

**Beyond Connectivity** - 5th & 6th May, 2009

Ritz Carlton, Sharm El-Sheikh - Egypt

# FINANCIAL CRISIS

New Opportunity for Revenue Generation

# INVITED SPEAKERS

Beyond Connectivity - Sharm El-Sheikh, Egypt - 5th & 6th May, 2009



**Mr. Mickael Ghossein** *(Confirmed)*  
CEO – Orange – Jordan (Jordan)  
Chairman – SAMENA



**Mr. Alex Shalaby** *(Confirmed)*  
Chairman  
Mobinil (Egypt)



**Eng. Saud Al Daweesh** *(Confirmed)*  
CEO  
STC (KSA)



**Mr. Ross Cormack** *(Confirmed)*  
CEO  
Nawras (Oman)



**Mr. Eyad Shihabi**  
Chief Executive Officer  
Smartworld



**Ali Al Ahmed**  
Group Chief Strategy Officer  
Etisalat



**Dr. Ahmed Sindi** *(Confirmed)*  
CEO  
Etihad Atheeb Telecom



**Mr. Ian Stone** *(Confirmed)*  
CEO  
PCCW International (Hong Kong)



**Mr. Hakam Kanafani** *(Confirmed)*  
Chief Business Development Officer  
Oger Telecom (Turkey)



**Mr. Nabil Souli**  
CEO & Chairman  
Ubiquibe



**Mr. Steven Samaniego**  
President  
Sevis



**Mr. Ghassan Hasbani**  
Partner  
Booz & Co.

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## Strategic Consulting Partner



# AGENDA

Beyond Connectivity - Sharm El-Sheikh, Egypt - 5th & 6th May, 2009

## 4<sup>th</sup> May 2009

17:00 – 20:00

Registration

20:00 – 22:00

Reception Cocktail – Sponsored By: 

## 5<sup>th</sup> May 2009

8:30am – 9:00am

Welcome Breakfast – Sponsored By: 

9:00am – 9:15am

*Welcome Address*

Mr. Thomas W. Wilson - CEO & Executive Managing Director  
SAMENA Telecommunications Council

9:15am – 9:30am

*Opening Remarks – Chairman of the Board, SAMENA Telecommunications Council*

Mr. Mickael Ghossein – CEO

Orange – JTG

Credit Crunch & Telecom Busts: A Historical Perspective

9:30am – 9:35am

*Message from FCC Chairman*

Robert M. McDowell – Commissioner

Federal Communications Commission

How the crisis is affecting telecommunications and investments in the regulatory sector in both private and public space

9:35am – 9:45am

*Key Note Speaker*

Imad Hoballah – Commissioner/Member  
TRA Lebanon

9:45am – 10:00am

*Guest of Honor*

Mr. Ali Al Ahmed

Group Chief Strategy Officer - Etisalat

10:00am – 10:30am

*“C Level Executive Legal Briefing”*

Mr. Matthew Glynn

Head of the Telecommunications Practice – DLA Piper

The Legal Implications of CAPEX & OPEX Efficiency & New Revenue Programs

10:30am – 11:00am

*“Changing World & Role of the Telecom Sector”*

Mr. Ghassan Hasbani

Vice President / Partner – Booz & Co.

Crisis Discussion & An Overview of the Telecom Landscape in the Region

11:00am – 11:15am

*Sponsor Address*

Mr. Alex Shalaby

Chairman - Mobinil

11:15am – 11:30am

Coffee Break



# AGENDA

Beyond Connectivity - Sharm El-Sheikh, Egypt - 5th & 6th May, 2009

## Panel 1: Emerging out of the Crisis: A Telecom Operator's Perspective

11:30am – 12:40pm

- Telecom in the next decade, emerging as a winner from a global turmoil
- Next generation revenue strategies
- Platform for third party services, which reduces and operators financial risk and cash outlay
- The need for proper measures of success, moving from ARPU to AMPU (Average Margin per Unit) to PVC (Present Value of Customer)
- Content in not King; or Why the Triple Play in not a home run?

Moderator: James Smith, Esquire – Davis Wright Tremaine, USA

Speakers: Ali Al Ahmed, Group Chief Strategy Officer – Etisalat, UAE

Ayman Irshaid, Vice President MENA – PCCW Global, UAE

Bahjat El Darwiche, Principal – Booz & Co., UAE

Samia Bahsoun, VP Broadband Solutions – Davis Ross Group, USA

CFO, Telecom Egypt, Egypt

12:40pm – 13:00pm

Q & A

13:00pm – 14:00pm

Lunch

## Panel 2: New Revenue Streams & Advanced Initiative

14:00pm – 15:20pm

- Mobile Contents: It's all about driving revenues
- Survival mechanics for tackling financial challenges ahead
- New Perspectives: Managed Services, Fraud Detection, New Applications, New Market Developments...

Moderator: Samer Halawi, VP Strategic & Corp. Dev. – Inmarsat, UAE

Speaker: Ahmad Bouna, Sales Director – Nagra Vision, France

Nabil Souli, Chief Executive Officer – Ubiquite, France

Goran Folkesson, Sales Dir. EMEA – Telcordia

Rizwan Butt, VP Sales MEA – True Position, UAE

Eyad Shihabi, CEO – Smartworld, UAE

Steven Samaniego, President – Sevis, USA

15:20pm – 15:40pm

Q & A

15:40pm – 15:50pm

Coffee Break



## Panel 3: The Re-emerging Role of Satellite Services

15:50pm – 17:00pm

- Assessing and benefiting from global trends in cellular backhaul via satellite
- Broadband expansion: a catalyst to satellite backhaul market expansion
- Broadband delivery medium – Is satellite services an alternative or solution?
- Advancement in satellite bandwidth allocation techniques
- VSAT market opportunities, region wide
- Case studies

Moderator:

Speakers: Steven Samaniego, President – Sevis, USA

Tom Koster, Managing Director – Sky Stream, UAE

Shahrokh Amiri, Managing Director – Intelsat, UAE

Samer Halawi, VP Strategic & Corp. Dev. – Inmarsat, UAE

17:00pm – 17:20pm

Q & A

17:20pm – 18:20pm

Regulatory/Technology Committee Meeting (for members of the committee only)

20:00PM – 22:00PM

Gala Dinner

# AGENDA

Beyond Connectivity - Sharm El-Sheikh, Egypt - 5th & 6th May, 2009

## 6<sup>th</sup> May 2009

8:30am – 9:00am

Welcome Coffee 

9:00am – 9:30am

General Assembly/Committee & Deliverables Updates

Mr. Bocar A. BA

Senior Vice President – Committee & Membership Development, SAMENA

### Panel 4: Mobility

9:30am – 10:30am

- What is the new mobile reality
- Achieving success in the deployment of the next generation mobile broadband networks
- Will the current financial crisis accelerate growth in use of alternative technologies? (WiMAX, LTE, etc...)
- Which mobile services and applications are worst affected by the financial crisis?

Moderator: Hakam Kanafani, Chief Business Dev. Officer – Oger Telecom, Turkey

Speaker: Abir Hnidi, General Manager MENA – Sonus Networks, UAE

Ahmed Sindi, Chief Executive Officer – Atheeb Telecom, KSA

Noel Kirkaldy, Manager Wireless Broadband – Motorola, UAE

Ziad Matar, Dir. Business Development ME – Qualcomm, UAE

Tarek Jundi, General Manager – Cisco Systems, UAE

10:30am – 10:50am

Q&A

10:50am – 11:05am

Coffee Break



### Panel 5: Financing & Refinancing – Accessing capital from the international markets when it is needed

11:05am – 12:05pm

- How would large operators keep on expanding their footprint? What financial tactics would they follow?
- Refinancing: the “next phase” of the global financial crisis
- Can telecommunications be made a recession – resistant business?

Moderator: Ross Cormack, Chief Executive Officer – Nawras, Oman

Speaker: Michael Katounas, Head of MENA TMT – Credit Suisse, UAE

Mones Bazzi, Vice President for Investment – Mashreq Bank, UAE

Toufik Kawar – Al Jomaih Investment Ltd., UAE

Huawei

12:05am – 12:20pm

Q&A

12:20pm – 13:30pm

## LEADERS' & CEOs' LIVE SESSION

Moderator: Ghassan Hasbani, Partner – Booz & Co., KSA

Speakers: Alex Shalaby, Chairman – Mobinil, Egypt

Michael Ghossein, Chief Executive Officer – Orange – JTG, Jordan

Saud Al Daweesh, Chief Executive Officer – Saudi Telecom Co. – KSA

Ross Cormack, Chief Executive Officer – Nawras, Oman

Ian Stone, Chief Executive Officer – PCCW International, Hong Kong

Ahmed Sindi, Chief Executive Officer – Etihad Atheeb Telecom, KSA

13:30pm – 13:40pm

## BYC 2009 – Sharm El-Sheikh – Industry Declaration

Moderator:

Speakers: James Smith, Esquire – Davis Wright Tremaine, USA

Samer Halawi, VP Strategic & Corporate Dev. – Inmarsat, UAE

Ghassan Hasbani, VP/Partner – Booz & Co., UAE

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Hakam Kanafani, Chief Business Development Officer – Oger  
Telecom, Turkey  
Ross Cormack, Chief Executive Officer – Nawras, Oman

13:40pm – 15:00pm

Lunch / Closing of Conference