



THE TELECOM LEADERS' SUMMIT 2015

2nd June, 2015

Asateer Tent

Atlantis The Palm Hotel & Resorts
Dubai - United Arab Emirates

BROADBAND TRANSFORMATION:

VISUALIZING NEW OPPORTUNITIES

& DEFINING URGENT IMPERATIVES IN STAKEHOLDER CO-OPERATION

INNOVATION TOWARDS BUILDING A BETTER CONNECTED WORLD





Dr. Nasser Marafih

Group CEO - Ooredoo
Chairman of the Board of Directors,
SAMENA Telecommunications Council



Mr. Shi Yaohong

Regional President,
HUAWEI



HUAWEI

are honored to invite you to
The Telecom Leaders' Summit 2015

Profile



Dr. Nasser Marafih
Group Chief Executive Officer,
Ooredoo, Qatar



Dr. Nasser Mohammed Marafih is the Chief Executive Officer of the Ooredoo Group since 2006. He also served as Ooredoo Qatar CEO from 2002 until 2011.

Born in Doha, Qatar, Dr. Marafih holds a Bachelor of Science in Electrical Engineering, a Master of Science and a Ph.D in Communication Engineering, all from George Washington University, USA. Dr. Nasser started his career at Ooredoo in 1992 as expert advisor from the University of Qatar and was involved in the introduction of the first GSM service in the Middle East in February 1994. He joined Ooredoo Qatar in February 1994 as a Director for Strategic Planning & Development and led a number of strategic projects including the introduction of the Internet service in Qatar in 1996 and the privatization of Ooredoo Qatar from a government owned company to a publicly listed company in 1999.

In his role as CEO, Dr. Nasser has spearheaded Ooredoo's global growth in recent years to expand to 15 operations in Middle East, North Africa and South East Asia, including Ooredoo's acquisition of Wataniya Telecom, Ooredoo's strategic partnership with ST Telemedia in Singapore, as well as the company's purchase of a controlling stake in Indosat of Indonesia.

Dr. Marafih serves in as a board member in a number of other Ooredoo Group companies including Ooredoo in Myanmar and Asiacell in Iraq. In addition, Dr. Marafih serves as Chairman of the Board of the GSMA Mobile for Development Foundation and as a member of the Board of GSMA. He is also the chairman of the South Asia, Middle East, North Africa region's SAMENA Telecommunication Council.

Dr Nasser ranked #41 among the 100 powerful Arab leaders in 2015 and he has appeared in the ranking since the launch of the list in 2013.

Profile



Mr. Shi Yaohong
Regional President
HUAWEI, UAE



Mr. Shi Yaohong is President of Middle East Region for Huawei. In this role, he oversees all Huawei group activities and around 4000 staff. As the regional President, he is also responsible for guiding the organization's strategic direction, business development as well as leading general operations in the Middle East markets.

Mr. Shi joined Huawei in 2005. Prior to his current position, he held several senior positions in succession within Huawei Middle East including Vice President of Regional Sales and General Director of Etisalat Key Account. With a decade of experience in the telecommunications industry, Mr. Shi has played a key role in many of the company's milestone projects within the region.

Mr. Shi graduated from Sichuan University with a Bachelor Degree of Electronic Information Science and Technology.

PAST SIGNATURE MEETINGS



2014 - DUBAI

PAST SIGNATURE MEETINGS



2013 - VENICE



2012 - HONG KONG



2011 - ISTANBUL



2010 - DUBAI

About SAMENA Telecommunications Council



SAMENA Telecommunications Council is a tri-regional, non-profit telecommunications association that represents over 120 telecommunications operators in 25 markets, representing an aggregate subscriber base of 851 million mobile users, including mobile broadband users, 87 million fixed-line users, and 26 million broadband users. The Council's membership embodies a community of telecom operators, manufacturers, government bodies, academia, and leading global management consultancy organizations. SAMENA Council's Board of Directors and member companies include the largest regional operators and global multi-network operators as well as new competitive entrants. SAMENA Council focuses on digitization and broadband investment policies, and aims to promote beneficial regulation and governance that further industry evolution, as well as cooperation among key ICT industry stakeholders.





HUAWEI



About HUAWEI – **The Host**



Huawei is a leading global information and communications technology (ICT) solutions provider. Our aim is to enrich life and improve efficiency through a better connected world, acting as a responsible corporate citizen, innovative enabler for the information society, and collaborative contributor to the industry. Driven by customer-centric innovation and open partnerships, Huawei has established an end-to-end ICT solutions portfolio that gives customers competitive advantages in telecom and enterprise networks, devices and cloud computing. Huawei's 170,000 employees worldwide are committed to creating maximum value for telecom operators, enterprises and consumers. Our innovative ICT solutions, products and services are used in more than 170 countries and regions, serving over one-third of the world's population. Founded in 1987, Huawei is a private company fully owned by its employees.

About Ooredoo



Ooredoo is a leading international communications company delivering mobile, fixed, broadband internet and corporate managed services tailored to the needs of consumers and businesses across markets in the Middle East, North Africa and Southeast Asia. As a community-focused company, Ooredoo is guided by its vision of enriching people's lives and its belief that it can stimulate human growth by leveraging communications to help people achieve their full potential. Ooredoo has a presence in markets such as Qatar, Kuwait, Oman, Algeria, Tunisia, Iraq, Palestine, the Maldives, Myanmar and Indonesia. The company was named "Best Mobile Operator of the Year" at the World Communication Awards 2013.

The company reported revenues of US\$9.1 billion in 2014 and had a consolidated global customer base of more than 107 million people as of 31 December 2014. Ooredoo's shares are listed on the Qatar Exchange and the Abu Dhabi Securities Exchange.

About the Summit – Abstract



Bocar A. BA
Chief Executive Officer
SAMENA Telecommunications Council



BROADBAND TRANSFORMATION:

VISUALIZING NEW OPPORTUNITIES AND DEFINING URGENT IMPERATIVES IN STAKEHOLDER CO-OPERATION

INNOVATION TOWARDS BUILDING A BETTER CONNECTED WORLD

SAMENA Telecommunications Council is bringing in, the industry stakeholders including governments, policy makers, regulators, telecom operators and Internet players among others with the initiative to share excellence in cooperation and under one platform. Overtime, the need for such a coordinated effort has always gained momentum and we at the SAMENA Council have been there to support and provide a platform to foster growth and build consensus. This is becoming more important at the time when the broadband industry is passing through a phase of transformation in light of the emerging challenges and opportunities.

The need for such a coordinated effort is also decisive at a stage where the macro drivers of the broadband industry are run by different stakeholders including regulators, operators, content providers, and technology vendors, among others. Such drivers include but are not limited to setting investment friendly policies and regulations by the governments and regulators, diversification of revenue streams by telecom operators, appropriate introduction of efficient and low cost infrastructure deployment solutions by technology providers, localized content by content providers, and innovative mobile applications and services by the Internet players.

This year's Leader Summit will discuss the following topics in light of the very theme, of the Summit which is "Broadband Transformation: Visualizing new Opportunities and defining urgent imperatives in stakeholder co-operation".





BROADBAND TRANSFORMATION:

VISUALIZING NEW OPPORTUNITIES AND DEFINING URGENT IMPERATIVES IN
STAKEHOLDER CO-OPERATION

INNOVATION TOWARDS BUILDING A BETTER CONNECTED WORLD

Topic 1:

Broadband Infrastructure Deployment in the SAMENA region

- The socio-economic benefits of Broadband Deployment across different verticals – Impact on the overall national economy (GDP – job creation)
- The need to achieve harmonization in spectrum allocation through innovative strategies, futuristic policies by policy makers and regulators
- Realizing a world class Mobile Broadband quality, accessibility, co-existence of the various technologies and meeting the subscribers' high expectations.

Topic 2:

Stakeholder and cross--industry cooperation in the age of Smart Cities

- Enabling the SMART Cities vision in order to pave the path for the creation of smarter digital societies.
- Identifying the digital development priorities taking into account the data security and privacy, and the interdependencies of emerging technologies for SMART Cities.
- Defining the strategic directions for Business Transformation in the era of the Internet of Things (IoT) revolution.

Topic 3:

Accelerating Broadband Development to drive Citizen-Centric Innovation

- Adoption of SMART Regulation to help bridge the Digital Divide, building a truly Digital Society and Sustainable Digital Economies.
- The leading role of telecom operators in empowering the evolution of citizen-centric digital solutions and services.
- The rising needs to consider the adoption of latest technology trends to be able to meet the massive current and future mobile data demand, especially in the area of video content.





Programme

13:00 - 14:00

Press Briefing

14:00 - 14:30

Welcome Reception

14:30 - 15:00

Opening Session

15:00 - 16:00

Panel Discussion - Part 1

16:00 - 17:00

Panel Discussion - Part 2

17:00 - 17:30

Coffee Break

17:30 - 18:30

Panel Discussion - Part 3

18:30 - 19:30

Cocktail Reception

19:30 - 19:45

Group Picture

19:45 - 20:00

Guest Induction

20:00 - 22:00

Debate, Dinner & Entertainment

22:00 - 22:30

Closing Remarks



ABOUT ATLANTIS THE PALM HOTEL & RESORTS



HOSTED BY

HUAWEI

Atlantis, The Palm is a majestic 5 star luxury hotel in Dubai, and is located on The Palm, a man-made island that has captured the world's imagination with its magnificent scale and ingenuity. Atlantis, The Palm opened in September 2008, and spans a massive 46 hectares, with 17 hectares of water park alone. Atlantis also features exciting marine and entertainment attractions that the whole family can enjoy, and a collection of world-renowned and award-winning restaurants.

From the moment you arrive, you will be immersed in a dazzling world of imagination, pleasure and luxury. The Atlantis beach resort is an aquatic wonderland by the sea offering relaxation and thrills for couples and families alike. From the hotel architecture to the award-winning restaurants and must-visit aquatic attractions. Each Atlantis room and suite at is designed to immerse our guests in absolute comfort and unparalleled luxury. Complete with spectacular views of the azure waters of the Arabian Sea, or across our beach and over the iconic Palm and magnificent Dubai skyline. Reside in one of the hotel's rooms or suites which include our famous Signature Underwater Suite. Imagine waking up to a breath-taking view of the ancient ruins of the mythical lost city of Atlantis and its marine inhabitants.

Atlantis is also home to 65,000 marine animals, which you'll find in unique marine habitats at The Lost Chambers Aquarium. You can also get up close and personal with the dolphins at Dolphin Bay, learn to scuba dive and swim with sharks at the Atlantis Dive Centre, or experience the number one water park in the Middle East and Europe, Aquaventure Waterpark. Spread over 17 hectares, there is plenty of fun to be had for the whole family.

If you prefer to relax in style Atlantis has three private pristine white beaches, Aquaventure Beach which runs for 700-metres, the Royal Beach which stretches over 700 metres as well as the Nasimi Beach Club. Not only is the Nasimi Beach Club a hot spot for soaking up the sun, come sundown, it turns into one of the coolest clubs in Dubai hosting international music acts over the cooler months of the year. All year around though, Dubai's social-set dance the night away at the hotel's nightclub, N'Dulge.

Home to some of the best restaurants in Dubai, Atlantis is truly a culinary destination. We are home to over 23 restaurants, bars and lounges serving over 28 different cuisines. From family-friendly options to fine dining experiences, Atlantis has got you covered.

