

FTTH Middle East Conference 2010

Programme

30 November 2010

9:15-9:30	Welcome
9:30-10:00	Opening Session <ul style="list-style-type: none">• Official Welcome by HE Eng. Charbel Nahas, Minister of Post and Telecommunications of the Republic of Lebanon (Invited)• Speech by Dr. Imad Hoballah, Acting Chairman and CEO, Telecommunications Regulatory Authority• Speech by Chris Holden, President FTTH Council Europe• Speech by Faris Awartani, Chair FTTH Council Middle East Group
10:00-11:00	FTTH: Case Studies Middle East <p>FTTH is happening in Middle East. This session gives insights into existing and planned FTTH deployments in the Middle East region.</p> <p><u>Moderator:</u> Richard Thomas, Member of the Board, FTTH Council Europe</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none">• Tariq Albahri, Vice President - Fixed Access Network, du <i>"FTTH Building the Base - du Case Study"</i>• Kassim Al-Hassani, Director General, Iraqi Telecommunications and Post Company, Iraqi Ministry of Communications
11:00-11:30	Coffee Break in the Exhibition Hall
11:30-12:30	Experiencing the Opportunities of FTTH <p>FTTH networks offer a wide range of opportunities for network operators. This includes new services and business models as well as innovative regulatory approaches. This session discusses the various opportunities of FTTH.</p> <p><u>Moderator:</u> Eric Festraets, Member of the Board, FTTH Council Europe</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none">• Louay Abou Chanab, Booz & Company <i>"Enabling Sustainable Digital Highways"</i>• Samer Salameh, CEO, Total Play
12:30-14:00	Lunch in the Exhibition Hall
14:00-16:00	Voice of the Industry <p>Leading vendors will showcase their FTTH solutions and explain how their products are evolving to meet the challenges poses by mass market deployment. The session will analyse how these solutions will affect the design, installation and operation of real-world FTTH networks. Topics covered will include complex outside plant deployments, wholesale access and network-based services.</p> <p><u>Moderator:</u> Nadia Babaali, Communications Director, FTTH Council Europe</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none">• Jan van Tetering, Vice President Network Solutions & Strategy Europe, Middle East and Africa Region, Alcatel-Lucent <i>"Monetizing the Key Benefits of Fiber"</i>• Peter Ludin, Vice President Sales EMEA, Draka

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	<p><i>"Delivering Innovation: Smart Solutions for your FTTx Network"</i></p> <ul style="list-style-type: none"> Eng. Rami Abdel Majeed, Project Manager, Moseco Group <i>"A Quick Guide in Middle East for FTTH/FTTB"</i> Georges Antoun, Head of Product Area IP & Broadband Networks (PAIB), Ericsson <i>"Deep Fiber Access - Fiber is the Endgame"</i>
16:00-16:30	Coffee Break in the Exhibition Hall
16:30-18:00	<p>Workshop</p> <p>by Richard Jones, Partner, Ventura Team LLP</p> <p><i>"Making the case for FTTx – a workshop on the key business drivers for an FTTx business and where you need to focus your attention"</i></p>

1 December 2010

9:15-10:45	<p>Analysts Session: FTTH Market in the Middle East</p> <p>The annual rankings from the three FTTH Councils provide a benchmark for authorities around the world. In this session, industry analysts will present a complete overview of the worldwide markets for broadband and FTTH. They will also examine the specific situation in the Middle East today and the opportunities and outlook for fibre deployments in the region over the next few years.</p> <p><u>Moderator:</u> Jan Schindler, Chair Market Intelligence Committee, FTTH Council Europe</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> Roland Montagne, Director Telecoms Business Unit, IDATE <i>"European and Middle East FTTH markets at June 2010"</i> Jawad Abbassi, Founder and General Manager, Arab Advisors Group <i>"The Arab World's Telecom and Broadband Markets: Current status and future prospects"</i> Gary O'Neal, Chief Technical Advisor, SAMENA Telecommunications Council <i>"The Role of SAMENA in the Regional FTTH Activity"</i>
10:45-11:15	Coffee Break in the Exhibition Hall
11:15-12:15	<p>FTTH: Lessons Learned</p> <p>More than 50 Million customers already benefit from fibre connections worldwide. This session will discuss several aspects of lessons learned and present experiences from global markets.</p> <p><u>Moderator:</u> Gamal Hegazy, FTTH Council Middle East Group</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> Dr. Shoichi Hanatani, Chair Education & Training Committee, FTTH Council Asia-Pacific <i>"FTTH Deployments in Asia-Pacific and Lessons Learned"</i> Saleha Asif, Associate Principal, McKinsey & Company <i>"Monetizing Fiber - Key to successful Fiber Commercialization"</i>
12:15-13:30	Lunch in the Exhibition Hall
13:30-15:00	<p>Breakout Sessions</p> <p>Breakout Session 1: FTTH Technology Session</p> <p>This tutorial session is designed to bring everyone up to speed on FTTH technology and terminology. The session will start with the basics, for instance the difference between fibre-to-the-home, building, curb and node; and move onto more complicated subjects such as PON vs. point-to-point architectures and the supporting network protocols of ATM and Ethernet.</p> <p><u>Moderator:</u> Thomas Martin, Vice-Chair, FTTH Council Middle East Group and Deployment & Operations Committee, FTTH Council Europe</p>

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	<p><u>Speakers:</u></p> <ul style="list-style-type: none">• Thomas Martin, Vice-Chair, FTTH Council Middle East Group and Deployment & Operations Committee, FTTH Council Europe• Dr. Alain Bertaina, Product Marketing Director – Single-mode Fiber, Draka Communications <p><i>“Deployment Solutions - based on Size Reduction - to enhance economically and environmentally friendly OSP and MDU FTTH deployments”</i></p> <p>Breakout Session 2: The Business Case for FTTH</p> <p>This tutorial session will discuss the business case for FTTH networks. All important topics will be covered including Operator Models, Services and Pricing, Marketing, Consumer Research and Financing.</p> <p><u>Moderator:</u> Albert Grooten, Member of the Board, FTTH Council Europe</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none">• Albert Grooten, Member of the Board, FTTH Council Europe• Dr. Bruno Van Den Bossche, Development Engineer, Comsof NV <p><i>“The FTTH Business Case: Comparing the Impact of Important Parameters”</i></p> <ul style="list-style-type: none">• Ajay Saini, Product Marketing Manager for Broadband Access, Ericsson <p><i>“The Business Case for FTTH: Challenges and Recommendations”</i></p>
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