

Join the World!

The TELECOM 99 + INTERACTIVE 99 Exhibition and Forum on the eve of the Millennium will be the most significant ever gathering of the world's telecommunications community. The early years of the next century will be crucial in reshaping the communications infrastructure of every region. Government leaders, carriers, equipment suppliers, content providers, investors and everyone else with an interest in this key sector will be converging on Geneva to review global developments and help shape the future. Join them ... join the world!

Event	TELECOM 99 + INTERACTIVE 99 8th WORLD TELECOM and 2nd INTERACTIVE Exhibition and Forum
Venue	Palexpo 1218 Grand-Saconnex, Geneva, Switzerland
Dates	Sunday 10 October to Sunday 17 October 1999

Organizer	International Telecommunication Union (ITU)	
	Mr Jean-Patrick Baré President, TELECOM and Chairman, TELECOM Board	Mr Tom Dahl-Hansen Senior Vice-President, TELECOM Head, Business Development and Marketing Division
	Mr Fernando Lagraña Vice-President, TELECOM Head, Forum Division	Ms Lili Rison Vice-President, TELECOM Head, Exhibitions Division

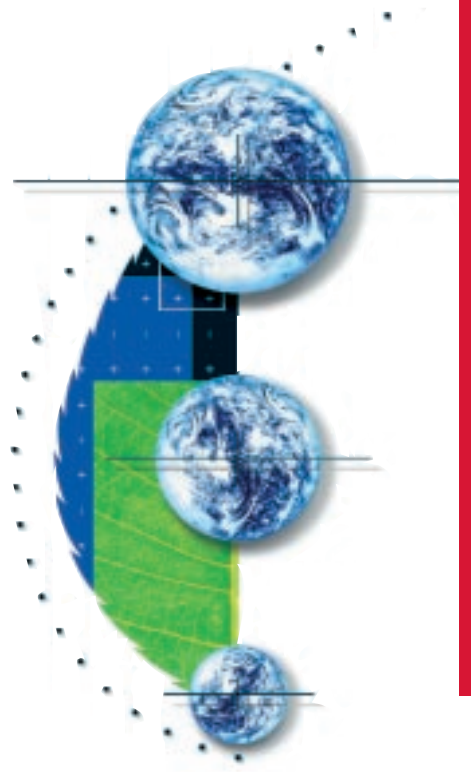
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Street Address

Rue de Varembe 9



TELECOM 99

Geneva, 10-17 October

Inter@ctive 99

International Telecommunication Union

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September 1998

Preview Days/Ceremonies/Receptions (by invitation only)

Press Day	Saturday 9 October 1999	0930 – 1800 hours
Press Lunch	Saturday 9 October 1999	1200 – 1400 hours
Opening Ceremony	Saturday 9 October 1999	1430 – 1630 hours
VIP Tour of Exhibition	Saturday 9 October 1999	1630 – 1900 hours
Welcome Reception	Saturday 9 October 1999	1900 – 2130 hours

Opening hours

Exhibition	<i>Trade visitors</i>	Sunday 10 to Sunday 17 October 1999	1000 – 1800 hours
	<i>General public</i>	Saturday 16 and Sunday 17 October 1999	1000 – 1800 hours
Forum	<i>Forum Summits</i>	Sunday 10 to Friday 15 October 1999	0900 – 1800 hours
	<i>TELECOM Development Symposium</i>	Monday 11 and Friday 15 October 1999	to be announced
	<i>General public Week-end</i>	Saturday 16 and Sunday 17 October 1999	1000 – 1800 hours

Fact sheet

Exhibition

Location	Halls 1-7, Palexpo
Net exhibition space	63,008 m ² indoor ground floor space 2,000 m ² open-air space

Cost of Space

Corporate Stands	Indoor CHF 630.-/m ² for indoor ground floor space CHF 210.-/m ² for largest indoor additional level (if any) Companies participating as independent exhibitors in ASIA TELECOM 97, AFRICA TELECOM 98 and TELECOM 99 will pay a special rate of CHF 600.-/m ² for space at each event
	Outdoor CHF 260.-/m ² for open-air ground floor space CHF 90.-/m ² for largest open-air additional level (if any)
National Pavilions	Pricing policy is determined by Pavilion Organizers To date: Austria, Belgium, Canada, China, Denmark, Egypt, Finland, France, Germany, Greece, Honk Kong, Iceland, India, Indonesia, Iran, Ireland, Israel, Italy, Japan, Korea, Norway, Portugal, Russia, Scandinavia, Spain, Sweden, Switzerland, Turkey, United Kingdom, United States

SOLD OUT
Waiting list established

Dates/Deadlines

Payments 100% payment due Within 28 days of space allocation	Stand assembly 9 August (07 h 00) – 7 October 1999 (20 h 00)
	Stand dismantling 17 October (18 h 30) – 1 November 1999 (19 h 00)

Entrance Passes to the Exhibition

Exhibitor Personnel*	Initial number of free passes based on stand size Additional requirements can be ordered and paid for by exhibitors
Exhibitors' Clients*	Guest invitations can be ordered by exhibitors and exchanged by their clients for passes A charge will be levied to exhibitors for invitations exchanged by their clients No charge will be levied for invitations not exchanged Both permanent and daily invitations /passes available
Service Personnel	Free of charge for the assembly and dismantling periods
Weekly Pass	Sunday, 10 to Sunday, 17 October valid for the duration of the exhibition CHF 100.-
Daily Pass Business Days	Sunday, 10 to Friday, 15 October valid for one day only CHF 45.-
Groups of 10 or more	Sunday, 10 to Friday, 15 October valid for one day only CHF 20.- per person
Daily Pass Public Days	Saturday, 16 to Sunday, 17 October valid for one day only CHF 15.-

* Details available in Exhibitor Manual

Event Services

Palexpo Management

Orgexpo

Ms Silvia Jarthoud
Manager, Customer Services Department
CP 112
CH-1218 Grand-Saconnex
Geneva, Switzerland
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Fax: +41 22 798 0100
E-mail: silvia.jarthoud@palexpo.ch

Official Shell Scheme Provider

Mr Christian Mathys
Director-General
Department of Exhibitions
MATHYS EXPO
Case postale 681
9, chemin Delay
CH-1214 Vernier / GE
Switzerland
Tel.: +41 22 783 0061
Fax: +41 22 783 0017
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Official On-site Freight Handling Agent

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Exhibition

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Ms Dominique Bourne

Exhibition Manager
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Mr Theo Tunga

Exhibition Manager
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E-mail: theo.tunga@itu.int

The Forum at TELECOM 99 + INTERACTIVE 99

■ The Forum at TELECOM 99 + INTERACTIVE 99 will be the place where the major players in the broader info-communications industry will meet, debate, and devise strategic orientations for the next millennium, as well as presenting their own visions.

Shaping the Forum

Dr Pekka Tarjanne, the ITU Secretary General, has invited a group of specialists from the telecommunications and computing industries to serve as the Programme Committee for this event, under the capable chairmanship of Mr Johan van Egmond of Philips Business Electronics in the Netherlands. Mr van Egmond takes over from Dr John Thompson, COO of DAVIC, who recently had to resign as Chairman of the Programme Committee.

The first full meeting of the Programme Committee was held in mid-March 1998 with the goal of both defining the role of the Forum and ensuring that the impact of convergence and globalization on the third millennium citizen is properly addressed during the TELECOM 99 + INTERACTIVE 99 Forum.

The Forum Programme

Thanks to the invaluable efforts of the Programme Committee, the Forum at TELECOM 99 + INTERACTIVE 99 already promises to be the definitive Forum to close this millennium and will act as the foundation for the next.

Taking place from 10-15 October 1999, it will comprise the following:

Policy and Regulatory Summit

This Summit will be built around five main streams.

- **Global convergence:** global policy and regulatory issues, analysis of different continental approaches (Japan, US, Europe), possible common regulation for the converging telecomms, broadcasting and IT industries, standards (de jure versus de facto), content digitization and provision, cultural issues.
- **Universal access:** universal access and the right to communicate, customer expectations from service providers, prices and tariffs, interconnection, EU and WTO telecomms offers, control of information.

- **Electronic commerce:** legal and regulatory regime, IPRs (WIPO and EU approaches), international electronic payments, VAT, electronic signature, watermarking, authentication, copyright and fraud, data protection, privacy, encryption, trusted third parties, regulation of the Internet.
- **Global access to scarce resources:** radio-frequency spectrum, orbital positions, telephone numbers, transmission sites and ducts, Internet addresses and domain names, bandwidth, etc.
- **Trade:** global regulatory issues (WTO, OECD), accounting rates, actual costs (and the Internet), liberalization.

Infrastructure Summit (Network and Systems)

This Summit will explore the new paradigm of infrastructure development, in an environment where the priority has shifted from infrastructure to service provision. It will address a full range of strategic technology issues such as new trends in basic technologies, network versus terminal intelligence, new network architectures, interoperability and convergence, competition for radiofrequency spectrum, quality and performance, standards, infrastructure investment, etc.

Interactive Services and Applications Summit

This Summit will provide a novel, human-centred approach to the information society. It will assess the impact of the new info-communication technologies on the way we live, learn, relate, trade, have fun, maintain health as individuals, organizations, businesses, communities, nations.

TELECOM Development Symposium (TDS)

The mission of the TDS is to present to its participants the development trends in telecommunications together with the opportunities these trends provide to accelerate and facilitate the general development of an individual country, its economy and its people. The Symposium will address these development issues from the point of view of technology, regulation, human resources, and business opportunities.

The Call for Speakers

The form for submission of abstracts/executive summaries is also available online – see the TELECOM 99 + INTERACTIVE 99 web pages at <http://www.itu.int/TELECOM> for further details.

Important dates to remember

Call for Speakers issued: June 1998

Deadline for Submission of Abstracts: 31 October 1998

Selection of Speakers: 1-5 February 1999

Forum

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Ms Marianne Dimier
Forum Manager
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Ms Elizabeth Lake
Forum Manager
Voice: +41 22 730 5680
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Administration and Protocol

Visas to enter Switzerland

■ Any person entering Switzerland must be able, at all times, to produce a valid identity document allowing the bearer to cross the border. Participants attending TELECOM 99 + INTERACTIVE 99, and who require an entry visa into Switzerland, must make the necessary arrangements well in advance of their departure for Switzerland. Participants should ensure that the visa is valid for a sufficient duration and should explicitly request that it be valid for multiple entry.

In order to obtain an entry visa into Switzerland,

participants should contact the Swiss Embassy or Swiss Consulate in their own countries.

Any general enquiries can be directed to the following office:

Office fédéral des étrangers
Swiss Federal Aliens Office – MISS
CH-3003 Bern
Switzerland
Tél: +41 31 325 9347
Fax: +41 31 325 8193
Telex 912697 bfa

The following nationals will require a visa to enter Switzerland: Afghanistan, Albania, Algeria, Angola, Armenia, Azerbaijan, Bahrain, Bangladesh, Belarus, Belize, Benin, Bhutan, Bosnia and Herzegovina, Botswana, Bulgaria, Burkina Faso, Burundi, Cambodia, Cameroon, Cape Verde, Central African Rep., Chad, China, Comoros, Congo, Côte d'Ivoire, Croatia, Dem. People's Rep. of Korea, Dem. Rep. of the Congo, Djibouti, Dominican Rep., Egypt, Equatorial Guinea Eritrea, Estonia, Ethiopia, Gabon, Gambia, Georgia, Ghana, Guinea, Guinea-Bissau, Haiti, India, Indonesia, Iran (Islamic Rep. of), Iraq, Jordan, Kazakstan, Kenya, Kuwait, Kyrgyzstan, Lao P.D.R., Lebanon, Lesotho, Liberia, Libya, Madagascar, Malawi, Maldives, Mali, Marshall Islands, Mauritania, Mauritius, Micronesia, Moldova, Mongolia, Morocco, Mozambique, Myanmar, Namibia, Nauru, Nepal, Niger, Nigeria, Oman, Pakistan, Palau, Palestine (PLO), Papua New Guinea, Peru, Philippines, Qatar, Romania, Russia, Rwanda, São Tome and Príncipe, Saudi Arabia, Senegal, Seychelles, Sierra Leone, Somalia, Sri Lanka, Sudan, Swaziland, Syria, "Taiwan, China", Tajikistan, Tanzania, Thailand, The Former Yugoslav Rep. of Macedonia, Togo, Tonga, Tunisia, Turkey, Turkmenistan, Uganda, Ukraine, United Arab Emirates, Uzbekistan, Vanuatu, Viet Nam, Western Samoa, Yemen, Yugoslavia, Zambia, Zimbabwe.

Visas to enter France

■ Since TELECOM 99 + INTERACTIVE 99 will be held in Geneva, some participants to the Event may need to transit through the French territory on the way to Geneva, while some may be accommodated in the neighbouring French region.

Participants requiring a visa (see list below) must complete the necessary formalities at a French Embassy or Consulate prior to arriving in France.

Participants should ensure that the visa is valid for sufficient duration and should explicitly request that it be valid for multiple entry.

The list below is provided for information purposes only and is correct at the time of going to press. The Organizer and ORGEXPO cannot be held liable for any errors or omissions, and recommend that exhibitors verify the situation prior to their departure.

The following nationals will require a visa to enter France: Afghanistan, Albania, Algeria, Angola, Antigua and Barbuda, Armenia, Australia, Azerbaijan, Bahamas, Bahrain, Bangladesh, Barbados, Belarus, Belize, Benin, Bhutan, Bolivia, Bosnia and Herzegovina, Botswana, Bulgaria, Burkina Faso, Burundi, Cambodia, Cameroon, Cape Verde, Central African Rep., Chad, China, Colombia, Comoros, Congo, Costa Rica, Côte d'Ivoire, Cuba, Dem. People's Rep. of Korea, Dem. Rep. of the Congo, Djibouti, Dominica, Dominican Republic, Ecuador, El Salvador, Egypt, Equatorial Guinea, Eritrea, Estonia, Ethiopia, Lao P.D.R., Latvia, Lebanon, Lesotho, Liberia, Libya, Lithuania, Madagascar, Malawi, Maldives, Mali, Marshall Islands, Mauritania, Mauritius, Micronesia, Moldova, Mongolia, Morocco, Mozambique, Myanmar, Namibia, Nauru, Nepal, Nicaragua, Niger, Nigeria, Northern Marianas, Oman, Pakistan, Palau, Palestine (PLO), Papua New Guinea, Peru, Philippines, Qatar, Romania, Russia, Rwanda, Saint Kitts and Nevis, Saint Lucia, Saint Vincent and the Grenadines, Sao Tome and Príncipe, Saudi Arabia, Senegal, Seychelles, Sierra Leone, Solomon, Somalia, South Africa, Sri Lanka, Sudan, Suriname, Swaziland, Fiji, Gabon, Gambia, Georgia, Ghana, Grenada, Guatemala, Guinea, Guinea-Bissau, Guyana, Haiti, Honduras, India, Indonesia, Iran (Islamic Republic of), Iraq, Jamaica, Jordan, Kazakstan, Kenya, Kiribati, Kuwait, Kyrgyzstan, Syria, «Taiwan, China», Tajikistan, Tanzania, Thailand, The Former Yugoslav Rep. of Macedonia, Togo, Tonga, Trinidad and Tobago, Tunisia, Turkey, Turkmenistan, Tuvalu, Uganda, Ukraine, United Arab Emirates, Uzbekistan, Vanuatu, Venezuela, Viet Nam, Western Samoa, Yemen, Yugoslavia, Zambia, Zimbabwe.

If, in order to obtain the visa application, an invitation letter is requested by the Swiss Authorities, participants should contact the TELECOM Administration and Protocol Section.

Official Airline

Swissair

Ms Marguerite Wiggli-Genoud
P.O. Box 776
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Tel.: +41 22 799 3375
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Official Travel Agency/Hotel Accommodation

Carlson Wagonlit Travel

Ms Maria-Cristina Vanetti
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Business Development and Marketing

The TELECOM Business Development and Marketing Division is preparing the TELECOM 99 + INTERACTIVE 99 Marketing, Publicity and Press Manual – "The Blue Book". Items to be covered in the manual include:

Marketing Opportunities and Sponsorships

Official Exhibition Catalogue Official CD-ROM	<ul style="list-style-type: none"> ■ Advertising ■ Editorial Entries 	<ul style="list-style-type: none"> ■ Product and Services Index
Official Daily Newspaper	<ul style="list-style-type: none"> ■ Advertising 	
Live TV	<ul style="list-style-type: none"> ■ Advertising 	<ul style="list-style-type: none"> ■ Sponsorship
NewsWeb / Online News	<ul style="list-style-type: none"> ■ Advertising 	<ul style="list-style-type: none"> ■ Sponsorship
Other Publications: Floor Plan, Guide to Geneva, Executive Planner	<ul style="list-style-type: none"> ■ Advertising 	<ul style="list-style-type: none"> ■ Sponsorship
World TELECOM 99 Official Publication (Print and CD-ROM version)	<ul style="list-style-type: none"> ■ Selling Participation 	
ITU TELECOM – Marketing	<ul style="list-style-type: none"> ■ TELECOM Publicity and Media Plan 	<ul style="list-style-type: none"> ■ General Regulations
ITU TELECOM – Sponsorship Opportunities	<ul style="list-style-type: none"> ■ Exhibition Publications ■ Forum Publications 	<ul style="list-style-type: none"> ■ Social Events ■ Other Activities

Press Service

More than **2,500 journalists** are expected at TELECOM 99 + INTERACTIVE 99, and media relations for the event will be handled by a dedicated Press Service which will be in full operation by early 1999. The Press section of the Marketing, Publicity and Press Manual for exhibitors at the event will be available in early 1999, and this will contain the appropriate forms for press

conference reservations, nomination of exhibitor's press officer, etc. Journalists wishing to register for Press Accreditation may do so from early 1999.

For advance details of the event and press facilities, journalists should call Thomas Frankl on +41 22 730 6345, fax +41 22 730 6444 or email thomas.frankl@itu.int.

Sponsorship opportunities for TELECOM 99 + INTERACTIVE 99

The list of sponsorship opportunities for TELECOM 99 + INTERACTIVE 99 is nearing completion. In order to ensure that this list reaches the right person, in mid September 1998, a letter was sent to all exhibitors asking to whom the sponsorship information for TELECOM 99 + INTERACTIVE 99 should be directed.

Any independent exhibitor or pavilion member who has not provided the TELECOM Secretariat with this information is kindly requested to do so. Please indicate your company's primary contact for sponsorship information, and a second address if you wish this information to be copied to a

second person. Send the information which should include **name, job title, company, address, phone (country code, area code, number), fax, email** to us at fax: **+41 22 730 6444** or email the information to anita.perry@itu.int.

Ms Anita Perry, Business Development Officer, responsible for sponsorship opportunities, would be pleased to discuss sponsorship opportunities at **TELECOM 99 + INTERACTIVE 99** at your convenience. Phone +41 22 730 5460 and email anita.perry@itu.int.

With our thanks for your support!

Official Publications

Special Publication

Mr G.L. Franco
 WORLD TELECOM 99
 Official publication
 Project Office
 Roger T. Eddison
 The Oast House, Horstedpond
 Sussex, TNZZ 5TR,
 United Kingdom
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Official Media Services Provider - CMP

General Enquiries

Media Services **Liz Rimer**
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 Fax +44 171 491 3427
 E-mail: lrimer@cmp.com

Editorial Enquiries

Daily Newspaper, Live TV, On-line News Service **Steve Titch**
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 Fax +1 312 565 5943
 E-mail: stitch@cmp.com

Catalogue and CD-ROM **Stuart Sharrock**
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Business Development and Marketing

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Mr Thomas Frankl, Press Officer
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 E-mail: thomas.frankl@itu.int

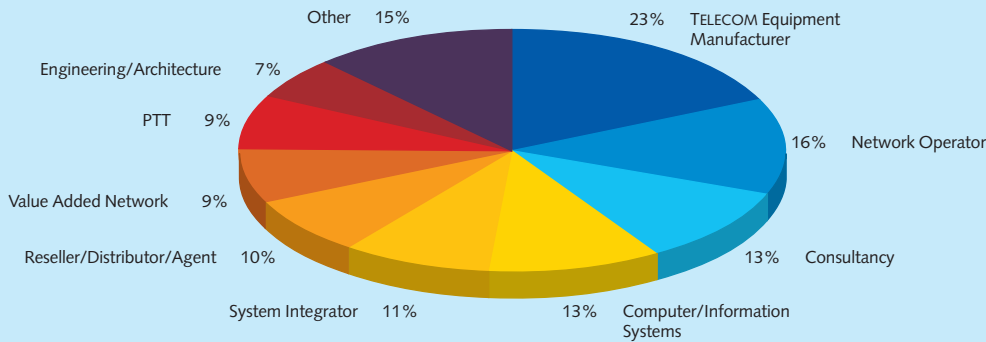
Mr Piers Letcher, Creative Writer
 Voice: +41 22 730 6602
 E-mail: piers.letcher@itu.int

Audience

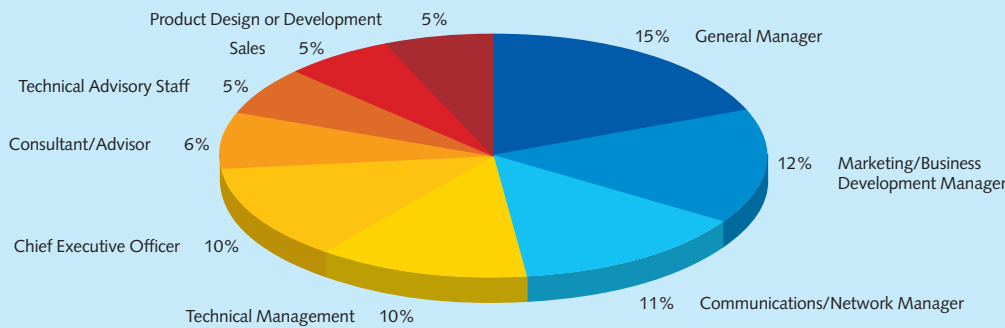
■ Industry professionals, government representatives and senior-level decision-makers from the global communications marketplace

Audience Profile based on results of TELECOM 99 visitor survey

Business Activity



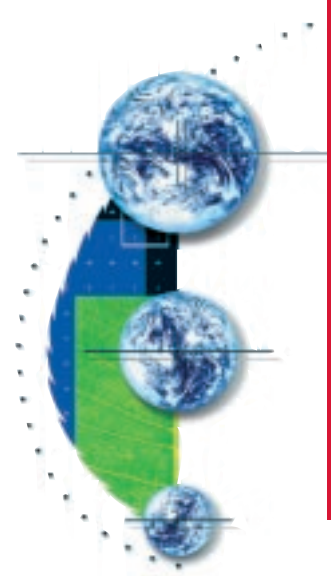
Job Title



Attendance Statistics

	1971	1975	1979	1983	1987	1991	1995
Visitors	28,000	40,000	66,000	77,000	105,000	132,350	154,671
Exhibitors	250	360	600	659	803	850	1,066
Exhibition space (net)*	14,000	16,600	35,000	41,000	53,600	87,260	99,000
Forum speakers	36	130	180	270	350	410	662
Forum delegates	1,400	1,500	1,633	2,252	2,560	3,630	3,912
Accredited press	100	100	567	922	1,379	1,795	2,719

* ground plus upper levels



Geneva, 10-17 October



International Telecommunication Union

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