

# Telecoms Executive Summit

*Driving innovation in the telecoms industry*

**Venue:** Sheikh Rashid Hall, Dubai International Conference and Exhibition Centre, UAE

**Conference:** Monday 18<sup>th</sup> & Tuesday 19<sup>th</sup> October 2010

## DAY ONE: Monday 18<sup>th</sup> October 2010

09:00 *Registration and coffee*

09:30 **Welcome and Chairman's opening remarks**

09:45 **KEYNOTE ADDRESS: to be announced**

10:10 **SPECIAL ADDRESS: to be announced**

10:40 *Morning refreshments*

11:10 **Enabling wider economic development through a competitive telecoms sector**

11:30 **Analysing your perspectives on the telecoms sector in the MENA region**

(Interactive voting to incorporate audience perspectives or panel discussion involving a speaker from each area of industry e.g. operator, infrastructure, supplier, manufacturer etc)

- Analysing the current state of the telecoms market
- Where will growth come from in the next 12 months?
- Which emerging markets are showing the greatest potential?
- What are the barriers to growth and how can they be overcome?

<b>COUNTRY PROFILES</b>
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**A look at the regions key markets in terms of emerging demographics (size, age, GDP), penetration rates and subscribers, technologies and regulations.**

11:40 **SAUDI ARABIA:**

12:00 **UAE:**

12:20 **QATAR:**

12:40 **EGYPT:**

13:00 *Lunch taking place in room: Dubai C & D (1<sup>st</sup> floor)*

<b>TECHNOLOGY SHOWCASE</b>
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**14:00 PANEL DISCUSSION: Development and deployment of new technologies**

- What's available - WIMAX, FTTH, LTE – choosing the right technology
- How are new technologies being applied abroad?
- Costs and benefits of transferring technologies (updating or deploying new technology)
- What are the challenges involved in transferring?
- How quickly can new technologies be deployed?
- Opportunities for growth through investment in innovative technologies
- Sharing networks with competitors: who benefits?

**14:45 Delivering advanced broadband services: Long Term Evolution (LTE)?**

- Is LTE the future for telecoms technology?
- The challenge of converting to LTE, how has it performed in testing?
- LTE mobile networks in action – who should invest in LTE?
- What will LTE mean for the Middle East?

15:15 *Afternoon refreshments*

**15:45 Smart cities: setting the standard for future urban living**

- Emphasis on broadband access
- Fiber to the building and wireless technologies
- Testing ground potential of smart cities

**16:15 Demand grows for high speed mobile broadband**

- Mobile broadband technologies, high bandwidth at low cost – HSPA
- Capabilities of next generation broadband networks – FTTH, LTE
- Revenue potential of mobile TV
- Will video conferencing over mobile revolutionise business?

17:00 *Closing remarks from the Chair and end of day one*

## **DAY TWO: Tuesday 19<sup>th</sup> October 2010**

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09:00 *Registration and coffee*

09:30 **Welcome and Chairman's opening remarks**

09:45 **KEYNOTE ADDRESS: Regional operators become global players**

- Reviving mergers and acquisitions activity
- Securing long term growth through overseas expansion
- Strategic investments in emerging markets
- Funding mergers and acquisitions activity

10:15 **Revenue streaming**

- Creating revenue for growth
- Maximising return on investments
- Ensuring earnings growth is in line with shareholders expectations?
- Improving operational efficiency: outsourcing noncore operations
- Attracting investors

10:45 **PANEL DISCUSSION: Moving the industry forward - competition and regulation**

- Encouraging competition: putting an end to anti-competitive practices and improving quality, costs and choice in the process
- Enabling new technologies and services and encouraging infrastructure sharing to support faster growth of networks
- Examining regulations for mobile advertising
- Lifting restrictions on VoIP services

11:30 *Morning refreshments*

<b>IDENTIFYING GROWTH IN EMERGING MARKETS</b>
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12:00 **CASE STUDIES: South East Asia – Indonesia, Thailand**

12:20 **CASE STUDIES: North Africa – Egypt, Sudan**

12:40 **CASE STUDIES: North Africa - Libya, Tunisia**

13:00 *Lunch and refreshments*

<b>DERIVING VALUE THROUGH INNOVATION</b>
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14:00 **Growth drivers for the future: Mobile content and data services**

- Competing or partnering with powerful 'over the top players' and third party providers



- Who owns the customer?
- Using partnerships to attract and retain customers
- Looking beyond the region for ideas
- Who's reaping the financial rewards on applications?

**14:30 Innovation rounds: examples of unique content in the region**

- E.g. Emirates - making airline reservations with your mobile, m-health, m-education, m-banking

**15:00 VENDOR ROUND TABLE: Challenges in an increasingly competitive market**

**15:45 Revisiting audience survey results from day one**

- Has opinion changed over the course of the summit?

**16:00 *Chairman's closing remarks and end of conference***