

The ONLY event focused on East Africa's telecoms industry

The 6th Annual

# East Africa Com

27-28 April 2010  
The Kenyatta International Conference Centre, Nairobi, Kenya

**New**  
bigger venue in  
Central Nairobi















**FREE**  
attendance for all  
Regional Service  
Providers




## Adapting to Accelerate Progress, Connectivity & Growth



The only regional telecoms event featuring **17+ Operator CEO speakers** including these thought-leaders and government ministers:

- |   |  |
|---|--|
| <br><b>Bashar Arafeh</b> ,<br>Chief Operating Officer –<br>East Africa Region,<br><b>Zain Group</b> | <br><b>Tim Lowry</b> ,<br>VP Southern & Eastern<br>Africa, <b>MTN Group</b> |
| <br><b>Jayant Khosla</b> ,<br>CEO, Africa,<br><b>Essar Group</b>                                    | <br><b>Hans Paulsen</b> ,<br>CCO, <b>Uganda Telecom</b>                     |
| <br><b>Michael Joseph</b> ,<br>CEO, <b>Safaricom</b> ,<br>Kenya                                     | <br><b>Philippe Luxcey</b> ,<br>CEO, <b>Orange Uganda</b>                   |
| <br><b>Mickaël Ghossein</b> ,<br>CEO, <b>Orange Telkom Kenya</b>                                    | <br><b>Themba Khumalo</b> ,<br>CEO, <b>MTN Uganda</b>                       |
| <br><b>Bayan Monadjem</b> ,<br>Technical Director, East<br>Africa, <b>Zain Group</b>                | <br><b>Jose Dos Santos</b> ,<br>CEO, <b>Vodacom Mozambique</b>              |
| <br><b>Noel Herrity</b> ,<br>CEO, <b>Zantel, Tanzania</b>   | <br><b>Julius Kinyua</b> ,<br>CEO, <b>Flashcom, Kenya</b>                   |
| <br><b>Ali Bin Jarsh</b> ,<br>CEO, <b>Canartel, Sudan</b>   | <br><b>Shiletsi Makhofane</b> ,<br>CEO, <b>Africa Online, Kenya</b>         |

**Official Ministerial Welcome:**

  
**Hon. Samuel Poghisiso**,  
Minister for Information and Communications in Kenya

**Executive-Level Representation from the Region's Regulators - Including:**

- |   |   |
|---|---|
| <br><b>Charles J.K Njoroge</b> ,<br>Director General, <b>CCK</b><br>(Communications Commission of Kenya)          |  |
| <br><b>Prof. John Nkoma</b> ,<br>Director General, <b>TCRA</b><br>(Tanzanian Communications Regulatory Authority) |  |

**7 reasons to attend this unique forum for the who's who of the East African telecoms industry:**

- 1. The ONLY dedicated annual East-African communications event** – network and do business with decision-makers from all of East Africa's thriving markets
- 2. Meet 1000+ communications professionals, including those from over 65 operator companies** – an unrivalled pool of valuable connections to grow your business.
- 3. 35+ speakers featuring 17+ CEO-level operator representatives** – learn from the industry leaders over 2 days of congress sessions, and make the most of the opportunity to meet & quiz them.
- 4. Join an unrivalled cross-section of the East African telecoms community** – share ideas and secure partnerships with mobile, fixed and satellite operators, ISPs, regulators, investors and analysts.
- 5. 50+ stand exhibition** – be the first to discover the latest technologies and solutions to revolutionise your operations in East Africa.
- 6. Over 18 hours** of market-leader intelligence: an interactive mix of live Q&A sessions; debate and discussion; case studies; market analysis; round-tables and keynote presentations.
- 7. 9 hours of networking** time incorporating exhibition visits; Day 1 networking drinks party; speed networking and 3 course delegate lunches.

**Network with senior decision-makers from the service-providers of these markets:**

- |  |  |  |
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| <input checked="" type="checkbox"/> Comoros Islands              | <input checked="" type="checkbox"/> Ethiopia | <input checked="" type="checkbox"/> South Africa |
| <input checked="" type="checkbox"/> Democratic Republic of Congo | <input checked="" type="checkbox"/> Gambia   | <input checked="" type="checkbox"/> Sudan        |
| <input checked="" type="checkbox"/> Djibouti                     | <input checked="" type="checkbox"/> Kenya    | <input checked="" type="checkbox"/> Tanzania     |
|  | <input checked="" type="checkbox"/> Nigeria  | <input checked="" type="checkbox"/> Uganda       |
|  | <input checked="" type="checkbox"/> Rwanda   |  |

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**27-28 April 2010**  
**The Kenyatta International Conference Centre, Nairobi, Kenya**



**New**  
 bigger venue in Central Nairobi

## East Africa – as dynamic as ever

**informa**  
 telecoms & media

We are delighted to introduce you to East Africa Com 2010 which promises to be better than ever. Last year, we had a hugely successful 2009 **show with over 740 attendees - 54% of those operator representatives** – and with the subscription base in East African markets forecast to grow over the **next 5 years by a huge 95%**, there is no doubt that an event of this kind is highly valuable and the ideal place to refresh your thinking in light of the latest developments.

Increasing numbers of operators are competing on price, services and quality of service – whilst at the same time stretching to meet demanding Universal Service targets. This affects all service-providers from mobile and satellite to fixed-line and ISP. At the same time a growing number are offering fixed-line, mobile and internet services across a mix of technologies. With this array of challenges and growth opportunities, East Africa Com is the perfect forum for operators need to get together, discuss, and learn.

With entrenched support from the key stakeholders of the East African telecommunications industry – including **Minister for ICT in Kenya, the Hon. Samuel Poghiso** and our line-up of **17 CxO operator speakers**, this chance to network, debate and be inspired by thought-leaders and peers alike is a unique opportunity.



**Emily Cottam,**  
 Senior Conference Producer  
 Informa Telecoms & Media

**“GSM Africa recommends the move of East Africa Com to the Kenyatta International Conference Centre (KICC) in Nairobi. The KICC is a magnificent venue to accommodate the expansion of East Africa Com as the annual meeting event for the region’s rapidly growing telecommunications industry”**



VITALIS OLUNGA, CHAIRMAN, GSM AFRICA

## More delegates, more operators, more countries ... more VALUE

- 740 attendees through the door**
- 61% increase since 2008**
- 65 operator companies represented**
- 76% increase since 2008**
- Representation from 46 countries**
- 65% increase since 2008**
- 54% operator delegate attendance**
- 6% increase since 2008**
- 41% C-Level / Director / Head / General Manager attendance**

## Agenda at a glance

Day 1 – Tuesday 27th April 2010

**Keynote Session: Adapting Strategies to Maximise Growth in the Next Economic Phase**

**Effective Broadband Strategies for a Connected East Africa**

**Stream A – Mobile & Fixed/Wireless Broadband in East Africa**

**Stream B – Monetizing Appropriate Value Added Services**

Day 2 – Wednesday 28th April 2010

**Keynote Session: Convergence in East Africa’s Most Competitive Markets: Gaining the Edge**

**Improving Efficiency for East African Operators**

**Telecoms for All: Serving Rural Communities in East Africa**

**Tactical Round-Up Session – The Future of Telecoms in East Africa**

## Endorsed by East Africa’s thought leaders....

With a 6 year legacy of driving growth in East Africa’s telecommunications industry, East Africa Com is the one-stop shop event where you can take advantage of learning, networking and business development opportunities to expand your operations in the most dynamic part of this booming continent.



**Bashar Arafah, Chief Operating Officer – East Africa Region, Zain Group**



**Jayant Khosla, CEO, Africa, Essar Group**



**Michael Joseph, CEO, Safaricom, Kenya**



**Mickael Ghossein, CEO, Orange Telkom Kenya**



**Bayan Monadjem, Technical Director, East Africa, Zain Group**



**Noel Herrity, CEO, Zantel, Tanzania**



**Ali Bin Jarsh, CEO, Canartel, Sudan**



**Tim Lowry, VP Southern & Eastern Africa, MTN Group**



**Hans Paulsen, CCO, Uganda Telecom**



**Philippe Luxcey, CEO, Orange Uganda**



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**Prof. John Nkoma, Director General, TCRA (Tanzanian Communications Regulatory Authority)**





# East African Market Overview

• MORE CEOs THAN EVER • NEW VENUE

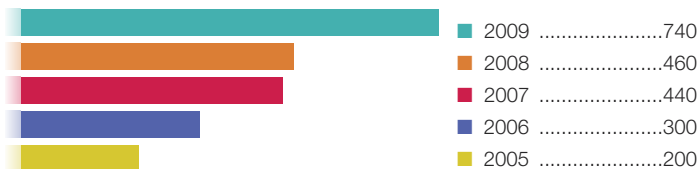
## What's New for 2010?

- 1. More CEOs than ever** – meet **over 17** executive level operator representatives from the East Africa region, covering key markets; Kenya, Tanzania, Uganda, Somalia and Sudan, amongst others.
- 2. All the Hot topics covered** – take away market intelligence on more key topics including operator strategies in a challenging economy; expanding broadband coverage; international connectivity & submarine cables; connecting the unconnected; managed services & low-cost operations; power solutions; infrastructure sharing; converged services and more...
- 3. More interactive sessions** – in addition to the strategic keynotes and specialist streams, choose from **special focus sessions, panels, interviews and round tables** dedicated to low-cost initiatives, regulatory recommendations, international connectivity, strategies to face economic downturn, and connecting rural areas.
- 4. New venue** – network in a new, bigger, more central venue. The **Kenyatta Convention Centre will welcome 1000+** telecoms industry decision-makers from across East Africa and beyond, to do business in a more dynamic environment at the heart of Nairobi.
- 5. Official Ministerial Welcome** - from the Honourable Samuel Poghiso, Minister of ICT in Kenya on Day 1. Recognising East Africa Com as the must-attend event for the region.

### Attending operator companies:

Access Kenya ■ ACL Wireless Ltd ■ Africa Online Kenya ■ Afsat Communications Kenya ■ Bilpam Telecommunications ■ Bitel Telecom ■ Cable & Wireless ■ Callkey Networks Kenya ■ Canar Telecommunications ■ Cellcomm Solutions Ltd ■ Communications Commission of Kenya ■ Djibouti Telecom ■ Ducat ■ Econet Wireless ■ Emirates Telecommunications Corporation ■ Enforta ■ Etisalat Nigeria ■ Excellentcom Tanzania ■ HiTS ■ Flashcom Limited ■ Friendi Group ■ Gamcel co Ltd ■ Ghana Telecom/Vodafone ■ Globitel ■ Golden Telecom/ Beeline Hornmuud Telecom Somalia Inc ■ Kcell MTN Uganda ■ Nationlink Telecom Somaliland ■ Network World ■ New Telecommunications Ltd ■ New Telephone Co ■ Norilsk Telecom ■ Onatel Burundi ■ Orange Telkom Kenya ■ Popote Wireless ■ Rapid Communications Ltd ■ Safaricom ■ Six Telecoms Co Ltd ■ Start Telecom ■ Swift Global K Limited ■ TalkTelekom Solutions Ltd ■ Tangerine Limited ■ Tata Communications ■ Telenor Global Services AS ■ Telkom Kenya ■ Telkom SA Ltd ■ Transtelecom ■ Trivon/Virgin Connect ■ TTCL ■ Turk Telecom ■ U-COM ■ Uganda Telecom ■ Uniline ■ UTL ■ UUNET Kenya Ltd ■ Vimpelcom ■ Vodacom Congo ■ Vodacom Group PTY Ltd ■ Vodacom Tanzania Ltd ■ Vodafone Ghana ■ WebRunner Limited ■ ZAIN ■ Zain Tanzania (Celtel Tanzania) ■ ZANTEL

### Phenomenal Growth in Attendance



**“East Africa Com was a fantastic opportunity to present solutions and exchange ideas.”**

REHAM GADELKARIM,  
HUAWEI



**“In terms of regional networking; there could never have been a better forum than East Africa Com 09 !”**

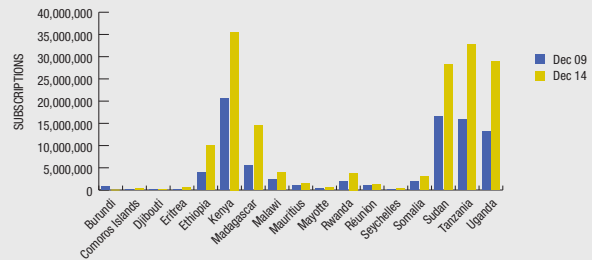
ANNE WACHIRA,  
TANGERINE



## Operators to focus on mobile internet and data services

The East African region is forecast to increase its subscription base by 95% over the period 2009-2014 from 86 million to over 167 million. Kenya and Tanzania are set to dominate the East African mobile market with 21% and 19% respectively of the region's subscriptions at end 2014.

### East Africa Subscriptions

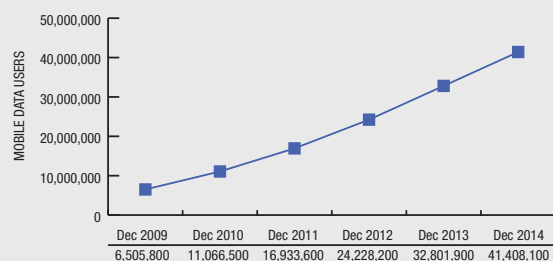


The increasingly competitive East African markets in which operators frequently promote new price offers and low-cost SIM cards has resulted in high multiple SIM usage in the region's more mature markets with around 40% of those who use mobile services owning one or more SIM Cards. The fact that prepaid services are predominant in East Africa aids this trend as customers do not need to commit to a minimum expenditure. Prepaid services accounted for about 93% of subscriptions in the region at end- 1Q09 and although Informa Telecoms & Media forecasts this to decline, prepaid services are still going to account for the large majority of mobile subscriptions.

Over the year to end 1Q09 average ARPU in East Africa declined by 20% to reach US\$7. With operators continuing to expand their network coverage into rural areas and competing strongly in order to make services more affordable, further drops in mobile charges in East Africa are projected. A consequence of this is the growing importance of VAS, which is fast becoming a priority in mobile operator strategies. This is evident from the success Safaricom has had with its M-PESA service, helping to make it one of the strongest performers in the East African market and causing operators such as Vodafone Tanzania and Zain to follow in their footsteps, and launch mobile money services.

With the aim of boosting mobile data usage and revenues, operators in the more advanced markets in the region are keen to push forward data-centric initiatives over the period 2009-2014. Taken from Informa's World Cellular Data Metrics, mobile data revenues reached approximately US\$74.8mn at end 1Q09, which represents a 22% y-o-y increase, and Informa would expect this figure to increase significantly as and when more WCDMA networks are launched.

### Mobile Data Subscriptions



Moreover, following the launch of the Seacom international cable and the Kenyan government's talks to initiate various projects in order to enhance the telecommunications sector in the region, mainland East African countries currently connected by satellite, will see a large increase in international bandwidth used as prices come down from around US\$5,000 per mbps to around US\$500 on the new fiber connections.

Informa Telecoms & Media provides a series of essential market intelligence services and products to aide key decision making. For more information, visit: Intelligence Centre ([www.intelligencecentre.net](http://www.intelligencecentre.net)), WCIS ([www.wcisdata.com](http://www.wcisdata.com)), WBIS ([www.wbisdata.com](http://www.wbisdata.com)) and the Informa store ([www.informatm.com](http://www.informatm.com))



## DAY ONE: Tuesday 27th April 2010

8.00 Registration  
9.00 **Welcome Address by Informa Telecoms & Media Speed Networking**  
9.10 **Opening Remarks by Chair:**  
Michele Scanlon, *Principal Analyst, Green Giraffe*



### Keynote Session: Adapting Strategies to Maximise Growth in the Next Economic Phase

9.15 **Introductory Informa Market Overview: Trends and Forecasts for East Africa's Telecoms Market**  

- Examining the East African market; subscription growth in the region, which are the largest markets, and operation performance indicators
- Key trends for the data market; current and forecasted 3G trends, data usage in East Africa, and the growth of Mobile Broadband
- Mobile banking; potential, obstacles, support and future outlook
- The submarine cabling systems; the effect of SEACOMS, TEAMS and EASSy on the region

**Mai Barakat, Analyst – East Africa, Informa Telecoms & Media**

9.35 **Operator Group Keynote: Strategies to Maintain an Operator's Position against Challenging New Economic Conditions in East Africa**  

- How the competitive landscape is changing
- How will this economic phase affect service providers in East Africa going forward?
- Which business models will work for scale & efficiency?
- How can collaboration with regulators and government ensure that East African markets continue to attract funding & investment?

**Bashar Arafeh, Chief Operating Officer, East Africa Region, Zain Group**

10.00 **Minister's Address: Official Welcome from the Kenyan Ministry of Information & Communication**  
**Hon. Samuel Poghisiso, Minister, Ministry of Information & Communications, Kenya**



10.15 **Regulatory Keynote: Measures to Sustain the Development & Growth of East African Telecoms**  

- An overview of current regulatory projects & initiatives
- How regulation can allow the market to innovate while preventing problems and obstacles
- A connected East Africa: Examining regulatory targets for connecting the underserved
- Regulating convergence: Recommendations for operators in East Africa

**Mr Charles J. K. Njoroge, Director General, Communications Commission of Kenya (CCK)**

## A: Mobile & Fixed/Wireless Broadband in East Africa

Chair: Matt Reed, *Editor, MEAWA*

14.30 **Operator Case Study: An Effective Broadband Deployment in East Africa**  

- The case for upgrading from 2G to 3G
- Assessing the necessary investment needed to provide broadband coverage
- How can deployments be made cheaper for operators?
- What are the best technologies for providing broadband to East Africa?

**Hans Paulsen, Chief Commercial Officer, Uganda Telecom**

14.50 **Panel Discussion: Debating which Technologies Will Serve East African Operators Best**  

- What are the network challenges when deploying broadband in East Africa?
- What are the cases for WiMAX and CDMA broadband solutions?
- What technology choices should fixed-line players make to offer fixed/wireless internet?
- What role will satellite play now that submarine cables have landed?

**Shiletsi Makhofane, CEO, Africa Online, Kenya**  
**Mohamed Bouhelal, Chief Corporate Affairs Officer, Canartel, Sudan**  
*Other panellists tbc*

15.20 Networking Coffee & Exhibition Visit

16.20 **Informa Research: Analysing Broadband in East Africa**  

- Major trends: Subscriptions and technology evolution so far
- Measuring the potential for Greenfield wireline infrastructure in East Africa
- What is the future for WiMAX?
- A focus on international bandwidth and the changing retail broadband landscape
- Informa's view

**Kalyan Medapati, Research Analyst, Global Markets, Informa Telecoms & Media**

16.40 **Providing Corporate and SME Customers with Reliable and Quality Internet**  

- Appropriate technology choices
- Challenges: ensuring coverage and connectivity for mobile corporate/SME clients
- Future network strategies for ISPs in East Africa

**Loren Bosch, Sales Director, Internet Solutions Kenya**

10.30 **Regulatory Recommendations Session: What will a Changing Economic Landscape Mean for Competition?**  
 The Regulatory Recommendations Session will involve a 5 minute overview from the GSMA Africa, followed by a 15 minute interactive session. The session's Chair will open the discussion to the floor so that delegates can pose questions to the participants.  
**Vitalis Olunga, Chairman, GSMA Africa**  
**Mr Charles JK Njoroge, Director General, Communications Commission of Kenya (CCK)**  
**Prof. John S Nkoma, Director General, Tanzanian Communication Regulatory Authority (TCRA)**  
**Brahima Sanou, Head of Regional Office, Africa, ITU, Ethiopia**

11.00 Coffee & Exhibition Visit  
**Effective Broadband Strategies for a Connected East Africa**

Chair: Guy Zibi, *Managing Director, AfricaNext*

12.00 **New Entrant: Business Models to Successfully Enter Competitive East African Markets**  

- Orange Uganda's beginnings: taking over HiTs Tel & entering Uganda's hyper-competitive market
- Extending a brand: how being a part of Orange helped launch new services
- Attracting consumers with attractive offerings, but ensuring longevity

**Philippe Luxcey, CEO, Orange Uganda**

12.20 **Ensuring a Better Broadband Experience for all East Africans**  

- An update on current access to broadband in East Africa's main markets
- Assessing the real customer experience of broadband
- What are the best technology choices to improve broadband access in East Africa?

**Tim Lowry, VP Southern & Eastern Africa, MTN Group**

12.40 **Broadband in East Africa; Realising Potential and Visualising Wireless Networks in the Future towards LTE**  
**PLUS a case study from one of Alcatel-Lucent's Operator partners**  
**Catherine Van Aken, Director Solutions & Marketing, Southern and East Africa, Alcatel Lucent**

13.00 **International Connectivity Roundtable: What Can Be Done to Deliver Reliable Internet Access in East Africa after the Arrival of Submarine Cables?**  

- What are the current standards of international connectivity in East African markets?
- What do the submarine cables really mean for East African connectivity?
- Is quality of service the key success factor?

**Jayant Khosla, CEO, Africa, Essar Group**  
**Loren Bosch, Sales Director, Internet Solutions Kenya**  
*Other panellists tbc*

13.30 Lunch & Networking

## B: Monetizing Appropriate Value Added Services

Chair: Thecla Mbongue, *Analyst, Informa Telecoms & Media*

14.30 **Corporate Service Offerings in Increasingly Competitive Markets**  

- A break down of the ICT market in Kenya; how this translates into a high-value revenue stream for operators offering corporate services
- How to build a relationship and trust with the corporate sector
- Assessing the different service and quality needs of a corporate client
- Critical success factors: what you need to get right when serving the corporate sector

**Julius Kinyua, CEO, Flashcom, Kenya**

14.50 **Successful Services Think Tank: What Makes a Winning Service in East Africa?**  

- Focus on low-cost services: how to balance ROI with making services affordable?
- Examining the services available for operators to monetise 3G
- Debating mobile money services in East Africa, how can more operators harness this popular service?
- Which will be the money-making service for operators in 2010?

**Jose dos Santos, CEO, Vodacom Mozambique**  
**Geoff Goss, CEO, Celsys, Zimbabwe**  
*Other panellists tbc*

15.20 Networking Coffee & Exhibition Visit

16.20 **Offering Services that Attract and Retain Customers: Operator Strategy**  

- Examining the current status of services in the Tanzanian market
- How services are boosting Zantel's revenue
- Examining which segments are best suited to which services
- Understanding technology choices & solutions for Zantel

**Noel Herrity, CEO, Zantel, Tanzania**

16.40 **Examining Successful Content for East Africa: Goal.com's Mobile Strategy**  

- What content is out in the East African markets so far?
- How successful have content offerings been for East African operators?
- Focus on what works: an East African mobile content case study
- Get ready for the Football World Cup – opportunities for East African operators

**Gianluigi Longinotti Buitoni, CEO, Goal.com**







## DAY TWO: Wednesday 28th April 2010

8.30 Registration

### 9.10 Opening Remarks by Chair:

**Matt Reed, Editor, Middle East & Africa Wireless Analyst**

### Convergence in East Africa's Most Competitive Markets: Gaining the Edge

#### 9.20 Operator Case Study: Why Converged Service Offerings is the Next Big Thing for East Africa

- Examining converged services and defining the term as it applies to East African markets
- Why convergence is an advantage for operators in East Africa's increasingly competitive markets
- How submarine cables and greater access to international bandwidth is driving the progress of converged offerings
- What changes will occur in a converged ecosystem, and how will they impact current players?

**Michael Joseph, CEO, Safaricom, Kenya**

#### 9.45 Transforming a Public Telco into to a Converged, Customer Responsive Commercial Entity: The Case of Orange Telkom Kenya

- Converting an established incumbent with the Orange brand
- How the fixed-line sector has evolved to compete with mobile broadband
- Outlining what Orange Telkom Kenya considered to be the key customer needs to focus on during its transition
- The results: examining the current status of Orange Telkom Kenya after only one year of operation under the new brand

**Mickael Ghossein, CEO, Orange Telkom Kenya**

#### 10.10 Keynote Executive Interviews: Protecting and Encouraging Growth – Convergence Business Models to Drive Success during Economic Downturn

- Examining the key factors affecting East African operators so far: funding, ARPU and costs
- Analysing M&A activity in the region
- Why do converged services offer a strong business model in the face of economic change?
- How can East African operators continue to attract new customers and drive penetration rates?

**Hans Paulsen, Chief Commercial Officer, Uganda Telecom**

**Noel Herryty, CEO, Zantel, Tanzania**

**Evans Nyagah, Head of Enterprise Sales, Orange Telkom Kenya**

10.40 Networking Coffee & Exhibition Visit

### Improving Efficiency for East African Operators

Chair: **Thecla Mbongue, Analyst, Informa Telecoms & Media**

#### 12.00 Focusing on Revenues & Margins when Improving Efficiency: Strategies for Serving Low-ARPU Segments

- Assessing the importance of OPEX costs and levels of ARPU
- Realising the benefits of outsourcing and network sharing for East African operators
- ARPU strategies: stop ARPU falling or increase subscriber base, know your customer and innovate
- Catching the next wave of growth: Low-end customers are key, so reduce costs, build partnerships, and focus on the bottom-end services

**Jayant Khosla, CEO, East Africa, Essar Group**

#### 12.20 Sustainable Strategies for Powering Networks & Reducing Operators' Costs

- Sustainable operator strategies: Energy saving initiatives and cost-effective infrastructure maintenance
- Current power challenges and solutions: what's working now and what are the realistic long-term alternative energy sources?
- How can the telecoms industry lead the drive to a greener society for other parts of East African society?

**Ahmed Yusuf, Chairman & CEO, Hormuud, Somalia**



12.40

#### Redefining the Operator-Vendor relationship: How Much & What Will be Shared through Managed Services?

- Assessing how much East African operators can learn from the Indian business model: outsourcing, low-costs, and customer call centres
- Which outsourcing strategies will really improve margins in the long-term?
- How much to outsource? Where to start and when to stop?
- In the future will operators outsource most functions & concentrate more on customer service?

**Bayan Monadjem, Technical Director, Zain East Africa Network, Kenya**

**Themba Khumalo, CEO, MTN Uganda**

**Mohamed Bouhelal, Chief Corporate Affairs Officer, Canartel, Sudan**

13.10 Lunch & Networking

### Telecoms for All: Serving Rural Communities in East Africa

Chair: **Guy Zibi, Managing Director, AfricaNext**

#### 14.10 How to Provide Affordable Mobile Services to Off-Grid Rural Populations - and Still Make a Profit

**Suraj Chaudhury, Head of Business Development, VNL**

#### 14.30 Case Study: Connecting the Un-Connected & Changing Lives in East Africa

- Outlining the rural connectivity project
- Who benefitted, and how long-term were the benefits?
- What were the costs, and how were they regained? Can rural projects be anything but CSR?
- What's next: how to reach other rural communities and meet universal service requirements

**Themba Khumalo, CEO, MTN Uganda**

#### 14.50 Sustainable Solutions to Help Operators Reach the Next Million

- Assessing cheaper network solutions to extend operators' reach to more areas
- Solutions for power: how to solve operator power requirements in remote regions
- Examining access to services: the issue of affordable handsets, and solutions for illiteracy
- How to provide affordable mobile services to rural populations and still make a profit

**Ali Bin Jarsh, CEO, Canartel, Sudan**

#### 15.10 Expert Focus Session: Overcoming the Challenges of Improving Telecoms Services in Rural Areas with Cost-Efficiency Strategies & Solutions

- Assessing current coverage and network quality for rural areas in East Africa
- Low-cost networks to reach the underserved; examining WiMAX solutions for green field sites
- Pricing for services to rural and underserved customers: How can operators still get a good ROI?
- Setting realistic targets and deadlines for operators: What's the right balance?

**Ahmed Yusuf, Chairman & CEO, Hormuud, Somalia**

**Michele Scanlon, Principal Analyst, Green Giraffe**

*Other panellists tbc*

15.40 Networking Coffee & Exhibition Visit

### Tactical Round-Up Session – The Future of Telecoms in East Africa

#### 16.40 Assessing the Progress of the Global Financial Crisis and a forecast for 2010-11 in East African Telecoms Markets

- Examining the financial forecast for the East African telecommunications going forward
- Identifying trends in the East African markets
- Assessing which financial developments will impact the region in the near future

**Olivier Nour Noel, Sector Lead, ICT, Sub-Saharan Africa Department, IFC**

#### 17.00 Analysts Roundtable: A Summary of East Africa Com 2010 – What is yet to come?

A panel of experienced industry analysts will address the main points that have been discussed over the last two days and debate what operators should focus on to address customers' needs and increase profits going forwards.

**Matt Reed, Editor, Middle East & Africa Wireless Analyst**

**Thecla Mbongue, Analyst, Informa Telecoms & Media**

**Muriuki Mureithi, Chief Executive Officer, Summit Strategies, Kenya**

#### 17.30 Chair's Summary & Close of Conference – Until the Next Com Event in Africa!

### Senior-level speakers from ALL the key regional players:





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Relax, network and set up meetings with all the delegates at the conference. Our easy-to-use and efficient online networking tool is available to you at the show to check-in and meet those who want to meet you whilst at the event. More features, more value, more reasons to attend the exhibition.

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  - R Reserved
  - Meeting Rooms

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### Meeting Rooms

In order to maximise the benefits of participating at the event, private meeting rooms are available for purchase. This is the ideal place to host senior delegates at the event. Having a private meeting room is a compliment to a booth, but can also be purchased separately.

***"The event gives excellent opportunity to share talents and discover new products emerging in the market"***

MA, SAFARICOM LTD

***"We made some great East African contacts which we are now following up"***

FORGET ME NOT AFRICA

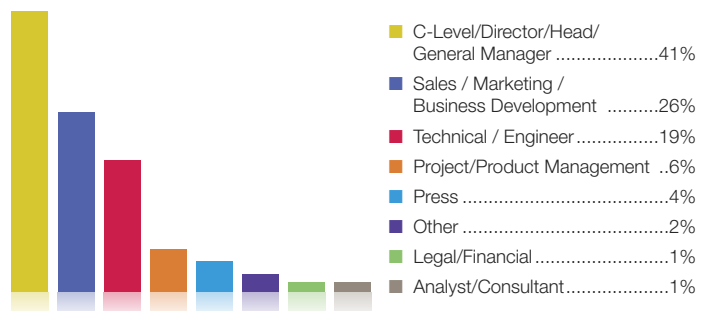
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- |                              |          |              |
|------------------------------|----------|--------------|
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Kenya's capital city is one of Africa's largest and most interesting cities and a thriving and modern business centre.

Just outside the city is Nairobi National Park, 113 sq km of plains, cliffs and forests. The park is home to large herds of zebra, wildebeest, buffalo, giraffe and more. Rhino, cheetah and a large number of lions are all found here, living within 20 minutes of the centre of town.

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**Payment Information:** Payment should be made by cheque, credit card in euros. Cheques should be made payable to Informa UK Ltd. Payment must be received by 12 April 2010 in order to secure your place. Please quote the delegate name and the event IOG8H as a reference on all transactions.

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This course explains the evolution from the 3G and 3.5G networks of today towards the Long Term Evolution (LTE) technology standard. LTE and the associated System Architecture Evolution (SAE) standards are being defined by the Third Generation Partnership Project (3GPP) to provide an evolution route for UMTS network operators towards Fourth Generation (4G) mobile networks.

The course briefly reviews the technology roadmap from 2G through to 3.5G

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- Evolved UTRAN (E-UTRAN)
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