



The Future of Wireless Broadband In the Middle East & Africa

30 March – 1 April 2008

Doha, Qatar

Building Opportunities for the Wireless Broadband Business

CONFERENCE AGENDA (DRAFT)

Organized by



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Connecting Industry Professionals Worldwide.



Day One	Sunday 30 March 2008
	Introductions & Keynote Addresses
	<p>De-regulation: Towards Unified Licenses</p> <ul style="list-style-type: none"> • Advantages and Disadvantages of Unified Licenses • WiMAX in IMT2000, the WRC outcome and its impact on licensing policies • Impact of de-regulation on the business and consumer side • The role of VoIP in future regulation
	<p>Valuation of Spectrum</p> <ul style="list-style-type: none"> • Per-MHz and per-user Costs in MENA • Comparison with other regions • Impact on pricing of services
	<p>Quality of Service Requirements for Wireless Technologies</p> <ul style="list-style-type: none"> • QoS issues with mobile WiMAX • Regulatory QoS policies and their development • Telephony, data & voice – Frequency band requirements for high-quality wireless services
	Spectrum Planning for Wireless Broadband
	<p>Technological Mix for Operators</p> <ul style="list-style-type: none"> • Hedging your bets by playing 3G, WiMAX & WiFi • Diversification strategies • Securing ROI with diversified network
	<p>3G & HSPA vs. WiMAX – complementary or competing technologies?</p> <ul style="list-style-type: none"> • Status and Development of 3G LTE and HSPA • Comparison HSPA / WiMAX: cost and customer-centric views • Double-playing WiMAX and 3(.5)G • The impact of the IMT2000 decision and the WRC results on the balance between the technologies
	<p>The Future of Regulation in the Middle East</p> <ul style="list-style-type: none"> • Effects of various licensing schemes • Operator vs. regulator views <p><i>Panel Discussion</i></p>
	<p>IMS: Towards Technological and Fixed-Mobile Convergence</p> <ul style="list-style-type: none"> • How WiMAX is driving migration towards IMS • The role of IMS in FMC • Securing ROI in migration
	<p>Security in IP-based networks</p> <ul style="list-style-type: none"> • Threats to IMS • Viruses and worms targeting mobile devices

	<ul style="list-style-type: none"> • Network-level security solutions • Balancing security and QoS
	<p>Achieving ROI: Experiences with IMS</p> <ul style="list-style-type: none"> • When to switch and why • QoS issues • ARPU development
	<p>The Future of Mobile Operators</p> <ul style="list-style-type: none"> • Moving from a mobile voice-centered towards a wireless service provider approach • Wholesale of wireless services (voice, data & multimedia) – business models • Multi-national opportunities – new business models for regional operators
	<p>Open or Closed Standards in Wireless Networks: A Comparison</p> <ul style="list-style-type: none"> • 3G and 3.5G Standards overview and interoperability • The benefits and disadvantages of open standards • Backhaul solutions for diverse geographies: Standards for encryption and security
	<p>Self-organizing Networks</p> <ul style="list-style-type: none"> • Solutions for SONs • QoS issues
	<p>Application Convergence for Multimedia Content</p> <ul style="list-style-type: none"> • Mobile browsers and their capabilities • Mobile video players, mobile streaming • Providing a single point of access

Day Two	Monday 31 March 2008
	Keynote Address
	<p>Providing Larger Geographical Coverage</p> <ul style="list-style-type: none"> • Urban and rural broadband penetration developments • Business models for larger geographical coverage
	<p>Low-cost Solutions for Covering Sparsely Populated Areas</p> <ul style="list-style-type: none"> • Wireless backhaul: Microwave or WiMAX? • Stand-alone backhaul solutions for off-grid areas • The impact of mobile WiMAX hardware pricing on business models
	<p>The Introduction of HSPA: Towards a more data-driven revenue scheme</p> <ul style="list-style-type: none"> • New pricing schemes with 3.5G • Securing ROI for 3G to 3.5G migration – business model projections • QoS in HSPA – planning for Multimedia and Data services

	<p>Quality of Service Issues in Quadruple Play</p> <ul style="list-style-type: none"> • Balancing voice, video and data streams • Securing customer satisfaction
	<p>Business Experiences with Multimedia Content for Mobile Devices</p> <ul style="list-style-type: none"> • Adjusting content for mobile devices • Cost of providing and maintaining multiple content formats
	<p>Untapped Market Potentials in the Middle East and Africa</p> <ul style="list-style-type: none"> • Iran, Syria • Building networks in low-infrastructure and high-risk regions
	<p>Increasing ARPU with Localized Content</p> <ul style="list-style-type: none"> • Synchronization and sub-titling for mobile devices • Impact of localization for ARPU
	<p>Empowering Customers with Low-power and low-cost WiMAX Hardware</p> <ul style="list-style-type: none"> • Recent developments in low-power WiMAX hardware • Low-cost WiMAX devices: impact on business development
	<p>802.16e and Beyond: Future Developments of WiMAX Standards</p> <ul style="list-style-type: none"> • Update on standards discussion • Planning for future bandwidth requirements
	<p>The WiMAX Eco-System: An Update</p> <ul style="list-style-type: none"> • Devices, infrastructure and content: recent developments • New specialized devices and services
	<p>Securing Wireless Broadband ROI in Regions with Lower Per Capita GDP</p> <ul style="list-style-type: none"> • Experiences in African wireless markets • Feedback effect of wireless broadband investments to local businesses
	<p>Catering Mobility: Providing Single-Identity Multiple-Device Services</p> <ul style="list-style-type: none"> • WiMAX user profile • Providing an “anywhere, anytime” mobile office
	<p>Pricing Services for Profitability</p> <ul style="list-style-type: none"> • Successful pricing structures for WBA • Pre-paid vs. post-paid in the Middle East • VoIP over WiMAX, pricing and business models
	<p>Custom WiMAX / WiFi mesh technology in Sierra Leone</p>