



Agenda - Day One

09:30 – 10:00 **Registration**

10:00 – 10:30 **Opening Ceremony**

Dr. Amr Badawi

Executive President, NTRA, Egypt

Ambassador Gamal Bayoumi

Secretary General, Egyptian European Association Agreement,
Ministry of International Cooperation

Mr. Vincenzo Lobianco

Director of the Electronic Communications Network & Services
Direction, AGCOM, Italy

Ambassador Marc Franco

Ambassador for Delegation of the European Commission, Cairo
(On his behalf **Mr. Daniel Weiss**, Second Secretary, Economic
Modernization, Delegation of the European Commission, Cairo)

10:30 – 12:00 **Session 1**

Regulation for Innovation

High levels of innovation are typically associated with advanced economies. The ICT industry enables innovation across various economic sectors (health, education, transport, etc.). Telecom policy makers and regulators are increasingly asked to drive holistic plans that would fuel cross-sector and ICT-centered innovations. The challenge in going forward is to successfully identify and implement innovation drivers and incentives, and to reap associated socio-economic benefits. Hence, this session will mainly focus on the following:

- What is the main drive behind cross-sector innovations?
- What are the regulatory challenges facing policy makers to accommodate such innovations, while ensuring the associated socio-economic benefits?
- How flexible is the legal framework?
- Innovation & Competition: How true is the inverted-U theory?
- Q&A

Chairman

Dr. Robert Pepper

Vice President, Global Technology Policy, Cisco Systems, Inc.

Speakers

Dr. Amr Badawi Executive President, NTRA

Mr. Matthias Kurth President, BNetzA, Germany

Mr. Innocenzo Genna Founder & Partner, Genna Cabinet

Mr. Louay Abou Chanab - Senior Associate, Booz & Co



Agenda - Day One

12:00 – 12:30 **Coffee Break**

12:30 – 14:00 **Session 2**

Digital Broadcasting: Regulatory Challenges and Market Opportunities

Digital broadcasting allows stations to offer improved picture and sound quality along with several other advantages over analog broadcasting. Moreover, a broadcaster can use its DTV signal to provide video and data services that are not possible otherwise.

This session will give an introduction about digital broadcasting and the benefits of digital TV over analog TV. It will also shed light on some of the best practices in the field, and will discuss the challenges and opportunities that would arise from the switchover by addressing the following questions:

- Why are broadcasting stations switching from analog to digital TV?
- What are the considerations in producing a technical plan and regulatory framework for digital terrestrial broadcasting?
- What are the socio-economic challenges?
- What mechanisms can be used for assessing viewers' readiness for the switchover?
- What are the important check points that need to be met before switchover?
- Q&A

Moderator: **Mr. Vincenzo Lobianco**
Director, Electronic Communications Network & Services
Direction, AGCOM.

Speakers: **Dr. Fadel Digham** - Director of R&D, NTRA
Ms. Eloise Gore - Associate Media Bureau Chief, FCC, USA
Mr. Kemal Huseinovic - Director General of Communications
Regulatory Agency of Bosnia and Herzegovina
Mr. Francesco Vatalaro - Professor of Telecommunications at the
University of «Tor Vergata», Italy
Mr. Giacomo Mazzone - European Broadcasting Union (EBU)
Dr. Neophytos Papadopoulos - Director, Office of the Commis-
sioner for Electronic Communications and Postal Regulation,
Cyprus

14:00 – 15:00 **Lunch**



Agenda - Day One

15:00 – 16:30 **Session 3**

Digital Dividend: How big is the slice of cake?

Since digital television needs less spectrum than analog television for roof-top reception, some spectrum may be released after the analog TV services have been closed down. This release of spectrum is usually referred to as the "Digital Dividend". The full potential of the Digital Dividend will not be available until the switch-off of terrestrial analog television. The Geneva Plan has set the end of the transition period in 2015. The released spectrum could be used for a range of purposes.

Therefore, during this session speakers will elaborate on:

- Determinants of national Digital Dividend: What leads to how much?
- From Digital Dividend to Digital Deficit: Where is your return?
- Who is competing: Broadcasting services, or broadcasting and mobile?
- 4G and LTE: Will they have the biggest slice of the cake?
- Q&A

Moderator: **Dr. Fadel Digham**
Director of R&D, NTRA

Speakers: **Mr. Adry El Milady**
Director, Qualcomm Technology Economics Group

Mr. Rizwan Hassan
Head of Radio, Ericsson North Africa

Mr. Klaus-Udo Marwinski
Head, Policy Issues and International Regulatory Strategy, Bentza

Mr. Mostafa Abdel Hafiz
National Telecom, Sudan

20:00 **Gala Dinner**



Agenda - Day Two

10:00 – 11:30 **Session 4**

Broadband Getting Broader: Country Experiences

The last decade has shown that broadband is a fundamental infrastructure and a spur for economic development. National broadband plans have become a trend in different regions of the world, linked to socio-economic aspects and to stimulus plans in a number of instances, with huge public investments. This session will showcase different country experiences in the implementation of their broadband plans by touching upon the following:

- How is broadband any different now in terms of its priority compared to other infrastructure?
- How demographic texture differences (literacy rate, young population, number of expatriates) affect benchmarking? How should it be accounted for when setting a new national broadband strategy?
- Forecasts predict that wireless broadband would take over wired. What are the challenges facing the widespread implementation of wireless broadband technologies?
- What else can ISPs offer? How can mergers and acquisitions change the game?
- Q&A

Moderator: **Mr. Amr Abdallah**
Technology Expert

Speakers: **Dr. Abdel Rahman El Sawy**
Deputy Chairman, Communication Industry Representatives Committee, NTRA, Egypt

Mr. Fabio del Alisal
Director, International Affairs, CMT, Spain

Mr. Hans Bakker
Director, Regulaid

Mr. Romano Righetti
Chief of Regulatory Affairs and Institutional Relations, Wind

Dr. Neophytos Papadopoulos
Director, Office of the Commissioner for Electronic Communications and Postal Regulation, Cyprus

11:30 – 12:00 **Coffee Break**



Agenda - Day Two

12:00 – 13:30 **Session 5**

Emerging Technologies: The Day After Tomorrow

Technology keeps evolving, now at a faster pace than ever. Convergence has taken the consumer to a new level of expectation in terms of both the service customization and the connection speeds at which those services are delivered. In addition, there is the increasingly challenging element of mobility. Will technologies be able to cope?

This session will give special attention to new technologies, and address the following questions:

- What are the major technological developments on the landscape?
- What are the advantages and limitations of new technologies?
- What are the different regional experiences in the deployment of emerging technologies?
- How can the regulator allow these state-of-the-art lab work touch down to the consumer benefit?
- Q&A

Chairman: **Dr. Amr Badawi**
Executive President, NTRA, Egypt

Speakers: **Dr. Robert Pepper**
Vice President, Global Technology Policy, Cisco Systems, Inc.
Mr. Sameh El Behairy
Radio Solutions Manager, Ericsson North Africa
Mr. Yousry Atim
Vice Country Manager, Huawei Egypt Representative Office
Mr. Moheb Ramsis
Director, Business Development Qualcomm North Africa

13:30 – 14:30 **Session 6**

Closing Session

Wrap-up presentation and closing speeches

Dr. Amr Badawi
Executive President, NTRA, Egypt

Mr. Hans Bakker
Director, Regulaid

14:30 – 15:30 **Lunch**