14.10 **Restoration options how to manage network outages?**
- Identifying the various restoration options during a network outage
- Evaluating the cost effectiveness of each option
- TPE/AAG are they effectively adding new routing options?

Maan Al-Sabi, Vice President, Middle East and North Africa, **PCCW Global**

14.50 **Network restoration: the first 24 hours after an outage**
- Assessing the damage and options available
- Successfully reducing failure incidents to enhance restoration work
- Developing alternative plans

Dr Joseph Attard, Technical Director, **Emirates International Telecommunications**

DESIGNING YOUR NETWORK TO MEET REQUIREMENTS

15.30 **Enhancing network coverage through complimenting terrestrial networks with submarine networks**
- Forcasting the traffic of terrestrial networks
- The development, utilization and availability of terrestrial networks – user perspective
- How network coverage can be enhanced through complimenting terrestrial networks with submarine networks

Patrick George, Vice President Product Marketing, **Belgacom ICS**

16.10 **Close of Briefing Day**

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Compete. Win.

The Telecoms World Awards Middle East

Awards Gala Dinner

18 November 2008, Hotel Al Bustan Rotana, Dubai, UAE

Showcasing excellence in the MENA Telecoms industry.

Launched in 2007, the Telecoms World Awards, Middle East is the perfect opportunity to look back and recognise the sector's greatest achievements in the last 12 months

The 2nd annual Telecoms World Awards Middle East recognise and celebrate those companies and individuals who have demonstrated an unparalleled ability to succeed, continually set standards of excellence, and who will be the future stars of the industry.

As you would expect, the competition is intense and standards high. The awards are judged by a panel of some of the biggest names in the Telecoms industry, who scrutinise and debate all the entries carefully. The awards will be presented at a glittering ceremony at Dubai's Al Bustan Rotana Hotel on Tuesday 18 November 2008.

The Categories

- ⭐ **Best Operator**
- ⭐ **Best Brand**
- ⭐ **Best Technological Innovation**
- ⭐ **Best Deal**
- ⭐ **Best Wholesale Carrier**
- ⭐ **Best Managed Service**
- ⭐ **Best Customer Care**
- ⭐ **Best Corporate Social Responsibility Contribution**
- ⭐ **Outstanding Leadership Award 2008**

Entering is easy. We've put together a simple online process which makes putting your entry together straightforward and convenient. Entries are invited from operators, service and technology providers

How can I enter?

Visit the Telecoms World Awards, Middle East website at
www.terrapinn.com/2008/twmeawards
for full details on how you can enter! Submission deadline is Thursday 25th September 2008

The Awards gala dinner – how can I attend?

A ticket to the Telecoms World Awards, Middle East is included in our conference ticket. The night will kick off with a cocktail party, followed by the Gala Dinner and Awards Ceremony. There will be a host of entertainment and some great surprises along the way.

Once the 2008 winners have been announced and while the champagne corks are still popping for the chosen few, the post awards party will continue long into the night.

The winners and finalists of the awards are the industry's leading companies. More importantly, they are your clients and prospects.

Sponsorship of the awards is the perfect way to associate your organisation and brand with excellence in the Telecoms industry. Please contact **Tamer Nahas, at tamer.nahas@terrapinn.com or call +971 4 709 4521**

More about the Categories

⭐ Best Operator

Open to: All fixed and mobile network operators or service providers. Entrants do not need to operate internationally, as long as they can demonstrate organisational strategy and procedures of a truly global standard.

About this category
Traditional values such as quality of service, reliability, and customer service always score highly in this category. These are likely to be weighed against a strong service portfolio, technological innovation, evidence of strong and disciplined management providing a sound business footing and strategic direction and future scope for development of the company.

Entrants will be judged on the degree to which they fulfill the following conditions:

- Address customer needs in terms of quality, reliability and customer service
- Provide strong and innovative service offerings
- Show sound management, clear strategic direction and strong performance
- Demonstrate growth in revenue and ARPU

⭐ Best Brand

Open to: All fixed and mobile operators and service providers.

About this category
This category will recognise the carrier or service provider that has been most effective in creating a compelling brand for its products or services in one or more branches of the media. This may be through a single campaign or series of campaigns. Only in this category can supporting material be accepted, in the form of printed or audio/visual material from the campaign, for review by the judging panel.

Entries should focus on:

- Reason for the campaign(s)
- The rationale behind choice of media, company or service name/slogan, etc
- Scope and target audience
- Stated business objectives behind the campaign
- Raised brand awareness and positive impact on market share, valuation or bottom line

⭐ Best Technological Innovation

Open to: All fixed or mobile operators and service providers as well as equipment vendors and developers of software solutions. Equipment suppliers and solution providers can nominate their products or solutions with the involvement of operator. The award will be given to the operator recognising the most innovative technology.

About this category
This award will go to the operator that has best demonstrated innovative use of technology in delivering or receiving communication services via carrier networks. Judges will be looking for evidence of foresight in developing or fostering the development of technology as well as its rollout and commercial success.

Entries should focus on:

- The commercial viability of the technology
- Proof of implementation and take up
- Uniqueness of offering "how does it differ form similar products
- Proof that the technology or application is the original work of the entrant

⭐ Best Deal

Open to: All fixed or mobile operators and service providers, as well as investment bodies and funds that have conducted an acquisition, merger or a successful bid for a regional operating license. Investment bodies or consultants can nominate operators as their partners. The award will be presented to the operators recognising the best deal in the region.

About this category
The judges will look at the license or operation acquired, its potential to prove value for money and how the deal will lead to an improved service for the region's customers.

Entries should focus on:

- The potential revenue and growth opportunities provided by the acquisition/license
- How the new operation will benefit and work alongside the existing organisation
- Benefits to new and existing customers

⭐ Best Wholesale Carrier

Open to: Wholesale telecoms providers in wireline, fixed wireless, mobile or converged markets

About this category
The judges will be looking for the most innovative business model, successful partnering strategy or new technology deployment behind the most successful wholesale carrier business. They will take into account revenue growth and other KPIs, but not exclusively.

Entries should focus on:

- Sectors and markets where they have achieved growth
- Uniqueness of offering in areas such as cost, quality, connectivity, geographical reach and customer care approach.
- Retail partner take up and satisfaction.
- Innovative use of technology

⭐ Best Managed Service

Open to: All providers of communications services including fixed and mobile carriers; managed network and IT service providers, virtual network operators, and Internet service providers.

About this category
Managed services can encompass a range of offerings from managing WANs, through VPNs (including IP-VPN), managed network services and desktops or applications, to web hosting, web services and mobile enterprise solutions. While service providers don't have to own or manage the CPE of the end-user, they should be managing the communications through the CPE.

Entrants should focus on:

- Outlining the scope of the solution including service/services offered
- Explaining the capabilities in terms of reach, redundancy, capacity, flexibility, scalability, reliability and levels of service
- Summarising the service provider's network and technology strengths, security capabilities and customer support structures
- Providing evidence of customer satisfaction ratings, cost savings and other business benefits including elements like proactive response and benchmarking
- Demonstrating success of the solution in terms of market share, revenue growth and/or client wins

⭐ Best Customer Care

Open to: All fixed and mobile operators and service providers.

About this category
In this category the judges will look for evidence of a well designed and successfully implemented customer care strategy that has produced tangible and quantifiable results. This may be in the consumer or business markets.

Entrants should be able to demonstrate:

- A pro-active and pervasive customer care culture reporting against and meeting targets
- Application of technology to reinforce customer relationships and extend or enhance the service
- Future plans to improve or enhance the standard of service to customers

And provide:

- Audited data on churn, responsiveness, and customer satisfaction
- Testimonials from customers

⭐ Best Corporate Social Responsibility Contribution

Open to: All fixed and mobile operators and service providers.

About this category
In this category the judges will look for evidence of significant progress in terms of Corporate Social Responsibility (CSR) issues. Successful companies will be able to demonstrate well designed and successfully implemented CSR programmes delivering tangible and quantifiable results.

Entrants should focus on:

- CSR programmes that may include, but are not limited to, the following areas: community, environment, employees, management, and product.
- A measurable programme, delivering against and reaching set targets for improvement.
- Future plans to continue to address corporate, social & environmental issues
- How your CSR programme has benefited customers/end users, employees, and the wider public

⭐ Outstanding Leadership Award 2008

This award is to an individual who has been played a key role in the forward development of the region's telecoms industry in the past 12 months.

The award will be presented on the recommendation of the judging panel.

Get involved in the action!

Enter Now at
www.terrapinn.com/2008/twmeawards

Compete. Win.

The Telecom industry's number one networking event of the year

As you would expect, *Telecoms World Middle East 2008* is packed with cutting edge content and industry leading speakers. What's more, we have incorporated a vast array of networking opportunities to offer you the complete conference experience. From our online contact system where you can view and contact all attendees, to our speed networking sessions, to the interactive conference format you are sure to meet the people you want to meet.

contact

Our online "contact" system allows you to make initial contact, arrange meetings and begin networking with your fellow delegates prior to the event. It allows you to take full advantage of the extended breaks and dedicated networking time by planning in advance the meetings that will drive your business forward. The system will be live 3 weeks before the event.

SPEED NETWORKING

This is a revolutionary, exciting, quick and non-pressurised way to meet fellow delegates and industry peers in one 45 minute session. These brief meetings are the starting point for conversation and networking throughout the conference. **Make sure you bring along plenty of business cards for this session** which is where long lasting and fruitful relationships begin.

- The best 45 minute networking session you've ever experienced!
- Meet … move on … meet … move on … meet!
- Exchange business cards with fellow delegates, speakers and moderators

PANEL SESSION

The conference program includes several panel sessions. These are chat show style sessions creating an interactive environment rather than a lecture. The panelists are chosen for their views and lively debate is encouraged. This is your chance to interact and put your questions to the panel to ensure that the experts can answer the questions that are relevant to your business.

Pre-awards cocktail reception
18 November 2008, Hotel Al Bustan Rotana, Dubai, 18:10

The Telecoms World Awards Middle East
Awards ceremony and gala dinner

18 November 2008, Hotel Al Bustan Rotana, Dubai, 19:30
The 2nd annual Telecoms World Awards, Middle East awards recognise and celebrate those companies and individuals who have demonstrated an unparalleled ability to succeed, continually set standards of excellence, and who will be the future stars of the industry.

About the venue

Al Bustan Rotana Hotel,
Casablanca Road, Al Garhoud
Tel: (+971) 4 282 0000
Fax: (+971) 4 282 8100
Web: www.rotana.com

Al Bustan Rotana Hotel lies in the heart of Dubai, close to the city's major shopping areas and just a few minutes away from Dubai International Airport. It is located where businesses and commercial districts of Deira and Bur Dubai are easily accessible.

Media partners

Official broadcaster

CNBC

Media partners

TOTALTELECOM   Connect-World   CommsMEA

Executive   Telecom Watch   Comm.

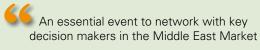juniper research   TELECOM Review   IT Insight

Compete. Win.

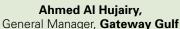# Sponsorship and exhibition opportunities

Telecoms World Middle East 2008 provides the perfect environment for you to demonstrate new products, introduce new services or solutions and engage in "face to face" meetings with your regional target audience. Sponsors are world leading solutions providers, while delegates are decision makers from across the region's telecoms operators and ISPs.

Previous Telecoms World Middle East events have featured:

- Over 350 senior-level executive attendees
- 77% Director and CEP-level attendees
- 56 different carriers, operators and ISPs
- Attendees from 43 different countries

Access to this audience is in great demand, leading to exhibition space in 2006 and 2007 being completely **SOLD OUT**.

> " An essential event to network with key decision makers in the Middle East Market "
>
> **Ahmed Al Hujairy,**
> General Manager, **Gateway Gulf**

Why sponsor?

Already the line up of CEOs and senior executives confirmed to attend Telecoms World Middle East 2008 indicates this year will be bigger and better then ever.

To ensure you get a choice of the best stand locations, we recommend you book early.

- Be seen as an industry leader in the Middle Eastern market
- Get your message across to the best ever line-up of CEOs from regional carriers, operators and ISPs
- Meet real decision makers face-to-face
- Develop new business from an event with a proved track record of success
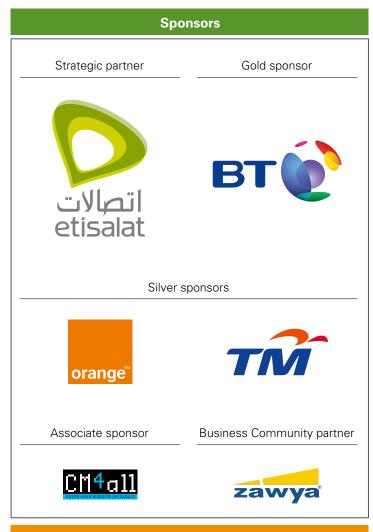- Get ROI on your marketing investment

Telecoms World Awards Middle East 2008

The awards ceremony and gala dinner will be the evening highlight. By sponsoring the awards ceremony, you will get unparalleled access to the telecoms industry's most successful and progressive companies and be seen as a facilitator of real success and innovation.

- A limited number of sponsors will receive:
- Opportunity to present an award of choice
- VIP tables at the gala dinner
- Branding in our extensive marketing campaign at the ceremony

For your opportunity to market your company at the industry meeting of the year, call me today! Tamer Nahas on +971 4 709 4521 or email tamer.nahas@terrapinn.com

Sponsors

Strategic partner

Gold sponsor

Silver sponsors

Associate sponsor

Business Community partner

Response form   **Fax back to +971 4 347 3889**

☐ **Yes!** I am interested in sponsoring/exhibiting. Please contact me immediately.

Name:..

Job title: ....

Company: ....

Address: ....

....

....

Postcode/Zip code:...

Country:..

Tel:...

Fax:..

Mobile: ....

Email: ....

Code: 300004

Registration form

Telecoms**WORLD**
Middle East 2008

17 – 20 November 2008, Al Bustan Rotana Hotel, Dubai, UAE

Yes, please register me for

Package	Dates	Price before 28 July 2008	Price before 25 August 2008	Price before 22 September 2008	Price after 22 September 2008
☐ **GOLD PASS** 2 day conference and both Exec. briefing days	17 – 20 November 2008	$5,814.00 **SAVE $1,026.00!**	$6,156.00 **SAVE $684.00!**	$6,498.00 **SAVE $342.00!**	$6,840.00
☐ 2 day conference and WiMAX Summit MENA briefing day	17 – 19 November 2008	$4,624.00 **SAVE $816.00!**	$4,896.00 **SAVE 544.00!**	$5,168.00 **SAVE $272.00!**	$5,440.00
☐ 2 day conference and Submarine Networks Middle East briefing day	18 – 20 November 2008	$4,624.00 **SAVE $816.00!**	$4,896.00 **SAVE 544.00!**	$5,168.00 **SAVE $272.00!**	$5,440.00
☐ 2 day conference	18 – 19 November 2008	$3,434.00 **SAVE $606.00!**	$3,636.00 **SAVE $404.00!**	$3,838.00 **SAVE $202.00!**	$4,040.00
☐ WiMAX Summit MENA briefing day	17 November 2008	$2,040.00 **SAVE $360.00!**	$2,160.00 **Save $240.00!**	$2,280.00 **SAVE $120.00!**	$2,400.00
☐ Submarine Networks Middle East briefing day	20 November 2008	$2,040.00 **SAVE $360.00!**	$2,160.00 **SAVE $240.00!**	$2,280.00 **SAVE $120.00!**	$2,400.00

*The registration fee includes lunch, refreshments, full conference documentation and entrance to the Telecoms World Middle East Awards Dinner. The fee does not include hotel accommodation. Payment terms are 7 days. Please tick this box ☐ if you do not wish to attend the Telecoms World Middle East Awards Ceremony and Gala Dinner, and $200 will be deducted from your total bill.

Corporate groups. Yes, I want to send the team and save even more

Delegates	Package	Normal Price	Group Price	Total savings
☐ 3	2 day conference + briefing days	$20,520.00	$18,468.00	**SAVE $2,052.00!**
☐ 6	2 day conference + briefing day	$41,040.00	$32,832.00	**SAVE $8,208.00!**
☐ 8	2 day conference + briefing days	$54,720.00	$41,040.00	**SAVE $13,680.00!**

*All tickets (except the briefing day only options) include refreshments, lunch, full conference documentation and a ticket to the Telecoms World Middle East Awards Ceremony and Gala Dinner. The fee does not include hotel accommodations. Payment terms are 7 days. **Corporate booking prices cannot be used in conjunction with any other promotional prices.

Attendee details

	Mr/Mrs/Ms	Full name	Job title	Telephone	Email
1					

For groups of more than 1 please attach a separate sheet with details of all attendees.

Company details

Signatory must be authorised to sign on behalf of contracting organisation

Name:...

Job title:...

Authorising signature:...

Email:...

Organisation name:...

Industry:...

Address:...

Postcode:...Country:..................

Tel:...Fax:..................................

Method of payment

Payment terms are 7 days. The conference registration pack will be sent to you once payment has been received.
☐ Bank Transfer ☐ Crossed cheque payable to Terrapinn (Dubai) Limited
☐ Visa ☐ American Express ☐ Mastercard

Card number: ....

Card holder's signature: ....

Expiry date: ....Security code:........

Bank Transfers: Account Name: Terrapinn Dubai Limited, Bank Account Number: 60602120122201, Bank name & Address: Lloyds TSB bank PLC, Al Wasl Road, Jumeira, PO Box 3766, Dubai, United Arab Emirates, Swift code: LOYDAEAD. **Reference please quote 300004 and the delegate's name.**

For official use only

Received:☐ Date:..............Code 300004/A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Venue and hotel accommodation

Venue: Al Bustan Rotana Hotel, Casablanca Road, Al Garhoud P.O. Box 30880, Dubai, U.A.E.
www.rotana.com/property-9.htm

Hotel accommodation: The conference fee does not include accommodation. Terrapinn has obtained specially discounted rates for all attendees. A hotel booking form will be sent to all registered attendees. Please book your accommodation early to avoid disappointment.

Data Protection

Terrapinn (or its agents) may contact you by mail, phone or email about products and services offered by Terrapinn and its group companies, which Terrapinn believes may be of interest to you, or about relevant products and services offered by reputable third parties. Terrapinn may also disclose your contact details to such third parties to enable them to contact you directly. Certain entities to which Terrapinn discloses your contact details are located in territories overseas which have fewer legal safeguards to protect personal data. By returning this form to us, you agree to our processing of your personal information in this way. Please tick the appropriate box if you do not wish to receive such information from:
☐ the Terrapinn group; ☐ or reputable third parties.

Cancellation

1. Should you be unable to attend, a substitute delegate is welcome at no extra charge.
2. Should you wish to cancel completely a charge of 50% of the registration fee, plus $300 administrative charge will be made for cancellations received in writing at least 30 days prior to the conference start date.
3. Alternatively, you may choose a credit note for the full value of the registration price (valid for 1 year), which may be put towards another Terrapinn event.
4. The company regrets that no cancellations will be accepted within 30 days of the conference start date. Prepayments will not be refunded and invoiced sums will be payable in full, except in cases where it has been possible to mitigate loss.
5. Course documentation will, however be made available to the delegate. Terrapinn reserves the right to alter the programme without notice.

Insert your voucher code

Code:...