

Beyond Connectivity - 5th & 6th May, 2009

Ritz Carlton, Sharm El-Sheikh - Egypt

FINANCIAL CRISIS

New Opportunity for Revenue Generation

INVITED SPEAKERS

Beyond Connectivity - Sharm El-Sheikh, Egypt - 5th & 6th May, 2009



Dr. Tarek Mohamed Kamel
Minister - Ministry of Telecommunications
and Information Technology (Egypt)



Dr. Amr Badawy
Executive President - NTRA (Egypt)



Mr. Mickael Ghossein (Confirmed)
CEO - Orange - Jordan (Jordan)
Chairman - SAMENA



Mr. Akil Beshir (Confirmed)
Chairman, Telecom Egypt (Egypt)



Eng. Mohammad Omran (Confirmed)
Chairman - Etisalat (UAE)



Mr. Alex Shalaby (Confirmed)
Chairman - Mobinil (Egypt)



Eng. Saud Al Daweesh (Confirmed)
CEO - STC (KSA)



Mr. Nasser Marafih
CEO - Qtel (Qatar)



Mr. Ross Cormack (Confirmed)
CEO - Nawras (Oman)



Dr. Ahmed Sindi (Confirmed)
CEO - Etihad Atheeb Telecom



Mr. Samer Salameh (confirmed)
CEO - Alfa (Lebanon)

Gold Sponsor



Silver Sponsor



Cocktail & Breakfast Sponsor



Coffee Break Sponsor



Official Media Partners



Media Partners



Knowledge Partners



PR Partner



Regulatory Advisor



Strategic Consulting Partner



AGENDA

Beyond Connectivity - Sharm El-Sheikh, Egypt - 5th & 6th May, 2009

4th May 2009

17:00 – 20:00

Registration

20:00 – 22:00

Reception Cocktail – Sponsored By: 

1st Day – 5th May 2009

8:30am – 9:00am

Welcome Breakfast – Sponsored By: 

9:00am – 9:10am

Welcome Address

Mr. Thomas W. Wilson - CEO & Executive Managing Director
SAMENA Telecommunications Council

9:10am – 9:25am

Opening Remarks – Chairman of the Board, SAMENA Telecommunications Council

Mr. Mickael Ghossein – CEO

Orange – JTG

Credit Crunch & Telecom Busts: A Historical Perspective

9:25am – 9:40am

Honorary Guest Speaker

Dr. Tarek Mohamed Kamel – Minister

Ministry of Telecommunications & Information Technology

9:40am – 9:55am

Key Note Speaker

Dr. Amr Badawy – Executive President

NTRA Egypt

9:55am – 10:10am

Guest of Honor

Eng. Mohammad Omran

Chairman - Etisalat

10:10am – 10:35m

“C Level Executive Legal Briefing”

Mr. Matthew Glynn

Head of the Telecommunications Practice – DLA Piper

The Legal Implications of CAPEX & OPEX Efficiency & New Revenue Programs

10:35am – 11:00am

“Changing World & Role of the Telecom Sector”

Mr. Ghassan Hasbani

Vice President / Partner – Booz & Co.

Crisis Discussion & An Overview of the Telecom Landscape in the Region

11:00am – 11:15am

Sponsor Address

Diamond Sponsor

11:15am – 11:30am

Coffee Break



AGENDA

Beyond Connectivity - Sharm El-Sheikh, Egypt - 5th & 6th May, 2009

Panel 1: Emerging out of the Crisis: A Telecom Operator's Perspective

11:30am – 12:40pm

- Telecom in the next decade, emerging as a winner from a global turmoil
- Next generation revenue strategies
- Platform for third party services, which reduces and operators financial risk and cash outlay
- The need for proper measures of success, moving from ARPU to AMPU (Average Margin per Unit) to PVC (Present Value of Customer)
- Content in not King; or Why the Triple Play in not a home run?

12:40pm – 13:00pm

Q & A

13:00pm – 14:00pm

Lunch

Panel 2: New Revenue Streams & Advanced Initiative

14:00pm – 15:20pm

- Mobile Contents: It's all about driving revenues
- Survival mechanics for tackling financial challenges ahead
- New Perspectives: Managed Services, Fraud Detection, New Applications, New Market Developments...

15:20pm – 15:40pm

Q & A

15:40pm – 15:50pm

Coffee Break



Panel 3: The Re-emerging Role of Satellite Services

15:50pm – 17:00pm

- Assessing and benefiting from global trends in cellular backhaul via satellite
- Broadband expansion: a catalyst to satellite backhaul market expansion
- Broadband delivery medium – Is satellite services an alternative or solution?
- Advancement in satellite bandwidth allocation techniques
- VSAT market opportunities, region wide
- Case studies

17:00pm – 17:20pm

Q & A

17:20pm – 18:20pm

Regulatory/Technology Committee Meeting

20:00PM – 22:00PM

Gala Dinner

2nd Day – 6th May 2009

8:30am – 9:00am

Welcome Coffee

9:00am – 9:30am

General Assembly/Committee & Deliverables Updates

Mr. Bocar A. BA

Senior Vice President – Committee & Membership Development, SAMENA

Panel 4: Mobility

9:30am – 10:30am

- What is the new mobile reality
- Achieving success in the deployment of the next generation mobile broadband networks
- Will the current financial crisis accelerate growth in use of alternative technologies? (WiMAX, LTE, etc...)
- Which mobile services and applications are worst affected by the financial crisis?

10:30am – 10:50am

Q&A

AGENDA

Beyond Connectivity - Sharm El-Sheikh, Egypt - 5th & 6th May, 2009

10:50am – 11:05am

Coffee Break



Panel 5: Financing & Refinancing – Accessing capital from the international markets when it is needed

11:05am – 12:05pm

- How would large operators keep on expanding their footprint? What financial tactics would they follow?
- Refinancing: the “next phase” of the global financial crisis
- Can telecommunications be made a recession – resistant business?

12:05am – 12:20pm

Q&A

12:20pm – 13:30pm

LEADER'S & CEO'S “LIVE SESSION”

13:30pm – 15:00pm

Lunch / Closing of Conference