

THE **ONLY** BROADBAND EVENT FOR THE MIDDLE EAST & AFRICA – FEATURING **50+** GLOBAL OPERATOR, BROADCASTER, REGULATOR AND CONTENT PROVIDER CASE STUDIES - DELIVERING THE TOOLS YOU NEED FOR PROFITABLE DEPLOYMENT OF BROADBAND SERVICES

Limited **FREE** Operator Passes

3rd ANNUAL

1st Edition
Preview Brochure

BROADBAND WORLD FORUM MEA 2011

50%
Operator
attendance

Solving All Your Business and Technical Broadband Challenges to Achieve ROI and Bridge the Digital Divide

13th-15th March 2011, Jumeirah Beach Hotel, Dubai, UAE



Join us in 2011 for the region's largest Broadband World Forum MEA yet

- ▶ 750+ Attendees
- ▶ 60+ Visionary Speakers
- ▶ 50+ Operator/Broadcaster Case Studies
- ▶ 27+ Board Level & VP Presenters
- ▶ 20+ Middle Eastern Operator Presentations
- ▶ 10+ African Operator Presentations

Across **3** packed days, **4** tracks, and a world-class exhibition

50+ Global Service Provider Case Studies including:



DR. ABDUL MALEK AL-JABER,
CEO,
Zain Jordan



KHALIFA AL SHAMSI,
Senior Vice President, Marketing,
Etisalat UAE



STEFANE FRANCE,
VP Content International, Orange
France Telecom, France



SAAD DHAFFER AL QAHTANI,
VP – Residential Sector Services,
Saudi Telecom Company



SHERINE FOUAD,
Head of Strategy and Business Development,
Vodafone Egypt



NIC CANTUNIAR,
Head of EMEA,
Cable & Wireless, Worldwide



YOUSEF MUGHARBIL,
President – Digital Media,
Rotana Media Group, Saudi Arabia



JOHN WATSON,
Executive Director Business,
AT&T, USA



MOHAMMED AL GHANIM,
Director General, **Plus the Regulators**
TRA, UAE



SAMIR IBRAHIM,
Head of Distribution New Media & Merchandising,
Al Jazeera Television, Qatar



BILL HUANG,
Managing Director, China Mobile Research Institute,
China Mobile



DR. IMAD HOBALLAH,
Acting Chairman and CEO,
TRA, Lebanon



AHMED SOLTAN,
Director Network Quality & Control Technology,
Du, UAE



ROBERT PATAKI,
Chief Strategy Officer and Corporate Development,
Magyar Telecom, Hungary



MOHAMED MAHMOOD,
Director – Technical Operations,
TRA, Bahrain

Focus Day
**Rural Coverage and Connectivity
Focus Day**

How to achieve ROI with rural broadband network coverage
13th March 2011

NEW
FOR 2011

Post-Conference Workshop
**Building the Business Case for Profitable
Broadband Deployments**

Understanding the real world drivers of profitability, what works and what doesn't
16th March 2011

Strategic Operator Partner:



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Register Online: www.broadbandworldforum.com/mea



"We partner with the event because it offers us the opportunity to learn about other operator experiences as well as share our experiences. The event offers great business sharing, networking and communication opportunities...."

Fahem Salem Al Bugham, Vice President of Technology, Strategy, Planning, **Etisalat, UAE**

القمة الدولية للبرودباند
**BROADBAND
GLOBAL SUMMIT**

**BROADBAND
WORLD FORUM MEA 2011**

BECOMES

The region's most prestigious Broadband Global Summit has now been re-branded **Broadband World Forum MEA 2011**, the premier annual industry event where **750+ of the region's decision makers come to do business**. Now THE largest broadband event in the region, the 2011 conference programme will feature **60+ visionary speakers** including **50+ Operator and Broadcaster presentations** and **case studies** across **keynote plenary sessions, interactive and dynamic panel discussions** plus **4 tracks** covering the most burning issues. The packed programme is both current and comprehensive bringing you up to date with the regions developments across **3 days**. **Broadband World Forum MEA 2011 is the MUST attend industry event you can't afford to miss!**

A comprehensive exhibition offering a first hand look at cutting edge broadband technologies, applications, solutions and services which will run alongside the conference. **Meeting rooms, networking hubs, media zones** and the Broadband World Forum MEA show reel including live interviews and event footage will be available in the exhibition hall to ensure this event really is THE smart investment for maximum ROI.

State of the Art Agenda for 2011

Day 1 – 13 March 2011

Rural Coverage & Connectivity Focus Day

How to Achieve ROI with Rural Broadband Network Coverage

As well as providing a platform for new organic growth for operators, connecting rural and remote areas presents opportunities for vendors across the telecommunications ecosystem.

- How to make Money with Rural Coverage and Connectivity
- The Relevance of Mobile & LTE for Rural Coverage
- The Role of Satellites in increasing Internet Penetration
- How Can Broadband Penetration be increased in Rural Areas?

Day 2 - 14 March 2011

Strategic Keynote Session

Developing the Broadband Vision

Determining the broadband business models, government broadband strategies and universal service broadband strategies

Day 3 - 15 March 2011

Strategic Keynote Session

Debating the Broadband Technology Trends

What are the broadband technology threats/challenges and what are the solutions? What are the cost impacts? What do operators need to understand about broadband technology trends to make a success?

Networking Exhibition Visit

Broadband Technology Know How

Concise and essential technical information you need to develop successful broadband services

Successfully Monetising Broadband

Learn from operators who have already launched their successful broadband services and how they have solved implementation challenges

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Networking Exhibition Visit

Fibre and Fixed Access

FTTx, DSL, IP, xPON Evolution

Broadband Best Practice, Business Modelling

Best Practice Case Studies – Tariffs, Bundles/Packages, Wholesale Business Models

Broadband Traffic Management

Backhaul, OSS/BSS, Traffic And Capacity Optimisation, Offload, Net Neutrality

Broadband TV

IPTV, 3DTV, Hybrid TV

Networking Exhibition Visit

Wireless Broadband

WIMAX, HSPA, LTE & Satellite

Broadband Service Case Studies

Applications, Cloud Computing, OTT, Vertical Applications

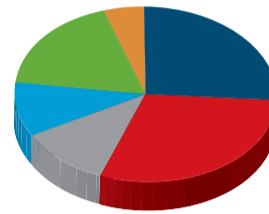
Closing Keynote:

Green Technology Solutions for Broadband & Broadband Technology Evolution

Meet Everyone You Need to Know In the Middle East and African Broadband Industry

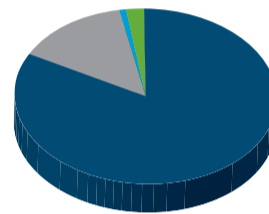
- ▶ **Meet 750+** regional decision makers
- ▶ Learn from **60+ speakers** including **50+ Operator and Broadcasters from across the Middle East and Africa, USA, Asia and Europe**
- ▶ Network with solution providers in the dedicated exhibition

Over 50% of Attendees were Director Level or Above...



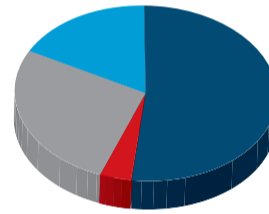
- Director/Head of26%
- Project/Business Dev. Manager30%
- Analyst/Press.....11%
- Vice President10%
- CxO/Board Level18%
- Architect/Engineer5%

Attendees from 30 countries..



- Middle East & Africa.....83%
- Europe.....14%
- North America/Canada1%
- Asia2%

Over 50% of Attendees Represented Operators...



- Operator52%
- Regulator4%
- Equipment Vendor27%
- Press/Analyst/Consultant.....17%

Broadband Global Summit 2010

HEAR WHAT OUR SPEAKERS HAVE TO SAY

See all interviews at www.broadbandworldforum.com/mea



To view the TV footage including live interviews with our visionary speakers visit: www.broadbandworldforum.com/mea

Don't Miss Out - Register for Regional Broadband's Largest Networking, Learning and Business Development Event

| Attendance Options | Until 31 January 2011 | From 1 February 2011 |
|--|-----------------------|----------------------|
| 4 Day Platinum Pass: Includes Rural Coverage & Connectivity Focus Day + 2 day conference + exhibition access + Post Conference Workshop | US\$ 3697 | US\$ 4197 |
| 3 Day Silver Pass: includes Rural Coverage & Connectivity Focus Day + 2 day conference + exhibition access | US\$ 2998 | US\$ 3398 |
| 2 Day Conference Pass: includes 2 day conference + exhibition access | US\$ 1799 | US\$ 1999 |
| Rural Coverage & Connectivity Focus Day ONLY | US\$ 1199 | US\$ 1399 |
| Post Conference Workshop ONLY: Building the Business Case for Profitable Broadband Deployments | US\$ 699 | US\$ 799 |

To claim one of the limited FREE Operator passes for the 2 day conference, please email: helen.ponsford@informa.com

Unable to attend the conference? Register your FREE exhibition pass online: www.broadbandworldforum.com/mea/free

I am unable to attend, view the event documents online at £325 (+ VAT @17.5%)

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For the latest event updates visit: www.broadbandworldforum.com/mea

Agenda Day One: Sunday, 13th March 2011 Agenda Day Two: Monday, 14th March 2011

Building Successful Rural Coverage and Connectivity Focus Day

How to Achieve ROI with Rural Broadband Network Coverage

As well as providing a platform for new organic growth for operators, connecting rural and remote areas presents opportunities for vendors across the telecommunications ecosystem.

08.30 Registration and Refreshments

09.00 **Chair's Welcome & Introduction**
Angel Dobardziev, *Principal Analyst, Ovum*

Keynote Session: Achieving ROI with Rural Broadband Coverage

09.15 **The Role of Satellites in increasing the Internet Penetration across the Coverage Area, in particular in Un-served and Underserved Areas**

- Cost-effective DSL-like services via satellite
- Game-changing technology using Ka-band technology
- Satellite blanket coverage especially for un-served and underserved areas
- Providing communications for back-up services through a unique network architecture
- Cost-effective service offering

Emil Samarah, *Regional Director- Middle East, Yahsat*

How to Enable Rural Transformation with Broadband Services

09.45 **The Prospects for Supply and Demand of Capacity on Submarine Fibre Optic Cables Terminating in Ghana**

- The challenges and solutions and what this means for rural Ghana
- The prospects for supply and demand of capacity on submarine fibre optic cables terminating in Ghana

Kofi Datsa, *Board Member and General Manger, DiscoveryTel Ghana*

10.15 **Enabling Rural Transformation with Broadband Services**

- Connecting communities and enhancing livelihoods
 - Solving the challenges posed by unreliable/absence power, high costs of last mile connectivity, etc
- Speaker to be confirmed*

10.45 Morning Refreshment & Networking Break ☕

11.30 **PANEL DISCUSSION: How Can Broadband Penetration be increased in Rural Areas?**

- Is mobile broadband pushing forward early deployments?
- How can broadband adoption be encouraged?
- How can governments help?
- How to give your customers what they need

Mohamed Masoud, *Value Added Services Director, Orascom Telecom, Egypt*
Anwar Sousa, *Chief Commercial Officer, Telecel Zimbabwe*

12.15 **Topic to be confirmed**

Speaker to be confirmed

12.45 Networking Lunch 🍽️

What are the Technology Choices for Rural Broadband Penetration?

14.00 **What are the Best Technologies for Connecting Rural Areas to Broadband?**

- Debating the WiMAX, LTE, HSPA as the technology choices
- Strategies to encourage broadband usage and deployment
- What are the benefits for operators and their customers?

Sami H O Salih, *R&D, National Telecom Corporation (NTC), Sudan*

15.00 **Identifying Technologies and Models that Reduce Cost Base to a Minimum for Rural Broadband**

Speaker to be confirmed

15.30 Afternoon Refreshment & Networking Break ☕

16.00 **Reaching the MEA Consumer: How Mobile Offers Access and Opportunity for All**

- Doing good for the business as well as the community
- Tailoring services that are a need for a rural communities eg agricultural market information, health and disease information etc


Thierry Delarue, *Strategy Planning and Insights Director, Nokia Middle East and Africa*

16.30 **PANEL DISCUSSION: Q&A Embracing the Opportunity of Rural Broadband Connectivity**

Kofi Datsa, *Board Member and General Manger, DiscoveryTel Ghana*
Emil Samarah, *Regional Director- Middle East, Yahsat*

17.00 End of Focus Day

“Great regional networking facility”

HA, Zain 

Strategic Keynote: Developing the Broadband Vision

Demand for High Definition TV and video, the growing popularity of peer-to-peer applications and an increase in WiFi traffic to personal devices are factors contributing to an increase in demand for ultra high-speed broadband. Incumbent telecom operators have to react now to the double-squeeze from cable operators and to the FTTb/h deployments by utilities and alternative operators. If they do not act, they risk the erosion of their core business. It is necessary for governments and regulators to continue to support and maintain these investments. Determining the broadband business models, government broadband strategies and universal service broadband strategies.

08.30 Registration and Refreshments

08.50 **Conference Welcome and Speed Networking**

A chance to get to know your peers before the start of the conference and set a relaxed, informal and friendly atmosphere.

09.00 **Chairman's Welcome & Introduction**
Karim Taga, *Managing Director, Arthur D Little, Austria*

09.10 **The Status of Broadband in the MEA Region**

- Allowing customers to enjoy the maximum expected broadband experience with HSPA+, femtocells and smart device bundles

Khalifa Al Shamsi, *Senior Vice President, Marketing, Etisalat, UAE*

09.35 **The Status of Regional Regulations and How they Impact Services**

Dr Mohammed Al Ghanim, *Director General, TRA, UAE*

10.00 **Governments' Broadband Strategies: Sound Bites by Regional Experts as How to Encourage Service Uptake**

- What can governments do to encourage investment in broadband? Should they do anything?
- How can competition effect investment and service innovation? (if the revenue prospects are so low, because there are so many players, will anyone invest?)
- What specific societal and Industry outcomes would government like to see driven / enabled by telecoms? How might government 'help'?

Dr. Imad Hoballah, *Acting Chairman and CEO, TRA, Lebanon*

Sami H O Salih, *R&D, National Telecom Corporation (NTC), Sudan*

Dr Mohammed Al Ghanim, *Director General, TRA, UAE*

10.30 Morning Refreshments & Exhibition Visit ☕

Broadband Technology Know How

Concise and essential technical information you need to develop successful broadband services

Fibre & Fixed Access

The Benefits of FTTx, DSL, IP, xPON for Broadband Services

Session Chair: Robin Mersh, *COO, Broadband Forum*

14.00 **Key Drivers for Deploying an FTTh Network**

- Operator strategies to role out plans and FTTh operator deployment experiences
- Full service oriented architecture for FTTx

Etisalat, UAE (TBC)

14.30 **New Developments in xDSL Capabilities for Broadband**

Nazmi Caglar Boluk, *Strategy and Business Development Analysis Manager, Turk Telecom Group*

15.00 **Topic to be confirmed**

- IoT requirements
- IoT Applications

Detecon (TBC)

15.30 Afternoon Refreshments & Exhibition Visit ☕

Wireless Broadband

Positioning WiMAX, HSPA, & LTE in the Wireless Broadband Picture

Session Chair: Matthew Reed, *Editor, Middle East and Africa Wireless Analyst, Informa*

16.00 **Bahrain's Plan for LTE and the Wireless Broadband Path**

- Current status of the telecommunications market in Bahrain
- Policies and plans for spectrum in Bahrain
- Next steps – spectrum release plans including LTE

Mohamed Mahmood, *Director, Technical Operations, TRA, Bahrain*

16.30 **Topic to be confirmed**

- Mobility vs. broadband speed, the tip off point?
- Smartphones and their impact, WiMAX devices and their mobility potential
- Overlay options with HSDPA, LTE, WiMAX

Acision (TBC)

17.00 **Delivering QoS Broadband to Customers On and Offshore**

- What are the technology solutions?
- Achieving real-time topology and bandwidth awareness
- Delivering reliable satellite and wireless broadband solutions

Yen Choi, *Group EVP and CTO, Netcom Africa*

17.30 **Panel Discussion: Debating Wireless Broadband Usage Scenarios**

- Can WiMAX and LTE be complimentary with tailored uses for each, eg. WiMAX for backhaul and LTE for hotspots to enrich customer experience?
- Discussing where wireless/mobile broadband is important in the region and why?
- What are the various LTE operator strategies and timelines?
- What are the spectrum challenges and availability for LTE?

Sherine Fouad, *Head of Strategy and Business Development, Vodafone Egypt*

Hasan Sharif, *Senior Manager, Spectrum Strategy, TRA, UAE*

Mian Mutti Ur Rehman, *Costing and Regulatory Economist, Mobilink*

18.00 **End of Day One**



"It is a pleasure for me to participate in the BBWF MEA event, especially at times where "digital economies" are becoming the trend. I am glad to use this venue to share my experience and discuss with others the challenges ahead as we strive to have broadband reach every single household in the Arab world as a means to boosting our economy, enhancing the way of life of the average citizen, and opening up to other societies and cultures."

Saad Dhafer Al Qahtani, VP – Residential Sector Services, Saudi Telecom Company



Follow us on Twitter. Look out for live tweets around #BBWFMEA that will be displayed on the screen at intervals throughout the show.

Keep up to date with Broadband World Forum MEA 2011 event news and hear what the Broadband community have to say about the event at: <http://twitter.com/bbworlforum>

NEW for 2011

- 11.30 OPERATOR** **Broadband Penetration and Uptake: From Push to Pull**
- Translating broadband into productivity and economic growth
 - Inhibitors to high speed broadband uptake in the region
 - The role of the government and operators to foster high speed broadband demand
- Sacha A Dudler, VP Regulatory Strategy and Studies, Mobily, Kingdom Saudi Arabia**
- 11.55 BROADCASTERS** **Embracing the Broadband Opportunity – The Broadcasters Perspective**
- How to monetise broadband- maximizing service usage, what will these services look like and what price will they sell?
 - What is the end users appetite for broadband services?
 - Expanding the broadband landscape for a fast growing global audience
- Mazen Hayek, Official Spokesman - Group Director of PR & Commercial, MBC Group**
- 12.20 OPERATOR** **Industry Debate: Embracing the Broadband Opportunity and Changing the Rules to Gain Broadband Investment in the Region**
- What are the investment opportunities and financial issues for broadband deployments - How can the business case be made more attractive?
 - What are examples of successful business models? How to lower the costs of broadband investment?
 - What do the various players: regulators, governments, operators need to do?
 - Debating deregulating the market further to drive growth
 - How will Next Generation Access (NGA) be regulated?
 - What needs to be done to enable ultrabroadband?
 - Discussing price competition and maintaining tight cost control
 - How will broadband benefit consumers in the region and how will broadband impact on their way of living?
- REGULATOR**
- Dr. Abdul Malek Al-Jaber, CEO, Zain Jordan**
Javier Sanchez, Management Division, Strategy & CEO Support, Zain Kuwait
Saad Dhafer Al Qahtani, VP – Residential Sector Services, Saudi Telecom Company
Dr. Imad Hoballah, Acting Chairman and CEO, TRA, Lebanon
- 13.00** Networking Lunch and Exhibition Visit

Successfully Monetising Broadband

Learn from operators who have already launched their successful broadband services and how they have solved implementation challenges

Broadband Best Practice & Business Modelling

Best Practice Case Studies: Tariffs, Bundles/Packages, Wholesale Business Models

Session Chair: Richard Jones, Partner, Ventura Team LLP

- 14.00 OPERATOR** **How to Monetise Broadband?**
- What is the market potential?
 - How will operators get to that potential?
- Richard Jones, Partner, Ventura Team LLP**
- 14.30 OPERATOR** **The Role of Wholesale in Operator's Business Models for Broadband**
- Cost saving verses revenue generation
 - How to transition from voice-dominated networks to broadband networks
 - Minimising the threat from OTT players
- Robert Pataki, Chief Strategy Officer and Corporate Development, Magyar Telecom, Hungary**
- 15.00 OPERATOR** **Solving Broadband Network Deployment Issues for Operators**
- Addressing pressure from many sources
 - What are the technology solutions?
 - Addressing the customer's needs
 - Deployment cost and revenue analysis
 - Operator case studies
- Mohsen Asadi, VP Business Development, Norconsult Telematics**
- 15.30** Afternoon Refreshments & Exhibition Visit

Broadband Application & Service Case Studies

Discussing the Applications, Cloud Computing, OTT & Vertical Applications

Session Chair: Hadi Raad, Principal, Booz & Company

- 16.00 OPERATOR** **Digitizing MENA Economies with Vertical Applications**
- Trends shaping demand for digital economies
 - Industry verticals applications
 - Impact and benefits to consumers and enterprises
 - Stakeholders, partnerships, and business models
- Hadi Raad, Principal, Booz & Company**
- 16.30 OPERATOR** **Case Study: Broadband Games Using WiMAX**
- Providing people with the best online gaming experience in the region with broadband QoS assurance
 - Effectively delivering high-speed, portability, reliability and high quality of service to business and residential customers
- Dr Laith Sadiq, CEO, Mena Telecom, Bahrain**
- 17.00 OPERATOR** **What Does Cloud Computing Mean for Broadband?**
- Using the cloud for content services
 - Using the cloud for security
 - Usage case studies
 - Scale, flexibility and capacity planning for cloud services
- Speaker to be confirmed*
- 17.30 OPERATOR** **Panel Discussion: Broadband Applications Outlook – Demand, Business Models and Implications**
- How are connected home applications (IPTV, Music, and Entertainment) driving broadband?
 - Debating the opportunity or threat of OTT
 - What services will differentiate operators and how can the operator be innovative with different pricing bundles and packages?
 - What are the vertical applications for broadband?
- Darren True, CEO, Injaz Telecom, Oman**
Turki Al Toaimi, Director of Marketing, Bravo, Kingdom Saudi Arabia
Ahmad Abdallah, General Manager Operations, MTN – MENA Region, Lebanon
Dr Ramazan Demir, VP Strategy and Business Development, Turk Telecom
- 18.00** **End of Day One**

Agenda Day Three: Tuesday, 15th March 2011

Strategic Keynote: Debating the Broadband Technology Trends

What are the broadband technology threats/challenges and what are the solutions? What are the cost impacts? What do operators need to understand about broadband technology trends to make a success?

- 08.30** Registration and Refreshments
- 09.00 OPERATOR** **Chairman's Welcome & Introduction**
Richard Jones, Partner, Ventura Team LLP
- 09.10 OPERATOR** **The Business Case for FTTx: Taking up the Fibre Challenge in a Pleasingly Different Way**
- FTTx real experience – what investments need to be made, what are the strategies, why & when move to fibre?
 - FTTx experiences and success stories
 - Network roll out strategy for fibre, WiMAX and 2G/3G
- Markus Golder, Business Segment Director, Nawras, Oman**
- 09.40 OPERATOR** **LTE as a Solution for Broadband Delivery**
Marwan Suleiman Saliem Zawaydeh, Chief Information & Technology Officer, Etisalat UAE
- 10.10 OPERATOR** **Content Delivery Evolution for Broadband**
- Addressing the challenges and solutions broadband providers have managing content traffic flow
 - Analysing different models and solutions
- John Watson, Executive Director Business, AT&T, US**
- 10.40** Morning Refreshments & Exhibition Visit
- 11.40 OPERATOR** **How to Make Feature Phones Smarter for Broadband**
- Addressing the abundance of feature phones in emerging markets and how to give the user a iPhone like experience
 - Successfully introducing widgets into feature phones and achieving a smartphone like experience
- David Nahmani, Director, Business Development and Partnerships, Orange**

Broadband Technology Know How

Concise and essential technical information you need to develop successful broadband services

Responding to the Increase in Data Traffic with Effective Broadband Traffic Management

Focusing upon Backhaul, OSS/BSS, Traffic and Capacity Optimisation, Offload Solutions and Submarine Cable Solutions

Session Chair: Jurgen Wittkopp, Consultant in Communications and Electronic Systems, PA Consulting

- 14.00 OPERATOR** **What are the Backhaul Challenges in Developing Countries for Broadband?**
- What is most suitable solution? Microwave vs Fibre – what will be preferred in ME & Africa?
 - Is WiMAX a good option for backhaul?
 - How can an operator migrate with ease to an all IP backhaul?
 - How will voice be best handled over all IP?
- Michael John Paul, Senior Manager GSM Core and IP Planning, Mobile Telephone Networks Ghana**
- 14.30 OPERATOR** **How to Achieve Broadband Quality Through Optimised Capex and Opex Expenditures**
- Building an integrated broadband network to achieve overall operational efficiency
 - Exploring the broadband quality through enhancing the customer experience
 - Efficient approaches to optimize the CAPEX, OPEX expenditure while maintaining high broadband network quality
- Ahmed Soltan, Director Network Quality & Control Technology, Du, UAE**
- 15.00 OPERATOR** **Case Study: Implementing a Fully Convergent Real-time Rating and Billing Platform for Broadband**
- Convergent billing, real time billing, policy control
 - Controlling access to specific services- traffic management, traffic patterns, deep traffic inspection, managing subscribers and traffic on network
- Syed Quadri, Manager Planning Core/INVAS/ Convergent Billing, Wataniya Telecom, Kuwait**
- 15.30 OPERATOR** **Panel Discussion: Debating the Effect of the New Submarine Cables linking Africa to Broadband**
- The East African telecom market is undergoing profound change with the arrival of the first intercontinental submarine cables on the East African coast. What will be the effect of international connectivity in the sub-region and when will the changes be fully established?
- Mohamed Saro, International Customers and Networks, Director, Telecom Egypt**
Nic Cantuniar, VP, Carrier Services, EMEA, Cable & Wireless
A Representative, Main One Cable Company, (TBC)
- 16.00** Afternoon Refreshments & Exhibition Visit

Closing Keynote: Green Technology Solutions for Broadband & Broad

Jurgen Wittkopp, Consultant in Communications and Electronic Systems, PA Consulting

- 16.30 OPERATOR** **How will Broadband Technology Evolve in the MEA Region?**
- What will be the future technology choices?
 - What will be the market drivers?
- Abdul Aziz Ibrahim Fakhroo, Director Network Development & Evolution Networks, Qtel, Qatar and Chairman, GSM Arab World**
- 17.00 OPERATOR** **Legal Challenges to Capacity in the Middle East**
- Brief overview of the legal environment governing broadband in the Middle East (GCC plus Egypt)
 - Proposed solutions on both formal and consultation level to get over the said challenges
 - Latest legal/regulatory developments
- Karim Elhelaly, Regional Legal Counsel, MEA, Reliance Globalcom Limited, Dubai**

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12.05 **The needs of the broadband operators to avoid being a dumb pie.**
Telecom companies simply offered various types of connectivities, and moved lots of data around - maintaining and constantly improving and enlarging pipes and networks was the primary mission. Today basic connectivity offerings have become seriously commoditized: prices are dropping towards zero, and due to the ever-increasing P2P action the comfortable old position of being a 'dumb pipe' is no longer a viable option, no matter which way we look to it. The bottom line is that there is no way that Content and Services will not end up packaged into those expensive pipes, cables and wireless networks.
Saad Dhafer Al Qahtani, VP - Residential Sector Services, Saudi Telecom Company

12.30 **Industry Debate: Keeping up with Speed - What are the Technology Trends and their Cost Impact?**

OPERATOR

- What are the broadband technology challenges and solutions?
- What do operators need to understand about broadband technology trends to make a success?
- International bandwidth – how to lower the cost of bandwidth and broadband prices for consumers?
- How can effective interconnection and gateway regulatory frameworks that introduce new models of sharing and collocation reduce barriers to existing private, government and international networks and encourage existing and new market entrants to expand into broadband and other services?
- How to address the mobile broadband capacity management challenge - what are the advantages of storing traffic in the region?
- How will companies face up to increases in speeds in broadband?
- How will infrastructure keep up? Will there be multiple speed countries with fast cities and slower countryside?

Saleh Lagtaa, Director FAN Architecture Technology, Du, UAE

Ivan Skenderoski, Senior Consultant, BT Telconsult

Dr Naoto Yoshimoto, Senior Manager R&D, NTT, Japan

13.00 Networking Lunch and Exhibition Visit ☕

Successfully Monetising Broadband

Learn from operators who have already launched their successful broadband services and how they have solved implementation challenges

Content & Broadband TV

3DTV, IPTV & Local Content vs Global Content

How to realistically make money – even in a region with high satellite penetration

Session Chair: Jawad Shaikh, VP, TME Consulting, Cap Gemini

14.00 **Launching Successful Triple Play Services**

OPERATOR

- Growing impact of triple/quadruple play product
- Offering the best TV content from the client perspective - HD is a must
- Use the best technology to provide TV (satellite, IPTV)
- Evolution of the Free and Pay TV to TV/VOD mixes models
- Growing impact of on demand services on the networks
- The need to balance network and local storage (PVR)

Stefane France, VP Content International, Orange France Telecom, France

14.30 **Launching IPTV Services**

OPERATOR

- Learn from best practice case studies – tariffs, bundles/packages with IPTV & mobile

Dr Mohamed Jamoussi, Senior Technical Consultant, ALJAWAL, STC (Saudi Telecom Co.), Saudi Arabia

15.00 **Delivering Digital Destinations over Broadband**

CONTENT PROVIDER

The continued growth of broadband penetration across the region promises access for all to the digital super highway. However, access to Arabic digital destinations remains non-existent or at best modest. Propelling the uptake of broadband significantly for the region requires the introduction of bundled services beyond just access to the Internet!

Yousef Mugharbil, President – Digital Media, Rotana Media Group

15.20 **Panel Discussion: Generating Relevant and Targeted Content with Broadband**

BROADCASTERS

- How to generate relevant and targeted content for broadband?
- Creating local content vs Global content
- How can content providers integrate services with operators?

Hosam El Sokkari, Head of Audience, Yahoo! Middle East

Samir Ibrahim, Head of Distribution New Media & Merchandising, Al Jazeera Television, Qatar

Khalid Abdalla, Business Development Manager, Middle East & Africa, BBC World Service

16.00 Afternoon Refreshments & Exhibition Visit ☕

and Technology Evolution

17.20 **Panel Discussion: Broadband Technology Evolution - What will be the Technology of Choice?**

OPERATOR

- What will be the mix and will operators have to deploy all?
- How far is fixed/mobile convergence and substitution progressing?
- Discussing the green technology options

Abdul Aziz Ibrahim Fakhroo, Director Network Development & Evolution Networks, Qtel, Qatar and Chairman, GSM Arab World

Markus Golder, Business Segment Director, Nawras, Oman

18.00 **End of Conference**

Partners

Official Publication:

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Post Conference Workshop:

Wednesday, 16th March 2011

Separately Bookable

Building the Business Case for Profitable Broadband Deployments

How to Achieve ROI with Rural Broadband Network Coverage

This workshop will be focussed on the detailed business drivers of broadband implementation and the ways in which different access technologies can radically affect your business plan.

Comparing and contrasting the role of technologies such as fibre, DSL, WiMAX and HSDPA etc and illustrating their strengths and weaknesses and the way in which they can be used to compete individually, or together, within a market.

A unique opportunity to learn from the real world experience of:

- Two NGN startups in MEGNA
- Broadband businesses across Europe
- Ventura's own startup (which has reached 85,000 subscribers with consumers receiving 100 megabit/s symmetric)
- Being heavily involved in the largest WiMAX rollout in EMEA
- Work for the FTTH Council and GSM-A

Who Should Attend?

This workshop is ideal for those considering a new deployment or modification to their existing services and helping them avoid serious mistakes in terms of estimation of costs, potential revenues, penetration etc.

Workshop Agenda

09:00 Registration

09:30 **Understanding the STRATEGIC POSITION of the Different Technologies**
An overview of the strategies underpinning Fibre, xDSL and WiMAX

11:30 Morning Break ☕

11:45 **Understanding and Optimising the Opportunity - MARKET**

Helping you understand the impact of the following on the business case:

- What are the current conditions in the market and how will they affect the impact of new services?
- How do you estimate the overall market and your potential share of the market?
- What is the state of mobile broadband and how will this affect the potential?
- What are the competitive strategies that should be deployed for each technology – what will work and what won't?

Pricing, Marketing and Services Addresses the Following:

- How do you set prices – considering income levels, willingness to pay, competitive products/service already in the market etc
- Pricing strategies
- How will pricing evolve for different services (and how will the elapsed time and number of competitors affect this)
- How will pricing by technology change over time (e.g. fibre versus xDSL)
- The take up of services

13:15 Lunch ☕

14:15 **Understanding the costs - CAPEX**

This session will cover the key questions driving CAPEX in WiMAX and fibre deployments

15:30 Afternoon Break ☕

15:45 **Understanding the costs - OPEX and CoGS**

This session will look at the operating expenses related to the business and where you should spend money to succeed

17:00 **End of Workshop**



Workshop Chairman

Richard Jones co-founded Ventura Team as a different kind of consultancy - employing only senior professionals (the average age is 45) with exceptional hands-on skills.

Ventura advises operators, utilities and regulators across fixed and mobile (including network sharing) but it has created its own startup operator in the ultra-competitive Swedish market. This now has 85,000 customers (business and residential) with 100 meg symmetric services and 750,000 homes passed.

Richard's pragmatic approach to developing and then implementing strategies and operations with his colleagues has earned a strong reputation with operators facing tough challenges in the region and also with industry bodies such as the Fibre to the Home Council and GSMA.

"With broadband technology evolving so quickly, is it very important to have events like this"

Eric Kerboriou, Marketing Director, Nawras, Oman

"A great opportunity to meet other operators and regulators from different countries."

Reza Bolandi, CTO, Mobilnet, Iran

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Press & Interview Zone

A fully equipped Press Zone will be available on site. For press accreditation please contact **Louise Turton** on +44 (0)20 7017 4856 or email: louise.turton@informa.com



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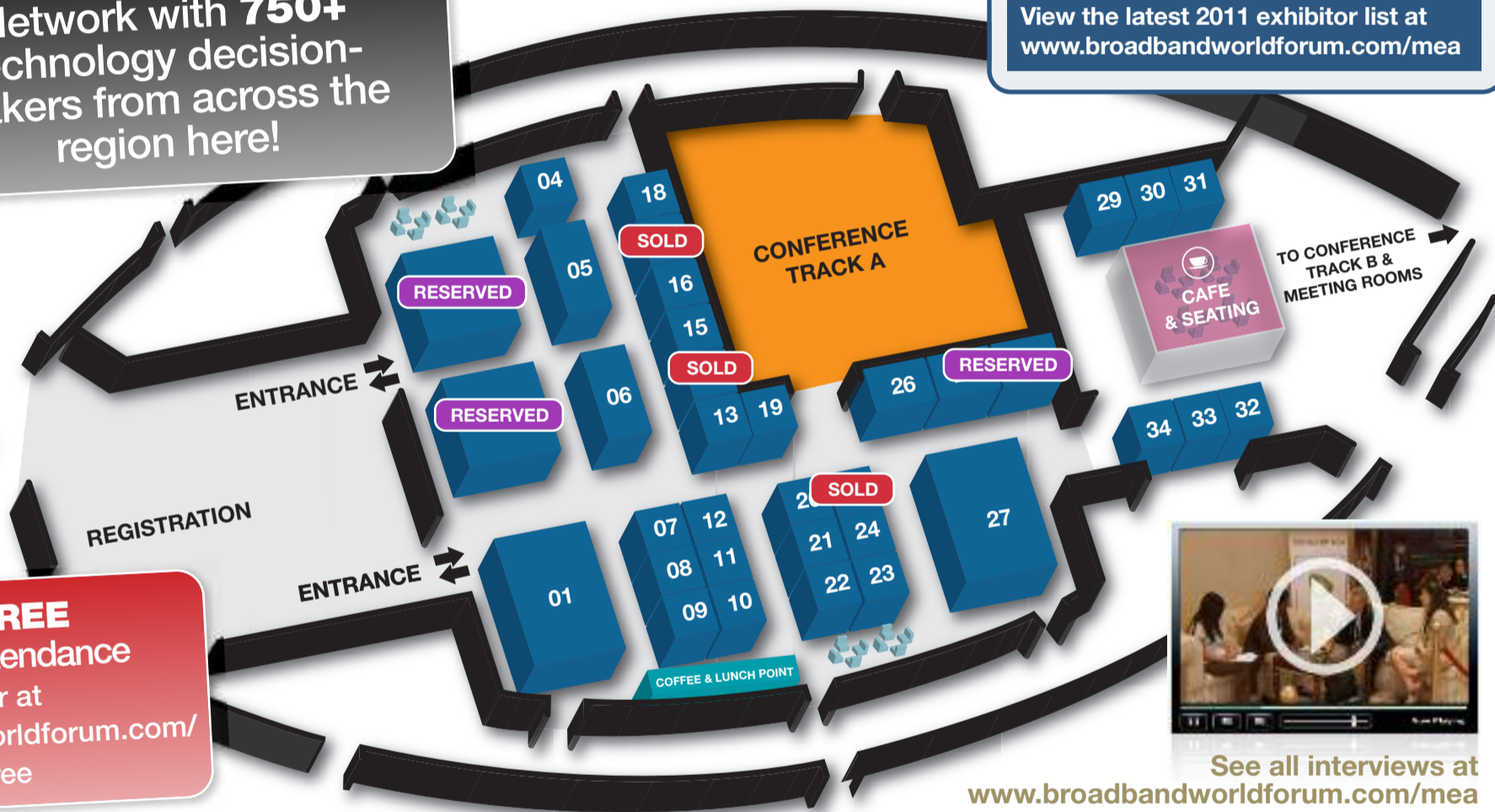
Why not take time out for an informal meeting over a cup of coffee in one of our networking hubs. These will be located in convenient places around the exhibition hall.

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Exhibition Hours:

Monday 14 March
09:45am – 6:00pm
Tuesday 15 March
09:45am – 6:00pm

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SF, Orange France Telecom



"...tremendous amount of interest from regulators, operators as well as vendors"

NK, Motorola



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