14th annual event

Carriers World

22 - 26 September 2008, Victoria Plaza Hotel, London, UK

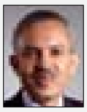
Save up to £375 when you book before 18th July 2008

"A wide range of speakers and experts with excellent content structure ...a great education"

James Mitchell
Sector Development Manager
Cable & Wireless

Industry defining figures

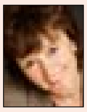
Kathryn Morrissey
Executive Vice President
AT&T



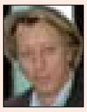
Sanjiv Aiyar
CEO, Global Markets & Wholesale
SingTel

Michael Hecker
CSO
MTS

Leading European operators



Sally Davis
CEO
BT Wholesale



Bjorn Iversen
CEO
Telenor Global Services

Daniel Kurgan
CEO
Belgacom International Carrier Services

Emerging opportunities

Ajay Chitkara
COO
Global Data Business
Bharti Airtel

Heribert Krautkremer
EVP, International Carrier Sales
Deutsche Telekom ICSS

Claire Paponneau
EVP, International
Wholesale Solutions
Orange

Workshop announcements

Monday 22nd September 2008

Session A
Advanced mobile backhaul

Session B
Infrastructure sharing

The carrier is king!

The annual meeting place for the wholesale industry

- The world's premier capacity and exchange forum for voice, data and internet portfolios
- 450+ executives explore next generation technologies and emerging opportunities
- Created by, and delivered by international carriers, mobile and alternative operators

Platinum sponsor

Airtel

Gold sponsor

at&t | Wholesale

Silver sponsors

orange · T · TransTeleCom · iBasis a KPN affiliate

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TATA COMMUNICATIONS · ROSTELECOM

Associate sponsors

belgacom · telenor

Lunch sponsor

thus

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terrapinn · TOTALTELECOM

Book now, call +44 (0)20 7242 2324 or online at www.terrapinn.com/2008/cw

The carrier is king!

The world's most established capa

Remodelling and evolving the capacity industry

The global market continues to ride high on the wave of renewed interest and investment from telcos in their wholesale arms. The buoyancy of the market has been demonstrated by 76% of Tier 1 operators reporting revenue growth in their carrier division.

Despite these advances, and development of new products, customers want to save money. NGN services have seen more than $25billion investment in 3 years and this leaves two difficult questions unanswered; what services will provide the best ROI and when can operators be confident that they will see a significant uptake of new services to justify the initial outlay of CAPEX?

> "*The health of the carrier and the wholesale business has never been stronger*"
> **Kathryn Morrissey,** Executive Vice President, **AT&T**

At Carriers World we have built upon over a decade of experience as Europe's largest wholesale event dedicated to tackling the issues and challenges that lower voice revenues pose. Research conducted by our sister magazine *Total Telecom,* has highlighted that while voice continues to outweigh data in importance, it is no longer the status quo.

> "*No one has all the pieces of the jigsaw puzzle*"
> **Rory Cole,** Vice President, **Verizon Business**

As application and content services have begun to dominate, smaller players have proved flexible enough in developing innovative niche platforms. In addition, operators across emerging markets are continuing to develop fast. This has seen an increase in demand for superior Ethernet, managed services, IP VPN and MPLS services.

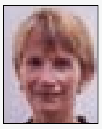
As the cost of bandwidth continues to drop, throwing extra capacity around is no longer feasible. Relentless global demand for connectivity combined with the uptake of bandwidth services suggests that the time for open dialogue is now. Carriers World is that place...

> "*Wholesale used to be pile it high sell it cheap… now my customers are asking me for something much more complex*"
> **Sally Davis,** CEO, **BT Wholesale**

Carriers World is where wireline, wireless, data centres, submarine owners, and OEMs learn about the operational and product management behind the world's largest networks. It provides an invaluable trading where executives discuss the challenges and risks in today's markets so that they can properly identify and capture the opportunities that exist tomorrow.

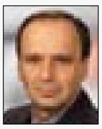
Learn from industry authorities

Ofer Gneezy
CEO
iBasis



Brigitte Bourgoin
Executive Vice President, Personal Business Line
Orange

Malin Frenning
Head of Wholesale & International Carrier
Teliasonera

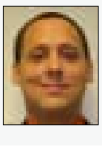


Josef Trimmel
Head of Wholesale
Austria Telekom

Amit Chawla
Executive Vice President, Global Business Units
Veraz Networks

Andrew Grenville
Executive Vice President, International & Wholesale
du

Alexey Reznikovich
CEO
Altimo



Claus Nielsen
Director,
Voice Evolution Strategy
Tata Communications

Save up to £375 when you

> "*Great event with some real debate created.*"
> **Santiago Nunez,** Sales Director, **Jazztel**

2007 Carriers Wo

AT&T, NTT, Verizon, Deutsche Telekom, Telefonica, Rostelecom, France Telecom, Telecom Italia, Sprint Nextel, BT Wholesale, BT Global Services, KDDI, Telstra, iBasis, Telenor, Qwest, TeliaSonera, SFR, SK Telecom, Tiscali, Cogenet, Vodafone, STC, SingTel, Sonaecom, Alltel, Telus, Tele2, MTN, Telkom SA, Telekom Malaysia, Etisalat, Orascom Telecom, M-Link, Virgin Media, Colt, Telefonica O2, Lycatel, Mobilkom, GTS, Wind, Cable & Wireless, MTS, Telekom Austria, Bouygues Telecom, PT Indonesia, Turk Telekom, Level 3, du, Vanco, Veraz,

city forum is back!

What is in it for you?

Last year 375 executives attended Carriers World. In 2008 over 450+ will assemble to discuss the future of the wholesale market, including:

- 100+ C-level executives exploring new NGN application services and their capacity needs
- 55+ countries represented and regional incumbents speaking on the big issues affecting their expansion plans
- Senior executives from the world's leading carriers, altnets, mobile operators, OSS/BSS, OEM's, submarine operators and data centres

The 14th annual Carriers World will provide you with a comprehensive picture of today's wholesale markets: its components, players, risks and opportunities. Our expert speakers will brief you on the big issues...

- What strategies, tactics and systems should you use to effectively maximise existing services through low cost voice services?
- How is it possible to differentiate when 67% of surveyed participants put price as the most important factor when choosing a partner?
- How will advanced mobile backhaul needs and femtocells affect the carrier business model when it currently contributes $16billion in annual revenues?
- What is needed to deliver the real-time services that media players rely on for their business models when 97% of content providers state that carriers fail to support their business models?
- How do I ensure the effective management and control of network resources
- What impact can the credit crunch have on my returns when 37% of carriers surveyed indicated that it was their biggest concern going into 2008?
- How do I ensure my peering arrangements allow me to have sufficient global reach whilst proving best in class QoS?
- What is needed to develop profitable voice and data strategies for mobile?

Turn to page 6 to see the full programme

Networking opportunities at Carriers World 2008

- Over 450 delegates expected
- Over 30 hours of planned networking
- Over 70 C-level presentations
- Two cocktail evenings
- Carrier Exchange
- Golf Tournament – The Elvis Cup
- Badge2Match system allowing you to meet all your contacts
- Emerging market tent
- Mobile operator day
- Speed Networking
- Contact system - allowing prearranged meetings

book before 18th July 2008

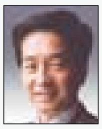
"Right place right people, right event!"

Chris Tooley, Director, **Lycatel**

rld participation

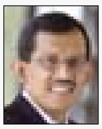
Batelco, IDT, Telecom Egypt, Fastweb, Rogers, Elisa, TOT, Telecom New Zealand, China Telecom, Eircom, Bezeq, Global Crossing, Bharti Airtel, Transtelecom, Telemar, Orbitel, Jordan Telecom, Opal, Jazztel, Easynet, BH Telecom, Botswana Telecommunications Corporation, Lanck telecom, Lattelecom, MTT, Oteglobe, Romtelecom, Sonaecom, TATA Communications, Telekom Slovenije, Telekom Srbija, Telekom Srpske, Telekomunikacja Polska, Thus, Voxbone, BSNL, XConnect, PCCW, Reliance, Telecom Argentina… *and many more*

Gain insight from market leaders

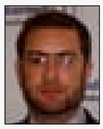


Osamu Inoue
Executive Vice President, Member of the Board
NTT Communications Corporation

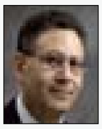
Olga Rumyantceva
Commercial Director
Rostelecom



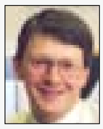
Rinaldi Firmansyah
CEO
PT Telkom



Eli Katz
CEO
Xconnect



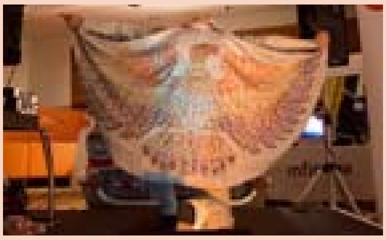
Dave Schaeffer
CEO
Cogent

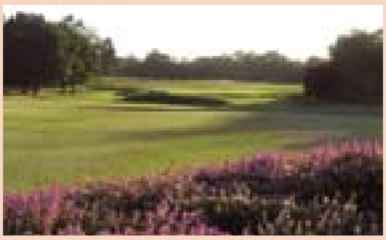


Jonathan Sandbach
Head of Regulatory Economics
Vodafone Group

Torbjörn Pettersson
Senior Roaming Specialist
Telenor

Natalya Rudenko
Director Technological Development
Vimpelcom





Bringing the latest in ne

All new networking for 2008

The 14th annual Carriers World introduces several firsts in 2008 to ensure that your premium carrier event remains an integral part of your yearly sales cycle. As always the Carriers World conference format and floor plan is designed and created to maximise networking and learning in one.

This years wireless enabled interactive badges will help you find other carriers who have aligned their interests with yours. This will allow you to more effectively 'work' the conference floor. This is a first for a wholesale event in Europe.

- Align your contacts with your goals
- Build a database of your contacts
- Share ideas

carrier eXchange

Interested in voice and data minutes exchange? Want to get more out of your international bilaterals? Carriers World networking exchange allows you to showcase your existing products and services and close deals like never before. Located in the exhibition room you'll find a dedicated area set aside for this where you can sit down with the people you want to do business with.

How do you acquire a trading table?

Simple – all multiple bookings (two or more delegates) are entitled to a trading table on request. Simply provide a high resolution logo of your organisation and we will do the rest. To find out more please visit the Carriers World website.

Emerging market tent

Emerging markets will account for more than two thirds of the world's telecom connections, and almost 90% of all growth in voice telephony, data connections, and mobile solutions. In recognition of this – Carriers World has a dedicated emerging market tent where you can meet face-to-face with tier-one carriers located in non traditional markets.

Golf tournament

The **Elvis Cup** will take place on Friday 26th of September 2008 at the beautiful Walton Heath golf club – host to the Ryder Cup of 1981. Places are limited to 10 four-balls, so register today!

74% of total attendees had job titles of Director or above

32% of the surveyed audience place network performance above cost when choosing an industry partner

65% of those surveyed stated that they see meeting global reach as their greatest challenge and opportunity

74% of speakers are NEW to 2008 providing you with new insights and new industry strategies

45% more exhibitor space in 2008 including the emerging markets tent

67% of the survey participants expressed a need to adjust their business model to better serve mobile operators

94% say that they are now delivering NGN application services in some form

35% increase in conference attendees from Carriers World 2007 predicted

etworking technologies

A proven track record

One thing remains constant in the wholesale capacity market – the importance of establishing and maintaining real business contacts. To help facilitate this process we have kept an array of tools that have generated significant revenues for the world's largest operators over the previous 13 years.

Two cocktail evenings

To celebrate the gathering of such a diverse group of operators from across the globe – Carriers World includes two special networking evenings. The evenings allow you to network with other guests, speakers and delegates after what will be two hard days of discussion and networking.

- 'Elvis returns' evening cocktail party day one – Tuesday 23 September 2008
- 'From Russia with love' evening cocktail party day two – Wednesday 24 September 2008

To add to the festivities we will also have **live musical entertainment** and a series of **special prize draws.**

SPEED NETWORKING

This is a formal part of conference proceedings where all conference delegates meet each other for a short space of time and exchange business cards. They then proceed to form meaningful business relationships. Speed Networking is a unique feature of a Terrapinn event and guarantees heightened networking for all participants.

contact

Ensure your time at Carriers World is value-driven by using the industries original Contact system. Contact is Terrapinn's unique online introductory service. It is simple system designed with carrier sell-side attendees in mind. It is available to all event attendees. Don't leave your meetings to chance, start planning your one-on-one meeting schedules today – introducing you to your customers, your peers and your suppliers.

Meeting board

This acts as a secondary 'meet me system' – to the Badge2Match system. It ensures you don't miss that all important tier-one carrier or that ellusive altnet. The online and onsite Contact system allows you to plan your one-on-one meetings before the event has even begun. Contact allows you to view names, titles, companies and sector to allow you to meet the key buyers in your part of the wholesale market.

24%
of last years delegates were from BRIC. In total over 52 different countries were represented at the event.

17%
of the 2007 audience were from altnet providers

39%
of total delegates were from outside Western Europe

600%
more mobile speakers than 2007. Carriers World now delivers Roaming and Interconnection sessions.

19%
of 2007 attendees were from tier-one carriers

92%
speakers EVP level or above

67%
of the overall attendance were of buy-side origin

30
hours more planned networking than any other capacity event in Europe

Day One Tuesday 23 September 2008

THE NEW COMPETITIVE LANDSCAPE

08.50 Chairman's opening remarks

09:00 Keynote: Understanding the factors driving growth in tomorrow's wholesale market
- The current status of the wholesale market and key opportunities in 2009
- Discussing the risk of new entrants and players from other industries on the 'traditional' wholesale market competitive
- Analysing the continued role of broadband in wholesale growth
- Spectrum auctions impact on wholesale markets and global coverage

Kathryn Morrissey, Executive Vice President, **AT&T**

09:30 Keynote: Keeping pace with next generation network (NGN) demands
- Understanding the demands of NGN customers
- Building effective networks to address these developing needs
- Exploring the impact of NGN services on value chain hierarchy
- Predicting the evolution of NGN services and 'staying ahead of the curve'
- Outlining new technology ROI performance and the potential for sophisticated wholesale content distribution models

Sally Davis, CEO, **BT Wholesale**

10:00 Keynote: A critical moment - transitioning to an all IP world
- Charting the industry transformation - assessing the evolution towards an all IP world
- Building a full IP network - the highway to new solutions and new territories
- Selecting the correct type of solution for each user
- Fully implementing new services and business models by measuring the challenges that lay ahead

Claire Paponneau, Executive Vice President, International Wholesale Solutions, **Orange**

10:30 Morning coffee

DELIVERING CONVERGED SERVICES

11.10 Keynote: The future of the international voice business
- The market conditions that are driving changes in international voice
- Critical success factors for international voice carriers
- Consolidation and the rise of international voice outsourcing

Ofer Gneezy, CEO, **iBasis**

11:40 Panel: Re-evaluating customer segmentation for the wholesale market
- Defining and catering to different customer base requirements
  - Mobile operators
  - ISPs
  - ASPs
  - Fixed service providers
  - Value-added service providers
  - IPVPN
- Applying the lessons learned from effective retail customer segmentation to the wholesale market
- Keeping in touch with your customer's needs and maintaining QoS

Heribert Krautkremer, Executive Vice President, International Carrier Sales, **Deutsche Telekom ICSS**
Josef Trimmel, Head of Wholesale, **Austria Telekom**
Malin Frenning, Head of Wholesale & International Carrier, **Teliasonera**
Andrew Grenville, Executive Vice President, International & Wholesale, **du**

12:30 Economies of scale and the challenges of wholesale growth
- Choosing business models that cater for expanded wholesale
- Understanding the possibilities and effects of consolidation in wholesale markets
- Anticipating the future of the wholesale market

Daniel Kurgan, CEO, **Belgacom International Carrier Services**

13:00 Networking lunch

14:30 Panel: Migrating to NGN infrastructure: prevent your legacy network holding you back
- Limitations of soft-switch and circuit-switched technology
- Deploying next generation switching technology
- Extending services through the deployment of carrier Ethernet over legacy technologies
- Examining the NGN equipment market for service providers

Emilio Sepulveda, Director Strategy & Business Innovation, **Telefónica International Wholesale Services**
Mohamed Elnawawy, Vice President International and Regulatory Affairs, **Telecom Egypt**
Ian Thomas, Director of Partner Services, **Cable & Wireless**

15:20 SPEED NETWORKING

16:00 Afternoon tea

16:20 Panel: Maximising the potential of core service opportunities in NGN
- What are the strategies for safeguarding operational excellence?
- The role of FMC in the carrier space
- Effectively responding to technological innovation: maintaining QoS in an increasingly IP world
- Forming the strategies to protect key revenues during migration from legacy to NGN
- Enhancing customer and billing and service options

Bjorn Iversen, CEO, **Telenor Global Services**
James Blessing, COO, **Entanet International**
Nauman Jaffar, Senior Manager, Product Development and Marketing, **TELUS**

OUTSOURCING NETWORK AND SERVICE FUNCTIONS

17:10 Panel: Improving international reach through formulating an outsourcing strategy
- Meeting the investment challenges of rolling out NGN services on an international footprint
- The potential of ENUM to facilitate network convergence
- Mitigating against poor QoS and insecurity from SPIT
- Reaching beyond the network: supporting international client requirements through VNO

Eli Katz, CEO, **Xconnect**
Ole Hvelplund, COO, **TDC Wholesale**
Amit Chawla, Executive Vice President, Global Business Units, **Veraz Networks**

18:00 Return of the king party – Elvis returns!

For detailed agenda and speaker notes visit: www.terrapinn.com/2008/cw

Day Two Wednesday 24 September 2008

SUPPORTING BUSINESS MODELS BEYOND NGN

08.50 **Chairman's opening remarks**

09:00 **Keynote: The revenue opportunities offered by cutting edge technology**
- Creating the architecture that will allow customers to enter new ecosystems
- Applying experience as a retail and traditional wholesale carrier to IPTV, IP VPN and FMC solutions
- Rollout the first commercial IPX services: overcoming the opportunities and challenges
- Femtocells: the QoS and bandwidth requirements generated by femtocells
- 4G and beyond: the role of the fixed line operator in providing next generation backhaul

Sanjiv Aiyar, CEO, Global Markets & Wholesale, **SingTel**

09:30 **Keynote: Utilising the latest solutions to support a global customer base**
- Deploying compelling ICT services on a global scale – lessons learnt from an all IP network
- Servicing the web 2.0 and media customer through the provision of capacity and service delivery
- Global reach with local depth: supporting ICT within SME enterprises
- Enabling faster data transmissions over the next five years.

Osamu Inoue, Executive Vice President, Member of the Board, **NTT Communications Corporation**

10:00 **Keynote: Enhancing global networking through global partnerships**
- Effective regional & international strategies
- Developing effective partnership models that are long-lasting
- The evolution of emerging markets in Asia and beyond
- Going forward: building partnerships on a global platform

Ajay Chitkara, Chief Operating Officer, Global Data Business **Bharti Airtel**

> *"An excellent opportunity to understand why the carrier believes he is king!"*
>
> **Carolyn Kimber,** Chairman, **CMA**

10:30 **Morning coffee**

NEW HORIZONS: NEW OPPORTUNITIES

11:10 **Panel: The IPX technology roadmap – designing the future interconnection model**
- Ensuring high level of security from localised and internet traffic
- Creating the roadmap towards IPX: enabling global use of IPI and beyond
- Developing inter-working inline with convergence demands
- Delivering secure and reliable QoS
  - Mobile operators
  - ISPs
  - ASPs
  - Fixed service providers
- Creating coverage across new technologies: LTE, HSPA and WiMAX
- Supporting packet voice and video services using our IPX

Dave Schaeffer, CEO, **Cogent**
Claudia Buhne, Executive Vice President, Product Management, **Deutsche Telekom**
Claus Nielsen, Director, Voice Evolution Strategy, **Tata Communications**
Virginia Cortés, Agreements Strategy and Development, **Telefónica International Wholesale Services**

12:00 **The possible impact of femtocell backhaul integration**
- Reaping rewards through mobile backhaul – the traffic-opex-revenue conundrum for MNO's
- What are femtocells and how will they impact on the wholesale market?
- Using a DSL or cable-modem broadband Internet service as a backhaul to the cellular operators' core networks
- Operational expenditure savings on macrocellular backhaul for the mobile operator – how can the market react?

Mike Barnard, Director of Strategy & Transformation, **Cable & Wireless**

12:30 **Meeting increased capacity demands through technology and investment**
- Traffic trends, volumes, and forecasts
- Comparing the potential of submarine to terrestrial route substitution
- Creating a protocol insensitive network to transport voice, data, video, and IP applications
- Update on the latest rollout of technologies being used to support Europe to Asia traffic

Olga Rumyantceva, Commercial Director, **Rostelecom**

> *"Great networking opportunities, excellent speakers, Elvis…'less talk more action' – Excellent Carriers World!"*
>
> **Margreth Anmarkm,** Marketing Manager, **Telia Sonera International Carrier**

13:00 **Networking lunch**

THE IMPLICATIONS OF FIBRE FOR WHOLESALE BUSINESS MODELS

14:40 **Panel: The evolving regulatory environment for optical fibre networks**
- Outlining the global FTTx regulatory market
- Exploring the potential of FTTx deregulation in Europe
- Establishing a fair regulatory framework which allows carriers to make a return on their investment
- Governmental encouragement of universal access to fibre
- Ensuring a competitive environment for optical fibre in Europe
  - Addressing concerns of a negative impact on cable and TV operators

Chinyelu Onwurah, Head of Telecoms Technology, **Ofcom, UK**
Nigel Hickson, Head of European ICT Policy, **Department of Trade & Industry (DTI), UK**
Daniel Hegland, Senior Adviser, Service Market Department, **Norwegian Post and Telecommunications Authority (NPT)**
Robert Miszlai, Deputy Director of Strategy, National Communications Authority, **Hungary**

15:30 **carrier eXchange**

Over 200+ executives from global carriers will meet to showcase their latest offerings to the market, do business and create significant revenues.

The carrier exchange provides bilateral trading tables and leads into the cocktail evening when you can further your discussions late into the night.

17:30 **From Russia with love party**

For detailed agenda and speaker notes visit: www.terrapinn.com/2008/cw

The carrier is king!

Day Three Thursday 25 September 2008

Stream A: Mobile roaming and interconnection strategies

09.20 **Chairman's opening remarks**

09.30 **Keynote: Establishing a new settlement through IPX**
- The role of IPX and the commercial opportunities it presents
- The formation of the IPI Alliance

John Boden, Chairman of the Inaugural Board, **IP Alliance,** Head of Group Service Interoperability, **Vodafone**

10:00 **Keynote: Mobile termination rates: an operator's perspective**
- Implications for cost drivers of mobile networks
- Termination rates for fixed, mobile, and converged services

Jonathan Sandbach, Head of Regulatory Economics, **Vodafone Group**

10:30 **Keynote: Profitable mobile interconnection business models**
- Strategies for monetising mobile interconnect
- Maintaining QoS

Bernd Hoogkamp, Head of Mobile Community, **TeliaSonera International Carrier**

11:00 **Morning coffee**

11:50 **Network expectations for next-generation players**
- Identifying usage trends driving the high-speed demands
- High-speed data solutions

Reinier Huisman, Product Manager, IP Services, **iBasis/ KPN Global Carrier Services**

12.20 **Optimising roaming revenues and excellent customer service**
- Challenges that prevent wide scale data roaming
- Opportunities and risks presented by EU data roaming rules

Torbjörn Pettersson, Senior Roaming Specialist, **Telenor Sweden**

12:50 **Guaranteeing open connectivity**
- A new age of roaming connectivity for operators
- Overcoming the pitfalls of standard bilateral agreements

Patrick George, VP Product Management & Marketing, **Belgacom International Carrier Services**

13:20 **Networking lunch**

14:30 **Panel: Exploring the complexities of mobile interconnection and termination**
- Circuit-switched mobile operators and VoIP providers
- FMC and mobile interconnection pricing

Bernd Hoogkamp, Head of Mobile Community, **TeliaSonera International Carrier**
Ed Vonk, CEO, **EVUA**
Clement Charron, General Manager Wholesale Business Unit, **Jordan Telecom**

15:10 **Panel: Strategies for international data roaming usage**
- Building compelling and user-friendly data roaming bundles
- Increasing international roaming allowances

16:00 **Round table: Next generation mobile interconnect regulation**
- Interconnect pricing for terminating on 2G vs 3G networks
- Operator and consumer benefits for technology cost-variation

Annegret Groebel, Head of Section International Co-ordination, **Bundesnetzagentur, Germany**
David Stewart, Competition Policy Director, **Ofcom, UK**
Jens Christian Gjesti, Senior Adviser, Service Markets Department, **Norwegian Post and Telecommunications Authority (NPT)**

17.00 **End of stream A**

Stream B: Emerging markets

09.20 **Chairman's opening remarks**

09.30 **Keynote: Increasing exposure and gaining a significant presence in developing countries**
- Determining the optimum expansion strategy
- Balancing increased risk with superior management and technical expertise

Rinaldi Firmansyah, CEO, **PT Telkom**

10.00 **Keynote: Converging communications networks and the opportunities for FMC**
- The potential of convergent networks to provide operators with ROI over the next 2-5 years
- Develop and maximise FMC service adoption in emerging markets

Michael Hecker, CSO, **MTS**

10.30 **Keynote: Transforming from traditional services to the provision of VAS in new markets**
- Growth markets and services that deliver scale
- Meeting the quality requirements and reliability of service

Brigitte Bourgoin, EVP Personal Business Line, **Orange**

11.00 **Morning coffee**

> *"Excellent meeting to discover ideas and to meet more people in the industry."*
>
> **Huang Xiping,** Wholesale Carrier Division, **China Telecom**

11.50 **Deployment of a Wireless Broadband network**
- The real requirement for wireless data services
- Competition: the place of wireless broadband solutions for carriers, mobile operators and ISP

Dino Dogan, CFO, **VIPnet**

12.20 **WiMAX as a market entrant technology: design, plan, deploy and optimising the network**
- The impact of WiMAX as an alternative broadband technology
- Performance and network success in NLOS environments

Tahir Hameed, Director, Programme and Strategy Office, **Mobilink**

12.50 **Mobile broadband services in emerging markets through LTE**
- Identifying the key players and evolution of UMTS/HSPA
- Lessons learnt from previous HSPA deployments
- Subscription migration – forecasting future demand

Natalya Rudenko, Director Technological Development, **Vimpelcom**

13.20 **Lunch**

14.30 **Providing growth through international expansion**
- Growing your business as a 21st Century telecom operator
- Identifying the location and potential of tomorrow's growth hotspots
- Becoming a global player through effective partnering strategies

Alexey Reznikovich, CEO, **Altimo**

15.00 **Financing growth in emerging markets**
- The financial challenges and implications of growth in emerging markets
- Conventional funding arrangements

Stephane Dufour, Head of Group Strategy, **Swisscom**

15.30 **Afternoon tea**

16.00 **End of stream B**

Pre-conference workshops Monday 22 September 2008

Workshop A – Advanced mobile backhaul

Rationale and benefits

Mobile backhaul represents one of the largest growth opportunities for network operators. The session will be invaluable in guiding you through mobile backhaul solutions that are flexible, scalable, and efficient and offer investment protection for a smooth migration to all IP next-generation mobile networks.

Workshop agenda

09:30 Market drivers & industry dynamics
- Raising demand for multimedia services:
- Capacity predictions in the move from TDM- based infrastructure to LTE and Mobile WiMAX
- The need to develop an IP backhaul network blueprint: the growth in Ethernet-based

10:00 Implementing near-term strategies
- The need to bridge the gap between the TDM and Ethernet worlds
- The logic of separating the data from the voice traffic
- Pseudowires: running TDM and IP traffic in its native form

10:30 Refreshments and networking

11:00 Migrating from ATM and TDM backhaul
- An Ethernet and IP/MPLS-based solution
- Operating networks based on PBB-TE, Transport MPLS (T-MPLS) and MPLS.
- Creating a framework and technical specification for LTE and beyond

11:30 Challenges faced with new generation backhaul
- Ethernet network synchronisation: ensure QoS for real-time services
- Providing flexible support for multi-generation radio and multi-transport technologies

12:00 Lunch

13:00 Case study: Delivering pseudowires
- Creating a fully working pseudowire technology
- Pseudowire benefits
- An evolving set of standards

13:30 Case study: Delivering hybrid networks
- Sending delay-sensitive traffic over T1/E1 lines
- Sending data over IP access networks
- Overcoming the shortcomings of such technologies

14:00 Wholesale fixed-line: Delivering NGN mobile backhaul
- Delivering cost efficient high--speed connectivity between base stations
- Scalable and reliable backhaul
- The reliability of T1/E1 leased line use for mobile backhaul

14:30 End of workshop

Workshop B – Infrastructure sharing and outsourcing

Rationale and benefits

Outsourcing and infrastructure sharing were initially driven by cost, however, they also enable carriers to focus on developing new converged services that are currently being held back by structural weakness.

This session will focus the business drivers for both outsourcing and infrastructure sharing. The business case for both will be underlined allowing you to understand the value proposition and possible routes available in your attempt to reduce costs and improve efficiency.

Workshop agenda

09:30 Market drivers & industry dynamics
- Outsourcing
- Organic and inorganic growth
- Cost control
- Enabling convergence

10:00 Implementing innovative infrastructure strategies
- Basic and passive infrastructure sharing
- Creating access to international capacity

10:30 Refreshments and networking

11:00 Application of alternative business models
- Outsourcing your network
- Delivering application services
- Customer value of different outsourcing models

11:30 Regulator challenges faced with infrastructure sharing
- The need to cut costs in deploying NGN technologies
- Encouraging the sharing of network resources

12:00 Lunch

13:00 Case study: Developed market outsourcing
- Creating an audit to discover the feasibility of outsourcing
- Detailed planning and implementation
- Program management

13:30 Case study: Emerging market network sharing
- Effective strategies to expand your footprint quickly to tackle promising opportunities
- Co-location shared facilities
- The lessons recently learnt from the mobile site sharing

14:00 The changing role of the wholesale provider in the present climate
- Expanding reach in support of new customers
- Is now the right time to outsource?
- The business case for infrastructure sharing in light of size and financial capabilities

14:30 End of workshop

Carriers World CEE

5th annual event

The carrier is king!

3 - 5 November 2008
Le Meridien Hotel
Vienna, Austria

An invaluable insight into the CEE and Balkan market

Carriers World CEE enables you to dig deep under the surface of a vastly diverse, highly dynamic, and increasingly complex wholesale market. By working with the region's leading carriers it will provide you with an unrivalled opportunity to succeed in the marketplace.

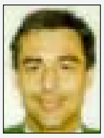
Key reasons for you to attend:

- A melting pot of board level speakers from over 30 of the regions carriers and operators
- The Carriers World CEE experience always begins and ends with outstanding content
- The carrier exchange – bringing together bilateral trading tables
- Discover the impact of the latest IP initiative – Roaming Hub and IPX
- Understand the effect of more fixed line competition and femtocells in the region
- Discuss pseudowires and the future of transport migration strategies
- Create a road map to carry you beyond dumb pipes and support content rich services

Register now at www.terrapinn.com/2008/cwcee or call +44 (0) 20 7242 2324

Previous speakers include:

Josef Trimmel
Head of Wholesale
Telekom Austria



Pavel Jirousek
Chief Wholesale Officer
Telefonica O2 Czech Republic

Gyorgy Simo
COO
Magyar Telekom

Marcus Klein
Head of CEE Region
Deutsche Telekom ICSS

Tamas Polgar
CEO
GTS Central

If you are interested in sponsorship opportunities at Carriers World CEE please contact Swatantra Kumar swatantra.kumar@terrapinn.com or call +44(0)207 092 1252

www.terrapinn.com/2008/cwcee

The carrier is king!

Meet the buyers of global wholesale services and capacity

How important is growing your global and regional footprint? Are global voice and data markets important to your business? Do you have a relevant offering? Could there be value in you being in the room when this audience is discussing their capacity needs and looking for NGN solutions?

Your direct route to market

Since 1994 Carriers World has been the leading wholesale conference in Europe and continues to be the regions largest voice and data exchange. Carriers World is the number one platform for world class carriers and solution providers, like you, to showcase your products and expertise to the biggest ever targeted capacity event located in Europe. **Already we have a confirmed 85% of the top global one hundred operators when ranked by revenues.**

Who should partner Carriers World?

Putting you in front of the world's operators is our obsession. Carriers World 2008 delivers your clients and your prospects to you. We are on target to grow with the addition of mobile and emerging markets days so if you're are serious about capacity then partnering Carriers World is the perfect opportunity to be seen as a market leader.

Sponsors in 2008 will include the following industry groups...

- Wholesale carriers
- Carriers carriers
- VNO's
- Data centres
- Submarine operators
- OEM's
- OSS/BSS
- Customer management
- Revenue assurance

Emerging market tent

Have a great product offering but struggling to get access to a global platform? Not yet found a platform to meet tier-one carriers that can provide a genuine ROI? Creating awareness and getting your brand in front of mind with key decision makers is the hardest challenge faced by any emerging operator. Carriers World 2008 will put you in front of **an unprecedented level of CxO executives from tier-one operators – more than any other global capacity event.**

The emerging market tent has been created to maximise networking and learning in one purpose-built area. This has been established to help you build credibility for your product by delivering a strong commercial message on front of a global audience of over 400 participants.

As a key partner you will have an opportunity to:

- Gain a platform to **showcase** your products and services
- Demonstrate your **credibility** as an **innovative** solution provider
- Position yourself as a **thought leader** and **educate carriers**
- **Differentiate yourself** from your competitors
- **Network** with leading global operators
- **Maximise** your efforts in the carrier space

Delivering real returns

No other event can give you access to as many C-level executives as Carriers World. With a 13 year successful track records of helping commercial partners achieve a combination of explicit objectives it remains the premier capacity event. The event offers a total marketing solution whether you're looking at branding, lead generation or ring fencing existing business.

2007 exhibition sold out!

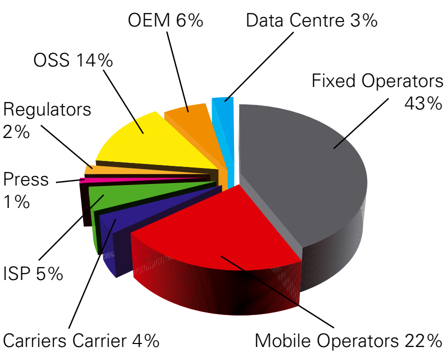
A limited number of sponsorship and exhibition opportunities still remain so act now to avoid disappointment. We will help you reach the sectors of the industry that you want to meet, position and profile your brand as industry leaders, create new partnerships and alliances and strengthen existing relationships with the wholesale space.

Ensuring a return on your investment:

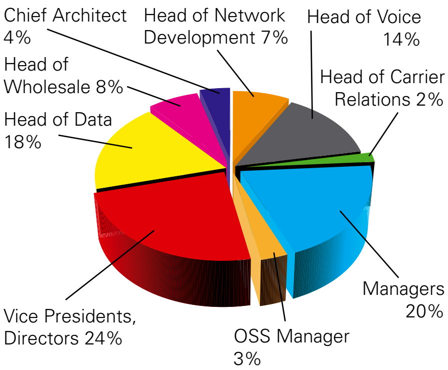
- The big players talking on the big issues
- Putting you in front of an audience of decision makers
- Excellent corporate partnerships with our sponsors
- Thousands of hours of research, planning and on the day operational execution
- One global event so that you investment is not diluted
- Europe's largest wholesale event

Who will you meet at the 14th annual Carriers World?

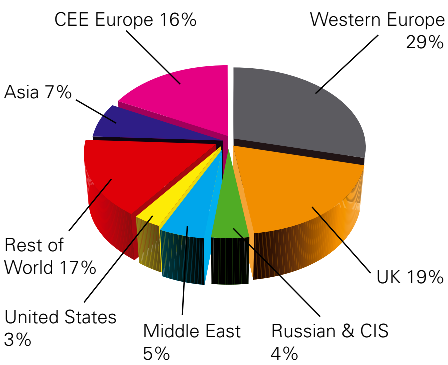
Organisation by industry type



Organisation by job title



Organisation by geography



We have an array of partnership opportunities for companies looking to raise their visibility in the wholesale market and secure a platform to reach tier-one and emerging operators worldwide.

To discuss opportunities available please contact: Swatantra Kumar swatantra.kumar@terrapinn.com or +44(0)207 092 1252

Registration form

Carriers World

22 - 26 September 2008, Victoria Plaza Hotel, London, UK

5 easy ways to register

Phone: +44 (0) 20 7242 2324
Fax: +44 (0) 20 7242 2320
Online: www.terrapinn.com/2008/cw
Email: margarita.novakova@terrapinn.com
Post: Terrapinn Ltd, Wren House, 43 Hatton Garden London, EC1N 8EL, UK

Please register me for:

Package	Dates	Price before 18th July 2008	Price between 19th July and 15th August 2008	Price from 15th August 2008
☐ **GOLD PASS** – 3 day conference + workshop A	22 – 25 September 2008	£2875.50 + VAT £503.21 = £3378.71 **Save £375.42**	£3035.25 + VAT £531.17 = £3566.42 **Save £187.71**	£3195 + VAT £559.13 = £3754.13
☐ **GOLD PASS** – 3 day conference + workshop B	22 – 25 September 2008	£2875.50 + VAT £503.21 = £3378.71 **Save £375.42**	£3035.25 + VAT £531.17 = £3566.42 **Save £187.71**	£3195 + VAT £559.13 = £3754.13
☐ 3 day conference only	23 – 25 September 2008	£2245.50 + VAT 392.96 = £2638.46 **Save £293.17**	£2370.25 + VAT 414.79 = 2785.04 **Save £146.59**	£2495 + VAT 436.63 = 2931.63
☐ Golf day	26 September 2008	£120 + VAT £21 = £141	£120 + VAT £21 = £141	£120 + VAT £21 = £141

* N.B. The registration fee includes lunch, refreshments and full conference documentation. The fee does not include hotel accommodation. Payment terms are 14 days.

Save up to £375 when you book before 18th July 2008

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Attendee details

	Mr/Mrs/Ms	Full name	Job title	Telephone	Email
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2					
3					
4					
5					

If you are booking more delegates, please attach a separate sheet with details of all attendees. Alternatively call +44 (0)20 7242 2324.

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Name:..

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http://www.parkplaza.com/londonuk_victoria

Hotel accommodation: The conference fee does not include accommodation. Terrapinn has obtained specially discounted rates for all attendees. A hotel booking form will be sent to all registered attendees. Please book your accommodation early to avoid disappointment.

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