MEMBERSHIP KIT
The communications industry holds a central position in “all things digital”. A key enabler, it continues to provide a basis for digital transformation of the economy at large. Through the proliferation of ICTs and collaborative efforts across different sectors and stakeholders, it contributes to advancing socio-economic development and the fulfilment of the UN’s Sustainable Development Goals.

The digital ecosystem is complex, least because it is constantly evolving. Creating the right enabling environment through setting policies and regulatory agendas, that benefit all stakeholders can be challenging and requires an acute understanding of different stakeholders’ needs, motivations and objectives. To bridge the gaps in understanding of different stakeholder issues, and to align Government and private-sector priorities, SAMENA Council brings together all stakeholders and focuses on enabling and facilitating the proliferation of advanced Digital Services, addresses challenges in relation to Data Regulation, drives the harmonization of Operators’ positions on Spectrum Management, and draws Regulators’ attention to excessive Industry Fees and Taxation.

In South Asia, the Middle East, and North Africa, specifically, and by virtue of its leadership role in representing the Private Sector at the UN Member-State level, generally, SAMENA Telecommunications Council is at the centre of digital transformation as it applies to the industry and economy. With a mandate of voicing the needs and the issues of the telecommunications service providers to regulatory authorities and to policy-makers, SAMENA Council pursues policies and regulations that are flexible, forward-looking and technology neutral to enable digital transformation. To create smart environments, to roll-out sustainable digital infrastructure, and for provisioning of digital services. SAMENA Council works proactively to ensure its presence and availability to both its industry and public sector members to deliver on their expectations.

SAMENA Council is recognized by the industry for having built a leaders’ community. This community serves the needs of the industry and its various stakeholders by improving value propositions, showcasing new adept business and policy-implementation practices, and creating opportunities through new relationships in a highly complex digital ecosystem.

Yours truly,

Bocar A. BA,
CEO & Board Member
Our Vision
To be recognized as the unified Telecom Operators’ voice and the leading Digital Stakeholder platform for consensus-driven policy and regulatory change in the SAMENA region.

Our Mission
It is SAMENA Council’s mission to serve as a sector-development partner to governments and industry for the joint creation of a flourishing and sustainable ICT sector to enable sustainable digital transformation. Our key objectives are to enable sustainable growth, incentivize investments and broaden value creation through effective adoption of new regulatory approaches in the areas of Digital Services, Data Regulation, Spectrum Management, and Industry Fees & Taxation.
About
SAMENA Telecommunications Council

SAMENA Telecommunications Council is tri-regional not-for-profit industry association spanning more than 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. It represents the interests of more than 85 telecom operators and service providers in the fixed and mobile space, and stakeholders from the wider digital ecosystem, including technology, equipment and software manufacturers, internet companies, consulting companies, academia and regulatory authorities.

SAMENA Telecommunications Council is a facilitator and organizer of regional, industry-leading events such as the Telecom Leaders’ Summit, Beyond Connectivity, the Regional Regulatory Summit and Convergence. SAMENA Council is unique in that it focuses its efforts on bringing together different digital ecosystem stakeholders at its events and conferences, workshops and in the SAMENA Council Working Groups to achieve consensus building and collaboration to drive and effect change in regulatory and policy approaches.

SAMENA Council is considered as leading platform to provide a unified voice and collaborative approach for leading operators and service providers in SAMENA(South Asia, Middle East & North Africa) region.

The goal is to position the telecom operators and service providers to be the partner of choice in driving region-wide digitization programs and in realizing socio-economic developments in regional economies. SAMENA Council collaborates with leading non-profit international organizations, including the International Telecommunication Union (ITU), GSMA, the European Telecom Network Operators’ Association (ETNO) and FTTH Council among others.

SAMENA Telecommunications Council was founded in 2006. The current CEO of SAMENA Council, Mr. Bocar A. BA, was appointed as CEO in 2012 by the Board of Directors. SAMENA Telecommunications Council is a registered Industry Association in Brussels, Belgium and Dubai, UAE.

The SAMENA Region is one of the most vibrant regions in terms of the adoption of Internet services provided by the Telecom industry. We encourage a positive dialogue among all the stakeholders to ensure that the region can truly leapfrog in terms of pushing the Digital Economy forward. I am happy to see the efforts and successes in the region.

H.E. Houlin Zhao
Secretary-General
International Telecommunications Union
Stakeholder Collaboration

The Digital Ecosystem is complex. It requires a deep understanding of different stakeholders’ needs, requirements, constraints and objectives. Often, these are interdependent. Changing parameters of one stakeholder group will affect the whole ecosystem. This has become abundantly clear with the dawn of the Internet and the continuing move to “all things digital”. Digital transformation is disrupting and impacting everything we know: business models, consumption patterns, operations, commercial realities, market competition, marginal willingness to pay, perceptions of value, and so much more.

Solutions cannot be found in isolation. As Margaret Mead famously said, “Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it’s the only thing that ever has.” Collaboration among all relevant stakeholders on the shaping of policies and regulations that govern the digital ecosystem is not only paramount, but it is also the sole route to successfully addressing the challenges we face.

SAMENA Telecommunications Council recognizes the value of collaboration and brings together different digital ecosystem stakeholders to identify common issues, encourage regional exchange and agreements, advocate harmonized position on standards and work to achieve balanced outcomes that advance the industry and digital transformation. SAMENA Council provides a collaborative platform to exchange, share and showcase knowledge and best practices to contribute to a better understanding among stakeholders and ultimately drive sustainable outcomes that benefit all relevant stakeholders.

Working Groups

SAMENA Council’s Working Groups are multi-stakeholder fora open to all SAMENA Council members that examine issues and challenges in relation to the Council’s key priority areas of Digital Services, Data Management, Industry Fees and Taxation, Spectrum Management and Subsea & Satellite. The Working Groups represent the Council’s knowledge-support arms in the priority areas and produces as key outputs common positions and perspectives, best practice overviews, studies and impact assessments, and other.

Regional Cooperation

SAMENA Telecommunications Council believes that regional cooperation is key to identifying the best policies and approaches suitable for individual countries and for sharing and showcasing best practice. Matters such as cybersecurity, data protection or taxation and how to best adapt regulatory and economic frameworks to global internet platform competition may require regional efforts to achieve sufficient scale. SAMENA Council has in the past worked together with the GSMA, AREGNET, the League of Arab States and the GCC Council as well as the Arab Spectrum Management Group. SAMENA Council is also a very active member of the ITU-Development Sector, where it chairs the m-Powering Development Initiative Working Group on Partnerships as well as the Private Sector Chief Regulatory Officer Meeting and the Industry Advisory Group on Development Issues. SAMENA Council also cooperates with ITU Arab Regional Office.

Conferences

SAMENA Council conferences provide a key tool for stakeholder collaboration. At all SAMENA Council’s events, stakeholders from the entire digital ecosystem are present and have the opportunity to discuss and examine joint endeavors and join into collaborative activities. SAMENA Council Conferences provide excellent networking opportunities and offer targeted sessions to assess and enter into collaborative action.
SAMENA Council is created to act as a platform for the dialogue among all the stakeholders of our Telecom industry in the SAMENA region. It creates a strong atmosphere of collaboration and engagement among the stakeholders through the different public and private sessions that discuss major issues facing the industry.
Working Groups

Digital Services Working Group (DSWG) is to assess the multi-faceted role of various digital communication services and to understand challenges and scenarios in the deployment and proliferation of such services and digital platforms.

Data Regulation Working Group (DRWG) is to evaluate trends and needs with respect to cross-border communications and data exchange in view of the onslaught of various digital communications technologies and consumer behavior trends.

Spectrum Management Working Group (SMWG) is to assess operators’ business needs with respect to spectrum and spectrum allocation processes across regional markets, and to take, or reiterate, industry positions through spectrum consultations.

Industry Fees Working Group (IFWG) is to help promote reduction in unnecessary telecom fees and financial obligations on telecom operators, which may be preventing sustainable investment in infrastructure development.

Satellite & Subsea Working Group (SSWG) is to encourage the participation of SAMENA Council’s non-terrestrial operator members, particularly the satellite and the subsea system operators, to collaborate with terrestrial operators to deliver better 4G and timely 5G solutions.

We firmly believe in the power of collaboration with industry peers, not only to overcome challenges that the satellite community is facing but also to work together to pursue innovation and development in this field. SAMENA Council’s Telecom Leaders’ Summit is a good platform for us to engage in knowledge exchange and stimulating discussions. Yahsat is at the cutting edge of the UAE’s space ambitions and we look forward to continue working with industry partners to enhance satellite communications and facilitate socio-economic growth across different regions.

Masood M. Sharif Mahmood
Chief Executive Officer
Yahsat
Intellectual Property Development

**Position Papers**
SAMENA Council Position Papers set out unified industry positions on a variety of regulatory and policy themes. Positions are reached through stakeholder enquiries and surveys and as identified and consolidated through the work of SAMENA Council’s Working Groups.

**Industry Issues**
Industry Issues are papers, studies, reports or articles that highlight a particular industry issue pertaining to commercial or technical aspects of telecommunications including business transformation, business models, standards and other, which are of interest in the context of digital transformation.

**Policy & Regulation Challenges**
Policy and Regulatory challenges include meetings and executive reports, summaries and contributions to meetings that pertain to policy and regulatory subjects, including in relation to SAMENA Council’s involvement with activities or initiatives of international institutions such as ITU, and other.
Networking & Branding Opportunities

Conferences
Conferences set out SAMENA Council’s key recurring events and meetings organized and facilitated by SAMENA Council.

SAMENA Daily News
SAMENA Daily News is a daily newsletter, highlighting member’s news, bringing a summary of industry updates and new ICT trends from the SAMENA region and beyond to both readers and members of SAMENA Council.

SAMENA Trends
SAMENA Trends newsletter incorporates news, analysis, data and research on Telecommunications and ICT industries in SAMENA Region and reports on recent regulatory, commercial and technical developments in the sector.

SAMENA Connect
SAMENA Connect is an authentic source of verified contact information of public and private sector stakeholders, provided to members of SAMENA Council on an exclusive basis.

“Ihab Hinnawi
Group CEO
Batelco Group

“Without a doubt, the SAMENA Telecom Leaders’ Summit is a first class gathering of the key players in the region’s communications industry. It is a unique event bringing all of the major ITU, Regulatory and Telecom heads together in an open debate to discuss major issues impacting the elevation of the industry. This unmatched platform for discussion, debate and networking that facilitates knowledge sharing and learning opportunities, is of great benefit to all concerned. I found the experience very inspiring and extend grateful appreciation to the organizers for their excellent efforts to bring it all together.”
SAMENA Trends

SAMENA Trends is SAMENA Council’s monthly newsletter. This newsletter incorporates news, analysis, data and research on Telecommunications and ICT industries in South Asia, the Middle East and North Africa and reports on recent regulatory, commercial and technical developments in the sector.

Conferences

Leaders Summit

Leaders’ Summit is designed to exchange commercial, policy and regulatory perspectives and views in an open multi-stakeholder setting to demonstrate collaborative thought-leadership through identifying, discussing and showcasing practicable strategies.

Beyond Connectivity

Beyond Connectivity serves as a knowledge-sharing platform to bring industry experts together to discuss industry matters and business areas of interest to the industry.

Convergence

Convergence corroborates the need to engage stakeholders when designing policy and regulation and to delineate the roles that need to be played by regulators and policy makers as an incentive for carrying out digital development investments.

Regulatory Summit

Regulatory Summit is to help understand imperatives in public sector and private sector cooperation in the context of national ICT visions and transformation trends in regional digital development.
Become a Member

Board Members

Telecom operator companies only can represent by their authorized top-management professionals to exercise judgment and act in ways in what they reasonably believe to be in the best interest of SAMENA Council and its operator member community. Board is empowering SAMENA Council to conduct its advocacy work in the most efficient, predictable, sustainable, and effective manner possible.

Operators and Service Providers

Operator Full Membership is open to any telecommunications network operator which is serving in the SAMENA Region and beyond and which has not participated as a Founding Full Member in the incorporation of the Association.

Supplier Membership

Supplier Membership is open to any legal entity which is, as a main business activity, active as a manufacturer, vendor or service supplier in the Information and Communications Technology sector in the SAMENA Region and beyond. Only legal entities which cannot be qualified as Founding Full Members or Operator Full Members are eligible for Supplier Membership.

Associate Membership

Associate Membership is open to any association, limited liability company, corporation or any other legal entity in its own or in any representative capacity, including consultants, firms, non-governmental institutions and others which are active in the ICT sector without being eligible for Founding Full, Operator Full or Supplier Membership.

Mr. Charles Yang
President
Huawei Middle East

The SAMENA Telecommunications Council plays a vital role in advancing the industry in the region. By bringing together various stakeholders, including decision- and policy makers, thought-leaders and industry experts from both the public and private sector, the Council helps define a roadmap for sector growth and address challenges facing the ICT industry, in addition to highlighting development opportunities.
## Membership Benefits

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<thead>
<tr>
<th>Leadership</th>
<th>Board Members</th>
<th>Operators &amp; Service Providers</th>
<th>Supplier Membership</th>
<th>Associate Membership</th>
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<tbody>
<tr>
<td>An all-CEO Board Membership (entitlement to be elected into the Board)</td>
<td>✔</td>
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<td>Opportunity to lead in working groups</td>
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<tr>
<td>CEO / chairman attendance and participation in Leaders Summit</td>
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### Executive Networking

| Privileged interactions with stakeholders from Public and Private sectors | ✔ | ✔ | | ✔ |

### Branding & Marketing

| Brand message and brand integrity management with targeted content | ✔ | ✔ | | ✔ |
| Publication of press releases | ✔ | ✔ | | ✔ |
| Promotion of white papers | ✔ | ✔ | | ✔ |
| Publication of success-story profiles | ✔ | ✔ | | ✔ |
| Social Media campaign development | ✔ | ✔ | | ✔ |
| Targeted product / service campaigns | ✔ | ✔ | | ✔ |
| Tailored Share Practice Program based on emailed tips, best practices | ✔ | ✔ | | ✔ |
| Brand visibility through product / technology / solution deployment scena | ✔ | ✔ | | ✔ |
| Special email blasts / bulletins on matters specified by the member | ✔ | ✔ | | ✔ |
| Collaboration and sponsorship opportunities with ITU | ✔ | ✔ | | ✔ |

### Business Intelligence

| Industry focused projects or studies | ✔ | ✔ | | ✔ |
| Scheduled news briefings and regional development snapshots | ✔ | ✔ | | ✔ |
| Special daily news delivery on specified industry news and development | ✔ | ✔ | | ✔ |
| Follow-up situation analysis on select industry developments | ✔ | ✔ | | ✔ |
| Facility of research service on technology / business areas of choice | ✔ | ✔ | | ✔ |
| Assistance in pooling prospect lists of partners and clients | ✔ | ✔ | | ✔ |
| Assistance in generating business leads | ✔ | ✔ | | ✔ |
| Developing, launching, and reporting on survey results and analysis | ✔ | ✔ | | ✔ |
| Leadership in televised Think-Tank Talk Program (as applicable) | ✔ | ✔ | | ✔ |

### Personalized Membership Value Management

| Discount on exhibition space | ✔ | ✔ | | ✔ |
| Travel scheduling support for all SAMENA Council events | ✔ | ✔ | | ✔ |
| Discounted fees for all SAMENA Council sanctioned events | ✔ | ✔ | | ✔ |
| Booth space priority at all SAMENA Council events | ✔ | ✔ | | ✔ |
| Strategic placement of sales materials and corporate literature | ✔ | ✔ | | ✔ |
| Members Briefcase – personalized record of value provided to members | ✔ | ✔ | | ✔ |
| Guaranteed speaking opportunities in the Preferred Speakers Program | ✔ | ✔ | | ✔ |
| Cross-stakeholder direct advocacy and network/business priority management | ✔ | ✔ | | ✔ |

**By Special Invitation**
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