



INTERNATIONAL TELECOMMUNICATION UNION
**WORKSHOP ON PROMOTING
 BROADBAND**

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 9 April 2003**

Geneva, 9 - 11 April 2003

Programme

Day One - Wednesday 9th April 2003 ITU Headquarters, Room K (Montbrillant Building)		
9:00 - 9:30	Registration	
9:30 - 9:45	Welcome and Opening Remarks Nomination of Chairman	Yoshio UTSUMI, ITU Secretary General
9:45 - 10:00	Chairman's Remarks Adoption of Agenda	Chairman, Richard HORTON
10:00 - 10:30	<u>Introductory Presentation:</u> <i>Background Paper (PB/03)</i>	Taylor REYNOLDS, ITU
10:30 - 10:45	Break	
10:45 - 11:15	<u>Keynote:</u> <i>Why some economies succeed with broadband</i>	Sam PALTRIDGE, OECD
11:15 - 12:15	<u>Case Studies</u> <i>Korea (PB/04)</i> <i>Canada (PB/05)</i> <i>Hong Kong, China (PB/06)</i>	Tim KELLY, ITU Eric LIE, ITU Esperanza MAGPANTAY, ITU
12:15 - 2:00	Lunch	
2:00 - 2:45	<u>Case Studies</u> <i>Japan (PB/07)</i> <i>Iceland (PB/08)</i>	Yoshihisa TAKADA, ITU Lara Srivastava, ITU
2:45 - 3:00	<u>Presentation:</u> <i>Lessons from the Case Studies</i>	Robert SHAW, ITU
3:00 - 3:15	Break	
3:15 - 4:00	<u>Roundtable Discussion:</u> <i>Case Studies</i>	Moderator : Chairman KIM Jeong-Sam, Korea Jacques DROUIN, Industry Canada Takeshi SHINOHARA, Nomura Research (Japan) Jóhann GUNNARSSON, Iceland
Demand		
4:00 - 4:45	<u>Presentation:</u> <i>Marketing Broadband</i>	Gary MADDEN, Curtin University
4:45 - 5:30	<u>Panel Discussion:</u> <i>Country Experiences in Marketing Broadband</i>	Moderator: Catherine FORSTER CONNOLLY, Pyramid Research Jesper HANSEN, CyberCity InterNet (Denmark) JUNG, Hanuk, Korea Telecom Alar HEIKLA, Estonia Telecom Antony WALKER, UK BB Stakeholders Group
5:30 - 5:35	Summary of First Day and Close	Chairman

Day Two - Thursday 10th April 2003
ITU Headquarters, Room K (Montbrillant Building)

9:00 - 9:05	Welcome	Chairman
9:05- 9:45	<u>Presentation:</u> <i>Government's role in promoting broadband</i>	YOW Lock Sen Malaysian Communications & Multimedia Commission
9:45 - 10:30	<u>Presentation:</u> <i>Why promote broadband?</i>	Meredith SINGER, Telecommunications Industry Association
10:30 - 10:45	Break	
10:45 - 11:30	<u>Presentation:</u> <i>Multimedia Driving Broadband</i>	Franc KOZAMERNIK, European Broadcasting Union
11:30 - 12:30	<u>Roundtable:</u> <i>Encouraging content development</i>	Moderator: David ALLEN, World Collaboration for Communications Policy Research Jeremy BEALE Confederation of British Industry (UK) Christian BERG National IT and Telecom Agency (Denmark) Lucinda JONES World Intellectual Property Organization Ewan SUTHERLAND, International Telecommunication Users Group
12:30 - 2:00	Lunch	
Supply		
2:00 - 2:45	<u>Presentation:</u> <i>Efficient Broadband Markets</i>	Mark NAFTEL, NafTel Law (USA)
2:45 - 3:30	<u>Roundtable:</u> <i>Governments & communities as broadband providers</i>	Moderator: Mr. Richard CAWLEY, EU Anders COMSTEDT, Stokab (Sweden) Ragnhildur HJALTADOTTIR, Iceland Sabrah TALIB, Industry Canada
3:30 - 3:45	Break	
3:45 - 4:30	<u>Presentation:</u> <i>Innovative Rollouts</i>	Erich FISCHER, Intelsat
4:30 - 5:15	<u>Open Discussion:</u> <i>Promoting Broadband - Suggested List of Issues for Discussion (PB/09)</i>	Moderator: Chairman
5:15 - 5:30	Summary of Second Day and Close	Chairman

Day Three - Friday 11th April 2003
 ITU Headquarters, Room K (Montbrillant Building)

9:00 - 9:05	Welcome	Chairman
9:05 - 9:50	<u>Roundtable:</u> <i>Network Vision: Fibre, Copper, Wireless, or Satellite</i>	Moderator: Chairman Eric FISCHER, Intelsat Broadband Services Francisco FUENTES Cisco Systems Ragnhildur HJALTADOTTIR Iceland Takeshi SHINOHARA, Nomura Research Institute(Japan) YOON Kyunglim Hanaro Telecom (Korea)
9:50 - 10:45	<u>Roundtable:</u> <i>Promoting Broadband in Developing Economies</i>	Moderator: Tim KELLY, ITU Tensin C TOBGYL, ITU Mohammed KHASAWNEH, Jordan Carlos HERRERA B, Colombia Roderick SANATAN, Barbados
10:45 - 11:00	Break	
11:00 - 12:25	Chairman's Report	Open discussion
12:15 - 12:30	Closing Remarks	Chairman