

# Convergence to Istanbul 2009

Kempinski Hotel Istanbul, Turkey



3<sup>rd</sup> November

ThoughtShare Efficiency Forum 2009 provided by Nokia Siemens Networks

4<sup>th</sup> & 5<sup>th</sup> November

"A Broadband Rising..." ...With Efficiencies Maximizing Profitability

FTTx Round Table Discussion - 5th November, 2009 (15:30-16:30)

4<sup>th</sup> November 2009

## OPENING SESSION

### Welcome Coffee

08:30 09:00

09:00 09:05

Introduction by Mr. Bocar A. BA - President of SAMENA Telecommunications Council

09:05 09:10

Opening Speech by Mr. Thomas Wilson - Chief Executive Officer of SAMENA Telecommunications Council

09:10 09:20

Speech by Mr. Ghassan Hasbani - Partner & Head of Middle East Communication & Technology - Booz&Co, UAE - "After The Downturn"

09:20 09:30

Speech by Dr. Paul Doany - Chief Executive Officer of Turk Telekom "The Future of Convergence is Now" - Diamond Sponsor - Turkey

09:30 09:40

Regulatory Key Note by Dr. Tayfun Acarer - Board Chairman and Chief Executive Officer of the Information and Communications Technology Authority - Turkey

09:40 09:50

Honorary Guest, His Excellency Mr. Binali Yildirim - Minister of Telecommunications & Information Technology - Turkey

09:50 10:00

Special Speech by Mr. Osman Sultan - CEO of du - UAE

10:00 10:10

Special Speech by Mr. Wilson Varghese - CEO of Kalimat - "Outline the rollout and market strategy within Iraq"

10:10 10:20

Speech by Mr. Bosco Novak - "Strategic Partner Speech" Chief Market Operations Officer (CMO) - Nokia Siemens Networks

10:20 10:30

Legal C-Level Briefing by Mr. Matthew Glynn - DLA Piper - UAE

10:30 10:40

International Crisis - C-Level Briefing "Capital Market Perspectives" by Mr. Michael Katounas - Credit Suisse - UAE

## PANEL 1

10:40 11:45

**Fixed-Lined Revenue Erosion:** what can be done or what should be done to offset it?

Fixed-line operators are continuously attempting to grow revenues, pressured by the need to define new price structures and deal with new technological changes, as well as new regulatory requirements.

While the fixed-line business will find new ways toward revenue-generation for example, through fixed broadband or through service diversification growing competition, disruptive technologies such as VoIP and industry convergence will pose formidable challenges to telcos within the SAMENA region.

What should operators do to in order to plan better?



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## Moderator

**Mr. James Smith, Esq.**

Attorney  
DWT – USA

## Speakers

**Mr. Ozan Kirtac**

Turkey Country Director  
CAP GEMINI - UK

**Mr. Abir Hnidi**

General Manager  
SONUS UAE

**Mr. Hendrik Jan Steneker**

Head of System Integration Business  
Nokia Siemens Networks

**Mr. Sikandar Naqi**

Senior Executive Vice President  
PTCL – Pakistan

**Mr. Ruggiero Riccardo**

Senior Director  
Value Partners – Italy

Coffee Break  
VIP Welcome Coffee



## PANEL 2

**Mobile Roaming:** What is the regional industry's outlook on roaming charges and revenues?

Having caught much attention in the European markets over the recent past, with latest price caps to take effect this year, it can be easily expected that the roaming charges (a major portion of an operator's revenues) will experience downsizing in this region as well. Increasingly, regulatory bodies of this region have started to unite against mobile roaming tariffs. Predictably, this could result in a severe blow to profits.

Will the regulators in this region follow the same approach as was exercised in EU and will the operators deal with potential price caps any differently from their European counterparts?

## Moderator

**Mr. Justin Connor**

Chief Legal Counsel  
Alchemy International – UAE

## Speakers

**Mr. Fouad Dandan**

CEO  
iTel SAL - Lebanon

**Mr. Al Ansari Al Mashakbah**

Director  
TRC - Jordan

**Dr. Hamoud Al-Kussayer**

Vice President - Regulatory Affairs  
STC – Saudi Arabia

**Dr. Mohammed Yasseen**

Chairman  
PTA – Pakistan

Lunch Break



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## PANEL 3

14:45 16:00

**Enterprise Service Needs:** What should service providers do to address the enterprise market and which services are applicable?

The enterprise market is of tremendous interest to both IT and telecom solution providers (SPs), especially considering the shift to next-generation technologies, which promise better operational efficiencies and competitive edges.

Interestingly, while the enterprise market presents itself with so much opportunity, it also poses major challenges to SPs, considering this market's fragmented nature and the customer-specific solutions that have to be individually tailored to each enterprise's needs. Thus, understanding the need of the enterprise market both small and medium is of immediate importance. Service providers can better hope to market and sell their services to this important and rising market segment only after understanding its dynamics and needs.

### Moderator

**Mr. Imad Kurdi**

CFO

ZAPP - Romania

### Speakers

**Mr. Ghazi Atallah**

Managing Director

NexGen - UAE

**Mr. Eyad Shihabi**

CEO

SMART WORLD - UAE

**Mr. Osama Ghoul**

Managing Partner

Devoteam - UAE

**Mr. Marc Veelenturf**

Head of SMC Sales

NSN - UAE

**Mr. Shahrokh Khanzadeh-Amiri**

Managing Sales Director

Intelsat - UAE

20:00 23:00

### Gala Dinner & Entertainment

(Turkish Band and Folklore Dancers)



## SAMENA Awards

The "2nd Annual SAMENA Awards – Convergence to Istanbul 2009" recognizes regional players, including SAMENA members, associates and prospects, for their outstanding efforts in expanding telecommunications services and addressing concerns and needs of the telecom sector in the South Asia – Middle East – North Africa region, and beyond.

### Purpose of the Award

- To recognize leadership and astute decision-making within the SAMENA region
- To help assess and inspire telecommunications developments in the region and beyond
- To enable SAMENA to become a recognized body that encourages and supports innovations in telecommunications and that facilitates greater part of the industry-wide make SAMENA vital and imperative to take decisions