

Day One Wednesday 8 October 2008

8.15 *Registration*

9.00 **Organizer's Opening Remarks**

9.15 **Chairman's Opening Remarks**
Mehboob Chowdhury
Chairman
South Asian GSM Forum, Bangladesh

OPENING KEYNOTE SESSION

9.30 **Welcome address – Introduction, conference aims & objectives**
Anoja Obeyesekere
Chairman
GSMA APAC, Sri Lanka

9.45 **Opening remarks and updates from the Bangladesh Telecommunication Regulatory Commission (BTRC)**
S. M. Monir Ahmed
Commissioner
Bangladesh Telecommunication Regulatory Commission (BTRC), Bangladesh

10.00 **Driving market growth in Bangladesh – The Grameenphone story**
Rubaba Dowla
Director – Marketing
Grameenphone, Bangladesh

10.15 *Morning Refreshments*

STRATEGIES FOR THE SOUTH ASIAN REGION

10.45 **Evolution of telecom offering in the SAARC region**
Christian Michaud
Senior Vice President - Product Marketing & Business Development - Global Voice Solutions
TATA COMMUNICATIONS, India

11.15 **Affordable mobile broadband for all - lessons from 3G HSPA deployment in emerging markets**
Ricardo Tavares
Senior Vice President - Public Policy
GSM Association, USA

11.45 **Impacting growth in South Asia with regulatory landmarks**
Moderator:
Ricardo Tavares
Senior Vice President - Public Policy
GSM Association, USA

Panelists:

S. M. Monir Ahmed
Commissioner
Bangladesh Telecommunication Regulatory Commission (BTRC)

Samir Satchu
General Counsel & Head of Government Affairs
Roshan, Afghanistan

T R Dua
Senior Director
Cellular Operators Association of India (COAI), India

Wangay Dorji
Head – Telecommunications
Bhutan InfoComm and Media Authority (BICMA), Bhutan

12.15 Defining and shaping the telecommunications environment in South Asia

Moderator:

Mehboob Chowdhury
Chairman
South Asian GSM Forum, Bangladesh

Panelists:

Anoja Obeyesekere
CEO
Dialog Global, Sri Lanka

Frederick Chui
SVP – EMEA
PCCW Global, Hong Kong

Khalid Hasan
Director - Corporate Affairs
Grameenphone, Bangladesh

Mujibur Rahman
Managing Director
Teletalk Bangladesh, Bangladesh

Samir Satchu
General Counsel & Head of Government Affairs
Roshan, Afghanistan

Tandi Wangchuk
General Manager - B-Mobile Division
Bhutan Telecom

12.45 *Networking Luncheon*

EXPLOITING TECHNOLOGIES FOR FUTURE GROWTH AND DEVELOPMENT

2.00 Propelling South Asia into the next generation
Sameer Sharma
Senior Advisor
International Telecommunication Union (Asia and the Pacific), Thailand

2.30 The COAI perspective : 3G / 3.5G implementation in India
T R Dua
Senior Director
Cellular Operators Association of India (COAI), India

3.00 Scaling new heights of growth with WiMax access to the Indian population
Rajesh Kumar
Joint Deputy Director General (CMTS)
Bharat Sanchar Nigam Ltd. (BSNL), India

- 3.30** *Afternoon Refreshments*
- 4.00** **Introducing broadband: investment conditions, regulatory challenges and addressing QoS**
Prof. Rohan Samarajiva
Executive Director
LIRNEasia, Sri Lanka
- 4.30** **Revolutionizing the Bhutan ICT sector with 3G technology**
Yeshey Tshogay
Manager, IN & VAS, B-Mobile Division
Bhutan Telecom
- 5.00** **Leveraging on next generation technologies to extend the service offering**
Moderator:
Sameer Sharma
Senior Advisor - Asia Pacific Region
International Telecommunication Union, Thailand
- Panelists:*
Kabir Hasan
General Manager - System Engineering
Teletalk Bangladesh, Bangladesh
- Rajesh Kumar**
Joint Deputy Director General (CMTS)
Bharat Sanchar Nigam Ltd. (BSNL), India
- Prof. Rohan Samarajiva**
Executive Director
LIRNEasia, Sri Lanka
- Yeshey Tshogay**
Manager - IN & VAS, B-Mobile Division
Bhutan Telecom
- 5.30** *End Of Conference Day One Followed By Evening Cocktail Reception*

Day Two Thursday 9 October 2008

STREAM 1 : COMPETITION & DIFFERENTIATION

- 8.15 *Registration*
- 8.45 **Stream Chairman's Opening Remarks**
Mehboob Chowdhury
Chairman
South Asian GSM Forum, Bangladesh

VOICE & DATA SERVICE INNOVATION

- 9.00 **The operator VAS strategy : Extending beyond mere tariff**
Pradeep Shrivastava
CMO
IDEA Cellular Ltd, India
- 9.30 **Branding and marketing as a new entrant in a competitive emerging market**
Zeeshan K. Huq
Senior Manager – Marketing
Warid Telecom International, Bangladesh
- 10.00 **Extending mobile and IP offerings to Indian and South Asian customers**
Rohit Gupta
AVP - Value Added Services & Enterprise Market Planning
Tata Teleservices, India
- 10.30 *Morning Refreshments*
- 11.00 **Driving growth through tariff innovation**
Shafayatul Islam Khan
Head of Postpaid Market Development
Banglalink
- 11.30 **Gauging operational efficiencies and benchmarking for customer satisfaction & retention**
Shahid M. Chughtai
Head – Corporate Quality Assurance
Warid Telecom (Pvt.) Ltd., Pakistan
- 12.00 **Adopting a multifaceted billing approach that manages cost and enhances customer experience**
Siobhan Ryley
Product Marketing Manager
Intec Australia
- 12.30 **Thought Leaders Roundtable: Strategies to motivate subscriber growth in the region**
- Panelists:*
- Omer Rashid**
Chief Commercial Officer
Banglalink GSM, Bangladesh
- Pradeep Shrivastava**
CMO
IDEA Cellular, India
- Rohit Gupta**
AVP - Value Added Services & Enterprise Market Planning
Tata Teleservices, India
Shahid M. Chughtai
Head – Corporate Quality Assurance

Warid Telecom, Pakistan

Zeeshan K. Huq
Senior Manager – Marketing
Warid Telecom International, Bangladesh

1.00 *Networking Luncheon*

SERVICE INNOVATION & M-COMMERCE

2.30 **M-Commerce: micro-payments and regulatory challenges in developing nations**
Delwar Hossain Azad
Dy. Director & Head - Financial Services
Grameenphone, Bangladesh

3.00 **Mobile payments expansion in India – A Bharti Airtel case study**
Pallab Mitra
Head of Commerce
Bharti Airtel, India

3.30 *Afternoon Refreshments*

2.30 **Creating a revolutionary and consumer centric dimension to mobile payments and inclusive banking**
Gehan Dias
AVP – Cards & Alternate Distribution Channels
NDB Bank, Sri Lanka

4.00 **Creating a revolutionary and consumer centric dimension to mobile payments and inclusive banking**
Gehan Dias
AVP – Cards & Alternate Distribution Channels
NDB Bank, Sri Lanka

Druvi Sirisena
Unit Manager – Mobile Commerce Group Commercial
Dialog Telekom, Sri Lanka

4.30 **Tapping the benefits of mobile commerce services for the South Asian subscriber**
Moderator:
Muhammad Aslam Hayat
Telecom Regulatory Consultant
GrameenPhone, Bangladesh

Panelists:
Delwar Hossain Azad
Dy. Director & Head - Financial Services
Grameenphone, Bangladesh

Pallab Mitra
Head of Commerce
Bharti Airtel, India

Druvi Sirisena
Unit Manager – Mobile Commerce Group Commercial
Dialog Telekom, Sri Lanka

Gehan Dias

AVP – Cards & Alternate Distribution Channels
NDB Bank, Sri Lanka

Ahmad Tabshir Choudhury

Project Director – IT
Premier Bank, Bangladesh

5.00 Close of conference

STREAM 2 : WHOLESALE CARRIER PARTNERSHIPS

8.15 *Registration*

8.45 **Stream Chairman's Opening Remarks**

OPPORTUNITIES & CHALLENGES IN SOUTH ASIA

9.00 **A Critical Moment: Transitioning to An All IP World**
Claire Paponneau
Executive Vice-President - International Wholesale Solutions
France Telecom Group, France

9.30 **Meeting the needs of Bangladeshi customers with broadband provision**
Zain Omar
CEO
Access Telecom (BD) Ltd, Bangladesh

10.00 **Capitalising on the immense potential in South Asia's growing marketplace**

Moderator:

Nikhil Shah
Board Member – VP International Development
IP / MPLS Forum, USA

Panelists:

Zain Omar
CEO
Access Telecom (BD) Ltd, Bangladesh

Russell T Ahmed
Chief Operating Officer
Aamra Networks Limited, Bangladesh

Daniel Lo
Head - Next Generation Network Development
Hong Kong Broadband Network

Dr. Sankassa Senevirathna
Senior Manager - QOS and System Administration, Department of Projects and Planning
Lanka Bell, Sri Lanka

10.30 *Morning Refreshments*

EXPLORING INFRASTRUCTURE & TECHNOLOGY OPTIONS

11.00 **Mobile backhaul : Challenges and opportunities for carriers and mobile operators**
Nikhil Shah
Board Member – VP International Development
IP / MPLS Forum, USA

11.30 **Delivering innovative internet services to corporate Bangladesh**
Russell T Ahmed
Chief Operating Officer
Aamra Networks, Bangladesh

12.00 **Getting real profit from future-proof FTTx Network**
Daniel Lo
Head - Next Generation Network Development
Hong Kong Broadband Network

12.30 *Networking Luncheon*

INSIGHTS FROM THE REGION : THE CARRIERS' PERSPECTIVE

2.00 **Delivering integrated communications in a high-growth low-ARPU market**
Ghalib A Ansari
Chief Executive Officer
True Communications, Bangladesh

2.30 **Addressing the growing broadband demand in Pakistan**
Wahaj us Siraj
Chief Executive Officer
Micronet Broadband, Pakistan

3.00 **Expanding the digital network with CDMA technology**
Dr. Sankassa Senevirathna
Senior Manager - QoS and System Administration
Lanka Bell, Sri Lanka

3.30 *Afternoon Refreshments*

4.00 **Addressing Bangladesh's broadband needs with innovation and the ability to serve valued customers**
Sumon Ahmed Sabir
Managing Director
BDCOM Online, Bangladesh

4.30 **Facilitating in the transformation of Sri Lanka into a knowledge-based information society – The Suntel Story**
Manjula Pathiranage
Head of Network Operations & Maintenance
Suntel, Sri Lanka

5.00 Developing a successful business model for the carrier
Moderator:

Panelists:

Ghalib A Ansari
Chief Executive Officer
True Communications, Bangladesh

Manjula Pathiranage
Head of Network Operations & Maintenance
Suntel Ltd, Sri Lanka

Sumon Ahmed Sabir
Managing Director
BDCOM Online, Bangladesh

Thinley Dorji
Managing Director
Bhutan Telecom

Wahaj us Siraj
Chief Executive Officer
Micronet Broadband, Pakistan

5.30 Close of conference