

# Convergence to Istanbul 2009

## “A Broadband Rising...”

...With Efficiencies Maximizing Profitability

**ThoughtShare**  
Efficiency Forum

Nokia Siemens  
Networks



3<sup>rd</sup> November 2009

10:00 14:00

Efficiency Forum Registration

12:00 14:00

- **Networking lunch** (part of the official program)

14:00 14:15

- **Opening & Welcome Note**  
Jörg Erlemeier, Head of Middle East & Africa, Nokia Siemens Networks  
Sergio Duroux, Head of Turkey East Central Europe, Nokia Siemens Networks

14:15 14:45

- **Market health check: Latest efficiency benchmark findings**  
Fredrik Jungermann, Head of operator benchmarking, Nokia Siemens Networks

14:45 15:15

- **O2's journey to market leader: the role of efficiency**  
Roger Keenan, Head of Infrastructure & Customer Service Finance, Telefónica O2 UK

15:15 15:45

- **What to do as a cellular market leader in a country experiencing a 20% drop in GDP?**  
Nerijus Datkunas, Vice president, CFO OMNITEL, Part of TeliaSonera Group

15:45 16:15

- **Coffee break**
- **Demos**

16:15 16:45

- **Efficiency challenges in the Gulf market, a view from a leading operator**  
Mr. Ahmed Bin Ali, Senior Vice President, Corporate Communications, Etisalat  
"Efficiency Strategies for Reaching record returns"

16:45 17:15

- **How and why marketing drives efficiency**  
Tomi Ahonen, Independent Consultant and Author

17:15 17:45

- **The impact of brand on the bottom line/loyalty**  
Deborah Mills, CEO of Hall & Partners Europe

17:45 18:15

- **You've identified your efficiency gaps. How do you close them?**  
Eddie Chan, Head of Efficiency Practice, Consulting & Systems Integration,  
Nokia Siemens Networks

18:15 18:45

- **Panel discussion and Wrap-up**

19:30

- **Cocktail dinner reception**

