


PARMI LES INTERVENANTS


Abdoukarim Soumaila
General Secretary
African Telecommunication Union
Kenya



Hassan Bahej
General Manager,
Cisco, Morocco



Ebrahim Al-Haddad
Regional Director,
ITU, Egypt



Richard Abensour
Vice-Président,
Cap Gemini,
France



Alan Chou
Deputy General Manager
Huawei,
China



Ahmed Khaouja
Directeur de la
Concurrence et du suivi
des Opérateurs
ANRT
Morocco



Russel Southwood
CEO
Balancing ACT,
UK



Mathurin Bako
President, ARCEP
President, Fratel
Burkina Faso



Ali Sadri
President,
Wireless Gigabit
Alliance, US


15 & 16 MARCH 2012, MARRAKECH

The road ahead to growth in Mobile Telephony

Discover the most promising niches

Enhance your operational performance

Meet market makers of telecoms in French-Speaking Africa

Analyze the impact of consolidation movements in your market

Contribute to better regulation of market forces

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AFRICA TELECOM FORUM

CONTEXT

This last decade, the telecommunications industry in Africa experienced an expanding growth. This double-digit growth was particularly due to the setting up of a framework that favors competition between operators. This situation encouraged the world leaders of the telecommunications industry to turn towards the African continent to make the most of its incredible potential.

These days, the telecommunications industry in general, and the mobile phone sector in particular, has various maturity levels as it goes through a slowing down process. The same context that largely contributed to its success has become out of date because of the slowdown in the industry's growth.

This slowdown has had a negative effect on the profitability of the mobile industry operators, especially the smallest ones.

Therefore, analysts and experts agree that value creation levers do exist for mobile operators through several strategic axes that may lead to a steady development for the years to come. Operational improvement and efficiency, the development of added-value services, the purchase of new operations, the rise of the penetration rate, as well as the overhaul of regulations are the cornerstones of this strategy.

After the success of the 2011 edition on the issues of regulations and competition, the 2012 edition of the Africa Telecom Forum, the key event in the telecommunications industry in French-speaking Africa, shall be dedicated to the new sources that may

allow mobile operators to create value. This theme shall be detailed and analyzed by a dozen of top managers, operators, renowned experts and consultants, as well as representatives of international organizations affected by the development of the industry.

Operators, regulators, components manufacturers, suppliers, financiers and jurists are all invited to take part in this edition, on 15 and 16 March, in order to exchange ideas, to debate relevant issues and to create new growth opportunities for the mobile industry in Africa.

Meeting place: Marrakech.

THURSDAY 15 MARCH 2012

8H30-9H00	REGISTRATION	 12H45-14H45	LUNCH
9H00-9H30	WELCOMING SPEECH & INAUGURAL SESSION Hassan M. Alaoui , President, i-conférences, Morocco Abdoulkarim Soumaila , General Secretary, African Telecommunication Union, Kenya Larbi Guedira , Directeur Général et Membre du Directoire, Maroc Telecom, Maroc	15H00-16H00	PANEL SESSION 2 DEVELOPMENT OF ADDED-VALUE SERVICES The development of added-value services turns out to be necessary for operators to compensate for the decrease in Average Revenue Per User. - Identification of added-value services adapted to the specificities of African markets - Payment by mobile - ADSL vs. 3G - Mobile applications and the mobile broadband boom - Development of Corporate service (data centers...)
9H30-10H30	EXECUTIVE ROUND TABLE Top managers of the African telecommunications industry shall present their views of the sector's development and discuss issues related to erosion of margins.		
 10H30-11H00	COFFEE BREAK & NETWORKING		Moderator Philippe Pestanes , Partner head of telecoms, Kurt Salmon, France
11H00-12H00	PANEL SESSION 1 OPERATIONAL EFFICIENCY AND IMPROVEMENT Mobile operators are led to systematically reduce the losses and costs relating to the operational aspect, which will imperatively have an impact on their profitability. - Sharing of infrastructures and optimization of networks - Emergence of "Tower Companies" - Better anticipating the introduction of undersea cables - Managing cross-border links - Use of renewable energy sources to reduce operational costs for base transceiver stations	 16H00-16H30	COFFEE BREAK & NETWORKING
	Moderator Russel southwood , CEO, Balancing Act, UK Speakers Abdou Diop , Associé, Mazars, Morocco Philippe Dumont , Président, Alcatel-Lucent Submarine Networks, France Abdelali El Hajjami , Directeur Déploiement accès, transmission et environnement, Maroc Télécom, Maroc	16H30-18H30	WORKSHOPS: Des ateliers ciblés dont l'objectif est de présenter des solutions pratiques pour le développement des télécoms dans la région.
		20H30	COCKTAIL DINNER
12H00-12H30	KEYNOTE 1 THE EVOLUTION OF MULTIGIGABIT CONNECTIVITY • Multi Gbps short range communications. • Short range Backhaul for 4G-5G network • Millimeterwave communications for access technologies. Ali Sadri , Président, Wireless Gigabit Alliance, US		
			FRIDAY 16 MARCH 2012
		9H00-10H00	PANEL SESSION 3 : THE SEARCH OF NEW OPERATIONS AND INCREASE IN MARKET SHARE As competition strengthens, telecommunications operators have to

For more information Please contact :
Houda Moutawakkil by phone 00212 522 36
95 15 or by mail hmoutawakkil@sp.ma

COMITÉ SCIENTIFIQUE



Le comité scientifique veille à la validation des axes stratégiques de cette édition, et au choix des intervenants.

Russel Southwood
CEO, Balancing Act
UK

Ebrahim Al-Haddad
Regional Director, ITU
Egypte

Hassan M. Alaoui
Président
i-conférences
Maroc

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WHO SHOULD ATTEND ATF 2012?

- ▶ Ministries in charge of NIT and Telecoms
- ▶ Regulatory authorities
- ▶ Telecoms operators
- ▶ Equipment providers and manufacturers
- ▶ Advisory banks
- ▶ Legal advisers
- ▶ Strategy consultants

develop new strategies to widen their customer bases. Furthermore, the search of new opportunities, especially with the purchase of new operations, may constitute added-value sources.

- New strategies to increase customer base
- Commercial aggressiveness and introduction of techniques of customer relation management
- Making development of customer loyalty a priority
- Being on the look-out for new operations
- How to analyze M&A movement in African Telcos ?

Moderator

Russel southwood, CEO,
Balancing Act, UK

Speakers

Richard Abensour, Vice-Président,
Cap Gemini, France

Ebrahim Al-Haddad, Regional Director,
ITU, Egypt

Senior Representative,
Etisalat, UAE

Mohamed Sylla*, Directeur Développement,
Sotelgui, Guinea

KEYNOTE 2

TAXATION OF INCOMING CALLS

Taxation of incoming calls gives rise to divergences. Keynote 1 shall skim over the broad outlines of this taxation and present the views of the main protagonists.

François Dugue*, VP développement stratégique,
Global Voice, France

COFFEE BREAK & NETWORKING

PANEL SESSION 4:

WHY DO REGULATORY BODIES HAVE TO PLAY THE GAME?

It is obvious that a relevant evolution of the industry cannot take place without regulatory bodies playing an active part in it. They have to be reactive faced with the constant mutations and technological innovations.

- Setting the bases for a new perennial competition (dominating player, infrastructure sharing, number of licenses, MVNO, strengthening...)
- Setting up a regulatory framework focused on the development of

services and innovation (technology, number of licenses, links with fixed phone line...)

-A regulatory framework that is appropriate to the success of wireless broadband (technology, number of licenses, links with fixed phone line...)

- Frequency allocation

Moderator

Philippe Pestanes, Partner head of telecoms,
Kurt Salmon, France

Speakers

Ahmed Khaouja, Directeur de la Concurrence et du suivi des Opérateurs,
ANRT, Maroc

Mathurin Bako, Président, Autorité de Régulation des Communications Electroniques et des Postes et Président, Fratel,
Burkina Faso

Ahmed Hefnawy, Manager, Converging Services/Regulatory,
National Telecom Regulatory Authority (NTRA), Egypte

12H00-12H15

CLOSING SESSION

12H30

CLOSING LUNCH

10H00-10H30

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10H30-11H00

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11H00-12H00

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*Preliminary Program / Speakers Confirmation underway

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AFRICA TELECOM FORUM 2012

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Kenzi Menara Palace

Zone de l'Agdal, av Mohamed VI
Marrakech

L'ALMANACH

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L'édition 2011 du guide annuel de i-conférences est distribuée aux participants de toutes nos conférences.



i-conférences is leader in organizing B2B conferences for the North, Central and West Africa region, with the aim of encouraging investment and development of strategic sectors. Our conferences are intended for governments and public services, companies, financial intermediaries, consultants, jurists, and all actors implied in the economic development of the region.

i-conférences primarily aims at offering our audience of economic decision-makers and investors the opportunity to take part in forward-looking debates, to exchange experiences, to benefit from the best practices and to network.

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Marrakech

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29 & 30 november 2012
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AFRICA BANKING FORUM
17 & 18 may 2012
Marrakech

AFRICA POWER FORUM
7 & 8 june 2012
Marrakech

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Houda Moutawakkil : hmoutawakkil@sp.ma

Media contact

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Je souhaite participer à Africa Telecom Forum - 15 et 16 Mars 2012 - Marrakech

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- 6.300 DHS TTC (575 Euros) pour deux personnes
- 8.400 DHS TTC (765 Euros) pour trois personnes

*Prix incluant la participation à la conférence et la restauration

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SEUL POINT DE CONTACT

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