

# Beyond Connectivity 2010

28<sup>th</sup> & 29<sup>th</sup> April

Mövenpick Hotel, Beirut, Lebanon

### Panel 1: Introductory and opening

Setting the Scene: Growth Prospects and Future Bets

Global markets overview: growth shifts and emerging opportunities.  
Re-shaping the industry: operators new strategies and business models.  
Sector policy and regulation post liberalization and recession.

### Panel 2

Demand shifts and resulting opportunities and challenges

Uptake of consumers demand for bandwidth hungry applications.  
Uptake of enterprises demand for Cloud computing.  
New demand from a new segment: Application and content providers.

### Panel 3

Innovation: the new name of the market facing game

Effectively competing in low-income markets.  
Playing it right in the applications and content space.  
Mobile applications, Mobile Payment and Mobile TV.  
New enterprise business model.  
Serving the government and public sector segment.

### Panel 4

Broadband technology models

Next generation access strategies.  
Mobile broadband: myths and realities.  
Fixed broadband: business potential vs. national imperatives.

### Panel 5

Business infrastructure strategies

FTTH as a national sustainability and competitiveness imperative.  
Building the networks of the future: enables and inhibitors.  
New infrastructure business model: operators perspective.

### Panel 6: Regulatory Panel

Next Generation Policy and Regulation: Need for a New Agenda

Effective policies to drive broadband, convergence and innovation.  
Challenges and imperatives of regional harmonization.  
The impact and the need to regulate terminations charges.  
Regulating International Roaming: The SAMENA region's perspective.  
Evolving regulatory roles toward better managing climate change.

### Panel 7

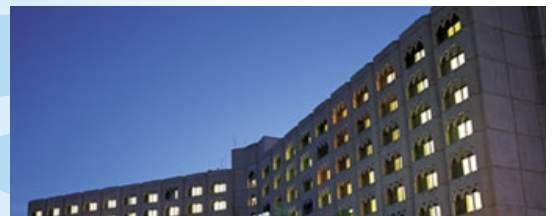
Mobile application strategies

E - Health  
E - Education

### Panel 8

Content

Content Creation and Distribution in SAMENA  
The impact of "revenue-less" content  
Realizing challenges in content ownership  
Value creation in an "open content" era



#### Official Media Partners



#### Media Partners



#### PR Partner



#### Regulatory Advisor



#### Auditors Partner



#### Consulting Partner



#### Knowledge Partners



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