

FTTH Middle East Conference 2010

Programme

30 November 2010

09:15-9:30	Welcome
09:30-10:00	Opening Session <ul style="list-style-type: none">• Official Welcome by HE Eng. Charbel Nahas, Minister of Post and Telecommunications of the Republic of Lebanon• Speech by Dr. Imad Hoballah, Acting Chairman and CEO, Telecommunications Regulatory Authority of Lebanon• Speech by Chris Holden, President FTTH Council Europe• Speech by Faris Awartani, Chair FTTH Council Middle East Group
10:00-11:00	FTTH: Case Studies Middle East <p>FTTH is happening in Middle East. This session gives insights into existing and planned FTTH deployments in the Middle East region.</p> <p><u>Moderator:</u> Richard Thomas, Member of the Board, FTTH Council Europe</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none">• Tariq Albahri, Vice President - Fixed Access Network, du "FTTH, Building the Base - du Case Study"• Kassim Al-Hassani, Director General, Iraqi Telecommunications and Post Company, Ministry of Communications, Republic of Iraq "Case Study: Why Deploying FTTH in Iraq"
11:00-11:30	Coffee Break in the Exhibition Hall
11:30-12:30	Experiencing the Opportunities of FTTH <p>FTTH networks offer a wide range of opportunities for network operators. This includes new services and business models as well as innovative regulatory approaches. This session discusses the various opportunities of FTTH.</p> <p><u>Moderator:</u> Eric Festraets, Member of the Board, FTTH Council Europe</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none">• Louay Abou Chanab, Senior Associate, Booz & Company "Sustainable Digital Highways"• Samer Salameh, CEO, Total Play "Mobile / Fixed / Utility – FTTH Convergence"
12:30-14:00	Lunch in the Exhibition Hall
14:00-16:00	Voice of the Industry <p>Leading vendors will showcase their FTTH solutions and explain how their products are evolving to meet the challenges posed by mass market deployment. The session will analyse how these solutions will affect the design, installation and operation of real-world FTTH networks. Topics covered will include complex outside plant deployments, wholesale access and network-based services.</p> <p><u>Moderator:</u> Nadia Babaali, Communications Director, FTTH Council Europe</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none">• Jan van Tetering, Vice President Network Solutions & Strategy EMEA Region, Alcatel-Lucent

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	<p><i>"Deploying and Adopting Fiber"</i></p> <ul style="list-style-type: none"> • Peter Ludin, Vice President Sales EMEA, Draka <i>"Delivering Innovation: Smart Solutions for your FTTx Network"</i> • Eng. Rami Abdel Majeed, Project Manager, Moseco Group <i>"A Quick Guide- Fibre to the Home/Building - FTTH/FTTB in MEA"</i> • Georges Antoun, Head of Product Area IP & Broadband Networks (PAIB), Ericsson <i>"Deep Fiber Access – Lighting the Last Mile"</i>
16:00-16:30	Coffee Break in the Exhibition Hall
16:30-18:00	<p>Workshop by Richard Jones, Partner, Ventura Team LLP <i>"Making the case for FTTx – a workshop on the key business drivers for an FTTx business and where you need to focus your attention"</i></p>

1 December 2010

09:15-10:45	<p>Analysts Session: FTTH Market in the Middle East</p> <p>The annual rankings from the three FTTH Councils provide a benchmark for authorities around the world. In this session, industry analysts will present a complete overview of the worldwide markets for broadband and FTTH. They will also examine the specific situation in the Middle East today and the opportunities and outlook for fibre deployments in the region over the next few years.</p> <p><u>Moderator:</u> Jan Schindler, Chair Market Intelligence Committee, FTTH Council Europe</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> • Roland Montagne, Director Telecoms Business Unit, IDATE <i>"European and Middle East FTTH Markets"</i> • Jawad Abbassi, Founder and General Manager, Arab Advisors Group <i>"The Arab World's Telecom and Broadband Markets: Current status and future prospects"</i> • Gary O'Neal, Chief Technical Advisor, SAMENA Telecommunications Council <i>"FTTH Market in Middle East - The emerging FTTH arena within SAMENA Region"</i>
10:45-11:15	Coffee Break in the Exhibition Hall
11:15-12:15	<p>FTTH: Lessons Learned</p> <p>More than 50 Million customers already benefit from fibre connections worldwide. This session will discuss several aspects of lessons learned and present experiences from global markets.</p> <p><u>Moderator:</u> Gamal Hegazy, Member of the FTTH Council Middle East founding Board</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> • Dr. Shoichi Hanatani, Chair Education & Training Committee, FTTH Council Asia-Pacific <i>"FTTH Deployments in Asia-Pacific and Lessons Learned"</i> • Saleha Asif, Associate Principal, McKinsey & Company <i>"Monetizing Fiber - Key to successful Fiber Commercialization"</i>
12:15-13:30	Lunch in the Exhibition Hall
13:30-15:00	<p>Breakout Sessions</p> <p>Breakout Session 1: FTTH Technology Session</p> <p>This tutorial session is designed to bring everyone up to speed on FTTH technology and terminology. The session will start with the basics, for instance the difference between fibre-to-the-home, building, curb and node; and move onto more complicated subjects such as PON vs. point-to-point architectures.</p> <p><u>Moderator:</u> Thomas Martin, Vice-Chair, FTTH Council Middle East Group and Deployment & Operations Committee, FTTH Council Europe</p>

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Speakers:

- Thomas Martin, Vice-Chair, FTTH Council Middle East Group and Deployment & Operations Committee, FTTH Council Europe
- Dr. Alain Bertaina, Product Marketing Director – Single-mode Fiber, Draka Communications

“Infrastructure – End-to-End Deployment Solutions”

Breakout Session 2: The Business Case for FTTH

This tutorial session will discuss the business case for FTTH networks. All important topics will be covered including Operator Models, Services and Pricing, Marketing, Consumer Research and Financing.

Moderator: Albert Grooten, Member of the Board, FTTH Council Europe

Speakers:

- Albert Grooten, Member of the Board, FTTH Council Europe
 - Dr. Bruno Van Den Bossche, Development Engineer, Comsof NV
 - Ajay Saini, Product Marketing Manager for Broadband Access, Ericsson
- “The FTTH Business Case: Comparing the Impact of Important Parameters”*
- “The Business Case for FTTH: Challenges and Recommendations”*