

Convergence to Istanbul 2009

Kempinski Hotel Istanbul, Turkey



3rd November

ThoughtShare Efficiency Forum 2009 provided by Nokia Siemens Networks

4th & 5th November

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

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

5th November 2009

PANEL 4

Welcome Coffee

08:30 09:00

09:00 10:15

New Technologies and Challenges of the Millennium: Smart cities, unlawful interception... Is this the new era for alternative operators?

The world, in general, is moving toward "smart" alternatives, solutions that are efficient and cater to specific industrial, market and urban requirements by not only exploiting existing resources but also through disruptive innovations. As such, operators and residents witness to the evolution underway have to face both advantages of the new technological approaches that the telecommunications and the technology worlds are adopting, and disadvantages that will lead us into defining new security measures, for example, against interception. How can alternative operators help to achieve new telecom service requirements and to set new bench marks in communications services?

Moderator

Mr. Ghazi Atallah

Managing Director
NexGen - UAE

Speakers

Dr. Kai Grunet

Partner
Detecon - Germany

Mr. Gokce Bilyay

CEO
Verscom - Turkey

Mr. Gary O'Neal

CTO
Teralight - UAE

Mr. Stefan Mc Kenzie

Director
Cordy's - UAE

PANEL 5

10:15 11:30

Wireless Broadband: Which is the right technology for customer access?

Wireless broadband technologies are many and making a selection of a given technology, for most customers or enterprises, for that matter, can be difficult. There are some key questions that need first to be answered:

What are the advantages and disadvantages of each available wireless network technology? What is the best way, and how easy it is, to integrate the new technology into the existing network environment? Which technology meets the security needs? Which vendor partner to choose?

Moderator

Mr. Philippe Berard

Group Director
Wi-Tribe Bahrain

Speakers

Mr. Hilal Halaoui

Partner
Booz & Co. - Saudi Arabia

Mr. Samer Salameh

CEO
Alfa Mobile - Lebanon

Mr. James Mullin

Vice President
NARUS UK

Mr. Ozan Kirtac

Turkey Country Director
Cap Gemini - UK

11:30 11:45

Coffee Break

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PANEL 6

11:45 13:00

Technology Architecture Convergence: Have service providers taken advantage of convergence to lower costs and to deliver new services?

Convergence is truly changing the business. Even in the SAMENA and particularly the MENA region, operators are gradually understanding that strong untapped potential is offered by convergent solutions; something they need to exploit as part of their new strategic planning. Currently, operators, such as du and Orange Jordan are one of the very few operators in the region that have moved toward convergence and have facilitated their customers by employing fixed-mobile billing features and service bundles, and thus simplicity and convenience. There is an obvious need to do more on the convergence front. That time is now.

Moderator

Mr. Samer Halawi

Vice President-ME and Asia Pacific
Inmarsat UAE

Speakers

Mr. Graham Cobb

Director of Service-Delivery Marketing
Telcordia - UK

Mr. Ivan verbesselt

Senior Vice President
NAGRA - Switzerland

Mr. Toufik Hartani

Associate Partner
Devoteam - UAE

Mrs. Samiah Bahsoun

Vice President-Broadband Solutions
Davis Ross Group - USA

13:00 14:00

CEO LIVE SESSION

Our Voice Industry is in a huge transition today. The traffic is shifting from traditional legacy networks such as fixed line transport and other rudimentary means to Mobile, Broadband, Web Telephony, Cable Companies and transient network structures that are much more efficient and feature rich than networks of only a few years ago.

Technology is transiting from a minute measured system to multimedia and other transaction means. The entry of new interactive devices such as smart phones or web telephony handsets and computer based instruments are greatly impacting usage manners, factors and patterns. There is clearly a new period of understanding and unknowns. The huge impact of privatization and deregulation is also heavily impacting our business environment in the SAMENA region. These cosmic changes are literally creating upheaval and changes in habits of employees, investment and other factors that have never been known before in this region.

The players are moving and changing. The rules by which the operators managed their operations have all changed. The days of the non-competitive arena are now gone forever. Competition is being introduced at a speed never seen nor understood before in the SAMENA region and the operators have to handle all of these issues all at the same time.

The CEOs of today's service providers and operators are faced with absolutely awesome challenges that are figuratively effecting how people live and work today as well as how they perform and transact business in today's society. The Operator CEOs are the movers and shakers of our society today. Their investment base is demanding return on equity, whilst the users are concurrently demanding the best and most feature rich services, as well as reliability that are extremely expensive to incorporate into large and expansive networks. The quandary exists, how to make this all happen at the same time. Indeed, a tough task.

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The CEO Live Session Panel is a "live" unscripted format by which the CEO's will interact with the moderator and the audience in a manner that allows for a better understanding of their thoughts and mindsets toward their leadership of the leading Operators in the region, in a new and interesting format. At the end of the Moderator's question and answer program, there may be time allowed for questions from the audience to the CEO's. The Moderator will facilitate the questions from the audience.

Moderator

Mr. Ghassan Hasbani

Partner & Head of Middle East Communication & Technology
Booz & Co -KSA

Speakers

Mrs. Nayla Khawam

CEO
Orange Jordan
Jordan

Eng. Saud Al Daweesh

Group CEO
STC
Saudi Arabia

Dr. Amer Awadh Al-Rawas

CEO
Omantel
Oman

Mr. Wilson Varghese

CEO
kalimat - Kuwait

Dr. Paul Doany

CEO
Turk Telecom - Turkey

Mr. Ahmed Bin Ali

Senior Vice President of
Corporate Communications
Etisalat - UAE

Mr. Alex Shalaby

Chairman
Mobinil - Egypt

Dr. Osman Sultan

CEO
du - UAE

Mr. Ross Cormack

CEO
NAWRAS - Oman

14:00 14:15

Closing Session

14:00 14:15

Lunch Break

15:30 16:30

Parallel Roundtable Discussion

FTTx Deployment Strategies for Successful Fixed Broadband and Quad-Play Services.

The Roundtable will explore and examine the various aspects of FTTx Infrastructure deployments. A properly planned Infrastructure can help deploy the bandwidth necessary to insure the right customer-centric offerings for Internet/Data based solutions , Enhanced Multiline Voice Services, HD Video, HD Gaming and other SOHO related bundled packages. A Successful deployment helps to insure greater customer satisfaction which translates to better carrier bottom line. This Roundtable will also explore the supporting differences in standards of FTTx, to include FTTH, FTTC, FTTP, FTTB and also Fixed Broadband Wireless in a supporting capacity.

Moderator

Mr. Gary O'Neal

Chief Technology Advisor
SAMENA Telecommunications Council