



## **Better cooperation and affiliation required between the telecommunications industry, Regulators and Governments**

### **UAE's leading telecommunications companies participate in SAMENA's 'Beyond Connectivity 2009' in Egypt**

**Dubai, UAE, May 10, 2009** – With the world battling one of its biggest financial crises, the Middle East's telecommunications industry is no different, confronting various challenges that are threatening to disrupt the telecom landscape. SAMENA Telecommunications Council's two-day conference, '**Beyond Connectivity**' provided the telecommunications industry with a platform to address the various problems and explore the various opportunities that exist in the South Asia, Middle East and North Africa (SAMENA) region.

Beyond Connectivity 2009 received tremendous response from industry captains and senior executives representing leading firms such as Motorola, Etisalat, Saudi Telecom Company, Mobinil, Nawras (Oman), Etihad Atheeb Telecom, Qualcomm, Intelsat, Cisco Systems and Credit Suisse besides others that were eager to avail of this opportunity provided by SAMENA. "This conference was a great success where some the operators, vendors, regulators and bankers discussed the financial crisis", said Mr. Mickael Ghossein, CEO of Orange JTG & Chairman of the Board of Directors of SAMENA Council.

Accentuating on the need for the telecom industry to tackle the challenges posed by the financial crisis, "Beyond Connectivity 2009 provided the telecommunications industry with the ideal opportunity to discuss the changing dynamics of the sector and explore various revenue generating opportunities. SAMENA was highly successful in encouraging senior decision makers in identifying and laying out new strategies for the telecommunications industry in the region", said **Thomas Wilson, CEO, Founder, & Executive Managing Director, SAMENA.**

"The main highlight at the conference was 'The Leader's and CEO's live session' besides the various panel discussions which figured the region's top industry experts who stressed on the importance of increased affiliation between the telecommunications industry and the various Regulators and Governments in order to offer an excellent service to customers", added Thomas Wilson.

"The telecom sector as others is impacted by the international crisis up to a certain extent. The growth goes on but the investments and the expansion roadmap are now being considered more carefully and more wisely. From a certain perspective, telecom operators can take advantage of the crisis" said Mr. Bocar Ba, Senior Vice President of membership and committees of SAMENA Telecommunications Council

Some of the key speakers included Mr. Mickael Ghossein, CEO, Orange – JTG (Jordan), Mr. Alex Shalaby, Chairman, Mobinil (Egypt), Mr. Ross Cormack, CEO, Nawras (Oman), Mr. Nasser Bin Obood, Chief Corporate Affairs Officer, Etisalat, Dr. Imad Hoballah, Commissioner, TRA Lebanon, Mr. Noel Kirkaldy, Manager Wireless Broadband, Motorola, Shahrokh Amiri, Managing Director, Intelsat, Mr. Hani Yassin, Director Business Development MENA, Qualcomm, Tarek Jundi, General Manager, Cisco Systems, Mr. Michael Katounas, Head of MENA TMT, Credit Suisse to name a few.

**About SAMENA**

SAMENA Telecommunications Council is a tri-regional, non-profit telecommunications association that embodies a community of South Asian, Middle Eastern, and North African telecoms operators, manufacturers, regulatory authorities, and academia. SAMENA aims to be the ultimate promoter of collaboration and knowledge-sharing in the SAMENA region that spans over 25 countries, including Afghanistan, Algeria, Bahrain, Bangladesh, Egypt, Iran, Iraq, Jordan, Kuwait, Lebanon, Libya, Morocco, Nepal, Oman, Pakistan, Palestine, Qatar, Saudi Arabia, Sri Lanka, Sudan, Syria, Tunisia, Turkey, United Arab Emirates, and Yemen.

The Council is driven by telecoms issues that operators in South Asia, the Middle East, and in North Africa face, and is determined in providing its advocacy expertise to help aid the incubation of novel approaches and ideas that would provide better means for the expansion and utilization of telecommunications in the region.

Headquartered in Dubai, SAMENA is chaired by Eng. Michael Ghossein CEO of Orange-Jordan Telecom Group and is directed by Mr. Thomas W. Wilson, CEO, SAMENA

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