



10th Annual

# SEETelecoms 2013

Finance and Delivery: Next Generation Networks and Mobile Broadband

**24 January 2013**  
Belgrade, Serbia

Conference and Exhibition

"Useful event for reaching a range of different customers, suppliers and partners" *Motorola*

"Best way to learn about upcoming projects in Eastern Europe in a single spot and moment" *Erste Group Bank*

"Outstanding networking, I met some interesting people, which is actually the most important" *Max Telecom*



## Last year's sponsors

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## Past attendees

Network with senior decision makers from SEE, CEE, Western Europe and beyond



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## What's new for 2013?

- **Longer networking time than previous years:** make sure you've got a pocket full of business cards as this year's event boasts more than 5 hours of networking sessions, from breakfast coffee to evening cocktail reception.

- **Combination of fixed and mobile telecoms topics:** with growth needed across the market, our 2013 event will address the key obstacles facing market development, including focus on regulatory and financing aspects.

- **Financing telecoms projects:** each session will feature a specialist financier to highlight the challenges and opportunities in the SEE telecoms project market, from mobile to fixed.



## What is SEETelecoms 2013 all about?

Join up to 150 leading experts in a dynamic networking and learning environment to debate and solve the current issues facing the development of high speed fixed and mobile broadband markets in the emerging economies of Southeast Europe.

Following the EU's commitment to investment in connecting Europe through high speed broadband, the industry is set for a surge of activity. But can projects be realised, how can the funds be accessed and is the market structure adequate?

Through feature and case study presentations from leading experts and interactive panel discussions with industry stakeholders, our **10th Annual** event will provide an in-depth analysis of the market discussing the bankability of telecoms projects, including expert scrutiny of the risks and challenges from a range of international professionals. In addition to industry analysis of new technologies and current trends from leading international and local operators.

**This event will unite senior level representatives from incumbent and alternative operators; vendors and service providers; international investors and financiers; consultants and advisors; leading law firms and many more industry experts who are looking to the unfolding opportunities in SEE in order to assess whether the potential be realised?** Whether you're looking to enhance your presence in the market, investing in telecoms projects or want to find out about the future direction of the SEE broadband market, this event will exceed all your requirements.

## Ways to register:

**Online:**  
[www.eeevents.co.uk](http://www.eeevents.co.uk)

**Phone:**  
+44 (0) 207 275 8020

**Email:**  
[delegate@eeevents.co.uk](mailto:delegate@eeevents.co.uk)

International delegates save £200 if registered by 26 November 2012.

Local delegates save £300 on all registrations (See registration form for full requirements).

Contact Joe Canty for more information:  
[joe.canty@eeevents.co.uk](mailto:joe.canty@eeevents.co.uk)

## Confirmed speakers

Mr Petr Polach, Head of Telecom, Media and Technology, **Raiffeisen Bank International**, Austria

Mr Emil Visloguzov, CSO Serbia, **Alcatel-Lucent**, Serbia

Mr Veselin Bozhkov, Chairman, **Communications Regulation Commission (CRC)**, Bulgaria

Mr Roland Haidner, Director of M&A, **Telekom Austria**, Austria

Mr Adrian Jezina, Member of the Board for Multimedia, Cloud and Fixed Access, **VipNet**, Croatia

Mr Dejan Ljustina, Director, Consulting Leader, SEE Telecoms Leader, **PwC**, Croatia

Mr Milan Jankovic, Director, **RATEL**, Serbia

Mr Stefan Tzetkov, Director, **MidEuropa Partners**, United Kingdom

Mr Stefan Stanislawski, Partner, **Ventura Team**, United Kingdom

Mr Andres Gavira, Senior Engineer, **EIB**, Luxembourg

Mr Pjer Vuckovic, Technology Strategy and Coordination Area Manager, **Telenor d.o.o**, Serbia

Mr Jozek Gruskovnjak, Director IBSG, **Cisco Systems**, Slovenia (tbc)

Mr Hrvoje Crnogorac, Banker and Investment Manager, **EBRD**, United Kingdom (tbc)

Mr Paul Drazdil, Vice-President, **UniCredit**, Austria (tbc)

Mr Jozek Gruskovnjak, Director IBSG, **Cisco Systems**, Slovenia (tbc)

If you are interested in becoming a speaker or panellist, please contact

[dominie.roberts@eelevents.co.uk](mailto:dominie.roberts@eelevents.co.uk) or +44 (0) 207 275 8020



# Agenda

**08:30** Registration and coffee

**09:00** Chairman's welcoming address

**09:10** Ministerial welcoming address

*Strategies for high-speed internet, fixed and mobile*

## Market trends and opportunities

**09:30** **Generating revenue:** Which markets offer the best prospects or opportunities for growth?

- Which services and technologies will generate the highest growth?
- What are the drivers for broadband growth?

**09:50** **How has the current economic crisis impacted the industry and when can we expect to see light at the end of the tunnel?**

- Role of the Digital Agenda and Connecting Europe Facility
- Highlighting the important role of next generation fixed and mobile broadband as a driver for economic growth
- How can enlargement countries be integrated into the single European digital market?

## Regulation

**10:10** **Highlighting the key regulatory changes over the last 12 months**

- Has this facilitated progression of the market; what more needs to be done?
- How to create a policy environment which encourages high-risk investments?

*Mr Dejan Ljustina, PwC, Croatia*

**10:30** **Panel Discussion:** The role of regulation in developing the telecom market sustainably

- How could a common regional approach/coordination reduce risks and stimulate investments?
- What can be done to promote healthy competition between incumbents and alternative operators
- How are regulators reacting to recent trends such as the convergence of fixed and mobile broadband markets and OTT players?
- Addressing the legislative framework to improve investment climate

*Panellists:*

*Mr Milan Jankovic, RATEL, Serbia*

*Mr Veselin Bozhkov, CRC, Bulgaria*

**11:10** Networking coffee break

## Financing and bankability

**11:50** **Tackling the broadband gap in rural areas through PPP**

- Rolling out mobile broadband to reach out to rural communities
- Showcasing best practice case studies

*Mr Stefan Stanislawski, Ventura Team, United Kingdom*

**12:10** **Is the SEE telecom market attractive from an M&A perspective?**

- How can M&A fuel growth in new technology? To what extent can privatization, M&A and other telecoms revenue drive national economy growth as well as industry growth?
- Case Studies from the region and beyond

**12:30** **Panel Discussion:** Risks and bankability of SEE projects

- Comparing financing mechanisms: What are the best financing mechanisms available? How does this differ for fixed and mobile?
- What returns do investors expect? What can be done to improve return on fixed broadband investments?
- How do investors view the regulatory environment? What needs to be done to make investment in more attractive?
- Allocation of EU Funds: EU budget for 2014 – 2020 currently being prepared

*Panellists:*

*Mr Petr Polach, Raiffeisen Bank International, Austria*

*Mr Andres Gavira, EIB, Luxembourg*

*Mr Stefan Tzetkov, MidEuropa Partners, United Kingdom*

*Mr Roland Haidner, Telekom Austria, Austria*

*Mr Hrvoje Crnogorac, EBRD, United Kingdom (tbc)*

*Mr Paul Drazdil, Vice-President, UniCredit, Austria (tbc)*

**13:10** Networking lunch break

## The future of mobile broadband in SEE

**14:10** **Can new services compensate the loss resulting from a reduction in the number of fixed telephone users?**

- How can operators best position mobile broadband services as a part of their overall business strategies
- What role can mobile broadband play in meeting the targets of the Digital Agenda of Europe?
- HSPA/LTE pricing strategies
- Integrating LTE to other mobile broadband technologies, e.g. HSPA +

**14:30** **Backhaul:** Integrating a comprehensive mobile backhaul network to develop mobile broadband in SEE

- How can operators ensure that they are employing the most efficient as well as cost effective backhaul technology
- Integrating new and existing technology
- Driving more ROI out of your existing backhaul network
- Enhancing the end-user experience with a comprehensive mobile backhaul network
- Effectively Employing Fibre Optics as a mobile backhaul solution for LTE
- Case Studies showcasing successful convergent strategies?

**14:50** **Panel Discussion:** The Future of Mobile Broadband in SEE

- How can mobile operators finance investments in network upgrades and new spectrum?
- Increasing use of Smart Phones and its impacts: penetration and subsidies
- Spectrum Strategies to improve rollout of fast mobile broadband: What are the costs associated with Re-allocating/Refarming of spectrum and how can these be avoided? Is there a need to further expand spectrum for mobile broadband through a second digital dividend?
- Assessing the feasibility of shared spectrum between incumbents and alternative operators – Response to EC's report: "Promoting the shared use of radio spectrum resources in the internal market" (published 3rd September, 2012)
- How can mobile broadband promote coverage of rural areas?

*Panellists:*

*Mr Pjer Vuckovic, Telenor d.o.o, Serbia*

**15:30** Networking coffee break

## Fixed-Line Broadband: How can operators tackle decrease in Fixed-Line Subscriptions?

**16:00** **Case Study:** Can NGNs increase operator profits?

- What financing structures are available for fibre rollout?
- Assessing national broadband networks and strategies within SEE
- How is regulation facilitating this trend, but what more should be done by regulators?
- How to get profitable FTTx case?
- New Technologies: FTTh GPON

**16:20** **Global drivers and trends and their impact on SEE**

- Views from a global player
- Mr Jozek Gruskovnjak, Cisco Systems, Slovenia (tbc)*

**16:30** **Panel Discussion:** Operator strategies for growth - How can operators keep up with trends/demand in 2013?

- DSL vs Cable vs FTTx
- Increasing Use of Smart Phones and its impacts – penetration and subsidies
- Consumer Behaviour – VoIP, Messaging
- Retaining customers through Bundling/Convergence – Triple/Quadruple/5Play: What is the demand for bundling and how will this affect operator's strategies?
- How can operators react and compete with OTT players in the market?
- Content - Assessing the increased demand for content: What content is most worth investment?

*Panellists:*

*Mr Emil Visloguzov, Alcatel-Lucent, Serbia*

*Mr Adrian Jezina, VipNet, Croatia*

**17:10** Chairman's closing remarks

**17:30** Networking cocktail reception



# Opportunities

SEETelecoms 2013 will provide the most up to date developments and challenges in this increasingly important sector.

**Our events enable you to:**

- Promote your expertise and organisation
- Have focused discussions with, and influence industry leaders and decision makers
- Generate lasting business relationships
- Win new business

Opportunities range from supplying the pads and pens to hosting the evening cocktail reception. We have a range of packages to suit your business and budget requirements. Please contact Joe for a full range of opportunities or to discuss your marketing and attendance needs.

For a full range of sponsorship, marketing, exhibition and speaking opportunities, contact Joe Canty -  
 joe.canty@eelevents.co.uk or  
 +44 (0) 207 275 8020



Cocktail reception or networking break host



Feature presentation or exhibition/promotional Area



## Registration form: SEE Telecoms 2013

- YES! Please register me for \_\_\_\_\_ place(s)
- Super Early Bird - £590** **Expires 26 November 2012**
- Early Bird - £690 Expires 11 January 2013
- Full Fee - £790 Applicable from 12 January 2013
- Local representative - £490 (Payment must be made through representative office in Serbia, Albania or BiH, Croatia, FYROM, Montenegro, Republic of Kosovo, Slovenia)
- Concession - £390 (Public Sector, Association Employees, NFPs, Academics)
- Exhibition space (2x2 m) - £950 (Includes 1 x pass for exhibition/networking area only. Additional passes can be purchased, please contact joe.canty@eelevents.co.uk)

Promotional Code / Discount Coupon / Booking Ref

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PLEASE NOTE: A 10% service charge will be added to all conference fees. This is inclusive of programme materials, luncheon and refreshments.

## Hotel Accommodation:

TBC

## Terms and Conditions:

### Registration Fee:

Registration fee together with service charges includes attendance at all sessions, documentation, access to speakers' presentations, brochures, refreshments, lunch and entry to social functions, cocktail receptions and gala dinners when organised. A 10% service charge and VAT (when VAT is payable) will be added to all conference fees. This is inclusive of programme materials, luncheon and refreshments. Following completion and return of the registration form, full payment is required within 7 days from receipt of invoice. All bookings carry cancellation liability (as defined below) immediately after a sales contract has been received by E.E.L. Events Ltd.

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### Cancellations:

Cancellation received in writing before and on 02 November 2012 will be subject to a service charge of £250 per a delegate. The service charge is completely non-refundable and non creditable. The full conference fee remains payable after 02 November 2012 and is non refundable. No refunds, part refunds or alternative offers shall be made. Non-payment or nonattendance does not constitute cancellation. Substitutions are welcome at any time, and are subject to an administration fee of 10% of the total invoice.

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