

26th – 27th June 2007 • Polat Renaissance Hotel, Istanbul

# CDMA

From Wireless Local Loop to Full Mobility and Data Services

# WLL

## 13 Operator Case Studies from 11 Countries

Andy Chong, Vice Chairman, *Sampoerna Telekom STI* (Indonesia)

Wladyslaw Bawiec, CEO, *Sferia* (Poland)

Arnfinn Röste, CEO/Founder, *Nordisk Mobiltelefon AB* (Sweden)

Frans Ndoroma, Managing Director, *Telecom Namibia* (Namibia)

Justin Coetzee, Chief Commercial Officer, *Zantel* (Tanzania)

Godfrey Kisekka, Chief Technology Officer, *Uganda Telecom* (Uganda)

Krzysztof Witon, Fixed Business Director, *UMC* (Ukraine)

Fazal Hussain, CEO, *GO CDMA TeleCard* (Pakistan)

Victor Topor, CTO, *Telekom Baltija* (Latvia)

Rajesh Kumar, Chief of Strategic Planning & New Technologies, *BSNL* (India)

Sanjeev Banzal, Joint Deputy Director General of Regulation, *BSNL* (India)

Artem Orange, CEO, *Diallog* (Pakistan)

Ruddy Valdivia, President, *Valtron* (Peru)

Razzaq Paracha, Executive Director, *Worldcall Telecom Ltd* (Pakistan)

Vadim Belyavskiy, Chairman, *IA450*

Khalid Khan, Chairman, *Central Asian CDMA Forum*

## Attend this year's event to learn how you can:

- ④ Establish successful **Business Models** for CDMA WLL
- ④ Use CDMA WLL to comply with **Universal Service Obligations**
- ④ Leverage the value of the **voice and data opportunity in Rural areas**
- ④ **Implement migration from Limited Mobility to Full Mobility**
- ④ Respond to the challenges created by **Unified Licensing Regimes**
- ④ Profit From the Promise of **EV-DO Rev A**
- ④ Exploit the versatility of CDMA to Become A **Multi-Service Network Operator**
- ④ Answer the key questions related to **Network Infrastructure Evolution**

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# CDMA

26th – 27th June 2007

- Polat Renaissance Hotel, Istanbul

# WLL

*“Very good conference, excellent networking”*

(JB, Lucent), 450 Mhz Digitalisation 2006

*“Ideal meeting place for industry stakeholders”*

(MC, Great Bear), 450 Mhz Digitalisation 2005

## From Wireless Local Loop to Full Mobility and Data Services

Building upon the success of Informa Telecoms & Media’s established **CDMA 450 Mhz Digitalisation** series, we are proud to present the inaugural **CDMA WLL** event, the first of its kind ever to be staged in the industry specifically for this important global community.

Accounting for 80% of existing wireless local loop deployments worldwide, CDMA WLL is a proven, mature technology that can provide operators (both fixed and mobile) with a cost-effective solution to cater to rural customers, dispensing with the need to invest in expensive copper wires while at the same time fulfilling Universal Service Obligations and empowering remote populations. Its capability has already been proven in emerging markets such as Africa, India, Pakistan and Bangladesh, where operators have advanced levels of deployment and have largely overcome any initial regulatory and implementation challenges. Now, the time is right for Eurasian operators to seize this opportunity and prosper in their own respective markets with CDMA WLL.

*This event is sure to provide a much-needed forum for this global community to come together to share experiences, formulate strategies to support the commercial launch of services, plan for network infrastructure evolution and exchange valuable new contacts across the industry.*

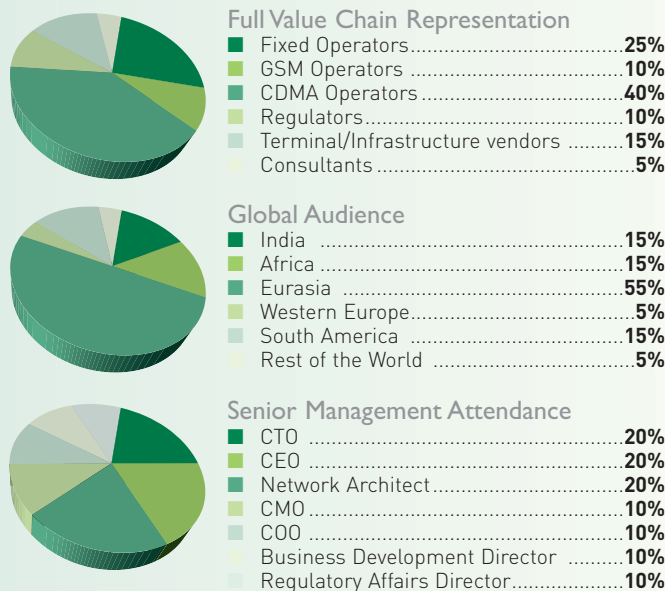
## Who Should Attend?

CDMA WLL is a highly versatile technology. Consequently, operators must make fundamental choices about how they wish to exploit its possibilities. In particular, operators need to decide whether they wish to create a proposition based upon fixed mobility or full mobility and develop migration strategies to facilitate growth and ROI. The decisions behind such strategies are equally important for representatives of:

- **Fixed Operators wishing to extend their footprint in the market with CDMA WLL**
- **CDMA Operators seeking to provide fixed mobility services to rural customers**
- **GSM Operators aspiring to leverage GSM/CDMA synergies and wireless local loop technology**
- **Regulators with interests in promoting Universal Access and Unified Licensing Regimes**

## WHO WILL YOU MEET?

### EXPECTED ATTENDEES



Officially Endorsed By: **The International 450 Association**



The International 450 Association promotes the use of CDMA2000® in the 450MHz band (CDMA450), and supports industry standards to advance the deployment of the technology.

IA450 brings together industrial members and operators from Africa, Asia, Latin America and Europe. The IA450 provides guidance and leadership to operators interested in deploying CDMA450 technology through the extension of the results and benefits of actual member experiences and real life results and successes, to all global players.

Visit [www.450world.org](http://www.450world.org) for further information

DAY ONE: 26TH JUNE 2007

Chairman: Colin Chandler, *Vice Chair IA50 Association (UK)*

08:30 **Registration**

09:00 **Speed Networking**

Your opportunity to get to know your peers before the start of the conference and set a relaxed and informal atmosphere



09:15 **Chairman's Opening Remarks**

OUTLINING AND EVOLVING THE BUSINESS CASE FOR CDMA WLL DEPLOYMENT

09:30 **How Can Fixed Operators Expand Their Footprint In The Market With CDMA WLL? Quantifying the Benefits of Investment and Forecasting Impact upon the Bottom Line**

OPERATOR

- How can WLL services be packaged to complement existing wireline service offerings?
- Defining the wireless proposition – What VAS should be offered?
- Capitalising upon new opportunities with CDMA WLL – what factors should determine timing of launch?

Frans Ndoroma, *Managing Director, Telecom Namibia (Namibia)*

10:00 **Establishing the Business Case for CDMA Operators to Invest in WLL: Developing Roll-out Strategies to Accomplish Objectives of Deployment**

OPERATOR

- What are the objectives of deploying WLL for operators with existing CDMA network assets?
- How effective is CDMA WLL as part of a long-term growth strategy?
- Turning revenue into profit – how can CDMA operators generate commercially viable service offerings with WLL?

Fazal Hussain, *CEO, GO CDMA TeleCard (Pakistan)*

10:30 **Positioning CDMA WLL in the Context of Evolving Commercial Strategy: Defining the Network Planning Criteria for CDMA Operators**

OPERATOR

- Developing a business case by making accurate assessments of the market
- Leveraging the capabilities of CDMA WLL technology to enhance service offerings
- Defining the planning criteria for coverage and network evolution
- Selection of terminals for better acceptance by customers
- Positioning limited mobility as a value-added in an efficient network framework

Luigi Gasparollo, *Vice President Business Development MENA, Qualcomm (Italy)*

11:00 Networking & Refreshments Break

11:30 **Understanding the Feasibility of the Fixed Mobility Proposition: Implementing Cell-Locking/Home-Zoning with CDMA WLL**

OPERATOR

- How technically demanding is implementation of cell-locking with CDMA WLL?
- Defining the boundaries of nomadic usage – how big should the radius be?
- Communicating the limits of the fixed wireless proposition to the market – what is the perception of fixed mobility?

John Giere, *Chief Marketing Officer, Alcatel Lucent*

12:00 **Understanding The Motive For GSM Operators to Invest In CDMA WLL: What Is The Rationale For This Approach?**

OPERATOR

- How much of a risk does CDMA WLL represent for GSM operators?
- Evaluating the OPEX of maintaining GSM and CDMA networks in parallel
- From GSM to CDMA WLL – how can GSM operators ensure efficient use of network resources?

Justin Coetzee, *Chief Commercial Officer, Zantel (Tanzania)*

12:30 **Will GSM WLL Solutions Ever Hit The Market Or Are The Barriers To Deployment Simply Too Great? What Is The Business Case For Commercial Launch?**

OPERATOR

- What are the barriers to deployment of GSM WLL?
- To what extent is there a need for GSM WLL?
- Can GSM WLL deliver sufficient capacity to compete with CDMA WLL?
- Evaluating the value of the time-to-market advantage of CDMA WLL

Godfrey Kisekka, *Chief Technology Officer, Uganda Telecom (Uganda)*

13:00 Networking & Lunch Break

14:15 **PANEL DISCUSSION – CDMA WLL: An Interim Solution or Strategic Priority? For How Long Can CDMA WLL Provide a Competitive Platform For Commercial Success?**

OPERATOR

- What factors will determine how long CDMA WLL remains on the radar for different players in the value chain?
- How does the business case change as markets become more established?
- Determining the trajectory for network evolution – what is the migration path for CDMA WLL?
- Impact of DATA and VAS services on revenue in the CDMA WLL business case

Wladyslaw Bawiec, *CEO, Sferia (Poland)*

Arnfinn Röste, *CEO/Founder, Nordisk Mobiltelefon AB (Sweden)*

Fazal Hussain, *CEO, GO CDMA TeleCard (Pakistan)*

Luigi Gasparollo, *Vice President Business Development MENA, Qualcomm (Italy)*

Andy Chong, *Vice Chairman, Sampoerna Telekom STI (Indonesia)*

Moheb Ramses, *Technical Director, MENA Region,*

*Huawei Technologies*

15:00 **CASE STUDY: NORDISK MOBIL TELEFON – Exploiting the Versatility of CDMA to Become A Multi-Service Network Operator**

OPERATOR

- What role can CDMA WLL play in delivering a full complement of services?
- Capitalising upon convergence to capture greater market share
- Can CDMA WLL deliver adequate voice capacity and data speeds in relation to alternative technology options?

Arnfinn Röste, *CEO/Founder, Nordisk Mobiltelefon AB (Sweden)*

15:30 **CASE STUDY: SFERIA – What Are Some of the Early Lessons from EV-DO Service Launch in Poland? How Has The Market Responded To CDMA WLL?**

OPERATOR

- What new services have been enabled for Sferia subscribers by EV-DO launch?
- Why was CDMA WLL chosen in favour of the alternative technology options?
- Exploring the practicalities of nomadic service launch in Poland – what challenges have been overcome?
- Developing dual-mode service offerings – capitalising upon GSM and CDMA synergies

Wladyslaw Bawiec, *CEO, Sferia (Poland)*

16:00 Networking & Refreshments Break

16:30 **CASE STUDY: DIALOG – Achieving Objectives of Cost, Clarity, Capacity, Coverage and Customer Satisfaction with CDMA WLL**

OPERATOR

- Developing a profitable pure fixed wireless 450 business strategy – exploring the critical success factors in the business case
- How does Dialog maintain a competitive edge in Pakistan? Is CDMA WLL the basis of differentiation?
- What is the future outlook for CDMA WLL service evolution at Dialog? 20,000 subscribers – What next?

Artem Orange, *CEO, Dialog (Pakistan)*

17:00 **CASE STUDY: UMC - Driving Fixed Business by Using CDMA WLL to Create Profitable New Revenue Streams**

OPERATOR

- To what extent is driving residential business an integral aspect of UMC's strategy?
- How competitive is the market for fixed business in Ukraine? To what extent can UMC leverage CDMA WLL to gain market share?

Krzysztof Witon, *Fixed Business Director, UMC (Ukraine)*

17:30 **CASE STUDY: WORLDCALL TELECOM LTD - Tariff development for the WLL Market: Competing with Cellular operators on Price in Pakistan**

OPERATOR

- How has Worldcall positioned its CDMA WLL service against competitive cellular offerings in the market?
- WLL launched in 37 cities – Assessing the scalability of CDMA WLL technology
- How have cellular operators responded to Worldcall's tariff development initiatives?

Razzaq Paracha, *Executive Director, Worldcall Telecom Ltd (Pakistan)*

18:00 End of Day One

DAY TWO: 27TH JUNE 2007

Chairman: Frank Mulholland, *Director of Sales and Business Development, Alcatel Lucent (UK)*

08:40 **Registration**

09:00 **Speed Networking**

Your opportunity to get to know your peers before the start of the conference and set a relaxed and informal atmosphere



09:15 **Chairman's Opening Remarks**

REGULATORY ENVIRONMENT AND SPECTRUM LICENSING

09:30 **How Should WLL Operators Respond To the Introduction of Unified Licensing Regimes? Employing Strategies to Capitalise Upon Emerging Opportunities**

- How do Unified Licensing Regimes (ULR) influence market dynamics and affect the ability of WLL operators to compete?
- Why the need for ULR? Is evidence of 'mobility by stealth' among fixed wireless access providers the primary driver of such initiatives?
- Can transition to WLL be a win/win scenario for all operators? Removing restrictions to expansion

Sanjeev Banzal, *Joint Deputy Director General of Regulation, BSNL (India)*

10:00 **PANEL DISCUSSION Fulfilling Universal Service Obligations – Is CDMA WLL The Most Cost-Effective Solution To Cater For Underserved Communities?**

- To what extent is CDMA WLL deployment a purely commercial decision?
- Raising Teledensity and GDP – Does CDMA WLL provide the most effective means to increase economic prosperity and address the digital divide?
- Evaluating demand for data services in markets with a low per-capita GDP
- How useful is CDMA WLL as a solution to provide tele-medicine and education?
- How far do Universal access funds go in financing last mile access?

Frans Ndoroma, *Managing Director, Telecom Namibia (Namibia)*  
 Justin Coetzee, *Chief Commercial Officer, Zantel (Tanzania)*  
 Khalid Khan, *Chairman, Central Asian CDMA Forum (Pakistan)*  
 Ruddy Valdivia, *President, Valtron (Peru)*  
 Razzaq Paracha, *Executive Director, Worldcall Telecom Ltd (Pakistan)*

10:45 Networking & Refreshments Break

11:15 **Driving Down the Cost of Terminals in the 450 Band: Leveraging the Co-operative Opportunity to Achieve Volume**

- Does the high cost of terminals present a major obstacle to the commercial success of CDMA WLL?
- What is the current status of fixed-wireless terminals in the 450 band?
- What are the key "must have" features which should be supported on a WLL device?

Moheb Ramses, *Technical Director, MENA Region, Huawei Technologies*

11:45 **Understanding the Politics of Spectrum Licensing Decisions: Gaining Regulatory Support and Overcoming Objections from Competitors**

- Why has spectrum licensing become so politically charged?
- Understanding the key areas of contention between competitors – How can CDMA WLL operators avoid falling foul of regulatory authorities?
- Does increased competition from WLL operators drive down prices in the market below cost for GSM operators?
- Is technology neutrality leading to fragmentation in the market?

Rajesh Kumar, *Chief of Strategic Planning & New Technologies, BSNL (India)*

12:15 **Exploiting CDMA WLL in Pakistan to Drive Subscriber Growth – To What Extent Can This Local Success Story Be Replicated More Widely in the Eurasian Market?**

- Outlining the objectives and expectations from WLL deployment
- Understanding the complex regulatory and business environment for WLL
- Is WLL growth in Pakistan an exemplar for the larger Eurasian market?
- The way forward for the Eurasian markets – learning from experience

Khalid Khan, *Chairman, Central Asian CDMA Forum (Pakistan)*

12:45 **Which Band Can Provide The Greatest Platform For Competitive Advantage For CDMA WLL Operators? Capitalising Upon the 450 Mhz Opportunity**

- Strategies for minimising OPEX
- Countering the escalating cost of CDMA frequencies
- What advantages can the 450 Mhz band deliver to operators seeking to implement CDMA WLL?

Vadim Belyavskiy, *Chairman, International 450 Association (IA450) (Russia)*

13:15 Networking & Lunch Break

14:15 **Migrating From Limited Mobility to Full Mobility: Overcoming Regulatory Hurdles and Technical Challenges to Broaden Market Appeal**

- Offsetting the additional cost of investment with higher margins from mobility
- What technical challenges are posed by migration?
- What factors may preclude the successful launch of full mobility?
- How do QoS requirements change as operators migrate to full mobility?

Ruddy Valdivia, *President, Valtron, (Peru)*

OPERATOR

DEFINING THE ROADMAP OF CDMA NETWORK INFRASTRUCTURE EVOLUTION

14:45 **CASE STUDY SAMPOERNA TELEKOM STI - Outlining the Challenges of Rural Roll-Out: Overcoming Difficult Terrain to Realise the Potential of CDMA WLL in this Key Target Market**

- How has Sampoerna Telekom overcome difficult terrain in Indonesia to launch CDMA WLL services?
- What are the challenges of wireless network topography in rural areas?
- Resolving interference issues with CDMA WLL – to what extent does physical terrain limit the viability of network investment?

Andy Chong, *Vice Chairman, Sampoerna Telekom STI (Indonesia)*

OPERATOR

15:15 **Profiting From the Promise of EV-DO Rev A: What Impact Will Future Network Upgrades Have Upon Existing CDMA2000 1X WLL Deployments?**

- Investigating the new revenue opportunities afforded by EV-DO Rev A
- Examining the drivers of demand for high speed data services
- Strategies for 'future proofing' network investments

Amrit Heer, *Head of CDMA Product Development, Nortel*

15:45 Networking & Refreshments Break

16:15 **CASE STUDY: TELEKOM BALTIJA – Sharing Experience of Building A CDMA WLL Network for Voice and EV-DO With 100% Coverage in Latvia**

- Investigating the legacy of problems with data transmission and telephony services in Latvia - Analysis of solutions (CDMA WLL vs. WiMAX)
- Execution of projects undertaken over IMT MC-450 (CDMA2000-1x;CDMA2000-1x EVDO rev.0) network
  - Lattelecom WLL project: Migration of analogue subscribers to digital network over Telekom Baltija JSC CDMA2000-1x network
  - Broadband Latvia over Telekom Baltija JSC CDMA2000-1x EVDO rev.0 network
- Developing strategies for further network development and convergence

Victor Topor, *CTO, Telekom Baltija (Latvia)*

OPERATOR

16:45 **PANEL DISCUSSION CDMA WLL vs. WiMAX: Resolving Confusion and Controversy in the Market and Choosing the Best Technology to Reflect Objectives of Deployment**

- What factors should influence technology selection?
- How significant is the risk of 'vendor lock-in' when evaluating proprietary solutions?
- How relevant is WiMAX to operators in emerging markets?
- Comparing the costs of network rollout and maintenance for competing technologies

Godfrey Kisekka, *Chief Technology Officer, Uganda Telecom (Uganda)*

Rajesh Kumar, *Chief of Strategic Planning & New Technologies, BSNL (India)*

Krzysztof Witon, *Fixed Business Director, UMC (Ukraine)*

Vadim Belyavskiy, *Chairman, International 450 Association (IA450) (Russia)*

Michael Zotov, *CEO, Telekom Baltija (Latvia)*

OPERATOR

17:15 Close of Conference

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***Make the most of your attendance at CDMA WLL and be sure to make time for some of the many highlights that Istanbul has to offer.***

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**CANCELLATIONS:** Cancellations received in writing before 12th June 2007 will be subject to a service charge of £125. The full conference fees remain payable on and after 12th June 2007. Substitutions are welcome at any time. It may be necessary for reasons beyond the control of the organiser to alter the content and timing of the programme or the identity of the speakers. This contract is subject to English Law.

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£298 (US \$585)
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I am unable to attend, please send me access details to view the event documentation at £325 (plus VAT @17.5%).

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**STEP 3: DELEGATE DETAILS (for ease, attach your business card) – Please photocopy form for multiple bookings!**

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Fax \_\_\_\_\_ Job Title \_\_\_\_\_

**2** (Mr/Mrs/Ms/Miss/Dr) Family Name \_\_\_\_\_ Forename \_\_\_\_\_  
E-mail \_\_\_\_\_ Tel \_\_\_\_\_  
Fax \_\_\_\_\_ Job Title \_\_\_\_\_

**COMPANY DETAILS**

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Department \_\_\_\_\_ Address \_\_\_\_\_  
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