

## Day 01

### 9:00 am Organizer's opening remarks



**Shahariar Zaman**  
Project Manager  
South Asia Mobile Forum

### 9:15 am Chairman's opening remarks



**Mehboob Chowdhury**  
Chairman  
South Asia Mobile Forum

## Stepping into Emerging Markets: Threats and Opportunities

### 9:30 am Introducing New Technology in Emerging Market

- Future of telecom in emerging markets
- Market forecasting in terms of demand at customers end
- Exploring the long term effect of new technological advancements in emerging market



**Ricardo Tavares**  
Senior Vice President Public Policy  
GSM Association

### 10:00 am Surviving as a leader in Emerging Market

- Challenges faced by leader from the new entrants and competitors
- Strategies that can be taken to counter the threats
- Innovative ideas to enhance from the existing position in the market



**Sameer Sharma**  
Senior Advisor  
Asia Pacific Region  
International Telecommunication Union

### 10:30 am Coffee Break

### 11:00 am Strategies for growth and sustainability during the period of global economic recession

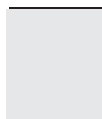
- Effects of prolonged economic slump
- Influence over consumers and telecom world
- Ways to handle the situation



**Wangay Dorji**  
Head-Telecommunications  
Bhutan Infocomm and Media Authority

### 11:30 am Understanding the challenges and opportunities faced by operators in South Asian telecom market

- Seamless trade policies and regulations
- Demanding operators in terms of TCO and ROI
- Domestic market and its sophistication



**Vishnu Nath Goel**  
Managing Director  
Nepal Telecom

## Moving Beyond the Existing Technology

### 12:00 pm Panel Discussion: Wireless broadband deployment strategies and requirements for South Asian Telecom

- Examining the pros and cons of the different wireless broadband technologies: CDMA, WiFi, WiMax
- Which operators/services providers are most likely to benefit from deploying WiMax?
- Planning the necessary investment and time scale for the deployment

#### Moderator

**Ricardo Tavares**  
Senior Vice President  
Public Policy GSM Association

#### Panelists

**Sameer Sharma**  
Senior Advisor  
Asia Pacific Region  
International Telecommunication Union

**Wangay Dorji**  
Head-Telecommunications  
Bhutan Infocomm and Media Authority

**Vishnu Nath Goel**  
Managing Director  
Nepal Telecom

### 12:30 pm Regulatory and market conditions for 3G positioning in Bangladesh, India and Pakistan

- Broadband development and demand in Indian subcontinent
- Market comparison of Bangladesh, India and Pakistan for 3G
- Suitable services in Indian subcontinent
- Regulatory challenges:
  - A survey of 3G regimes in Bangladesh, India and Pakistan
  - Identify regulatory roadblocks
  - Suggestions to improve regimes



**Rohan Samarajiva**  
CEO  
LIRNEasia

### 1:00 pm Lunch Break

### 2:30 pm Technology solutions to deploy 3G networks cost-effectively

- Assessing the level of investment needed to deploy reliable 3G services
- Deploying the networks cost-effectively to ensure ROI, technology choice and vendor partnerships
- Planning the timescale of deployment and launch within licensing constraints



**Anoja Obeyesekere**  
Chief Executive Officer  
Dialog Global, Sri Lanka

### 3:00 pm Utilization of WiMax technology in providing net service to customers

- Taping customers demand
- Capacity of South Asia region for technological advancement
- WiMax technology and South Asia



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