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| Report by the Secretary-General |
| REPORT ON ITU TELECOM WORLD EVENTS |

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| SummaryThis report provides background information on recent ITU Telecom events and highlights of ITU Telecom World 2017, and outlines plans for 2018.Action requiredThe Council is invited **to note** the report.\_\_\_\_\_\_\_\_\_\_\_\_References[*Resolution 11*](http://www.itu.int/pub/S-CONF-PLEN-2015) *(Rev. Busan, 2014); Document* [*C17/19*](https://www.itu.int/md/S17-CL-C-0019/en) |

1. Background: Reform of the ITU Telecom World platform 2015-2017
	1. The ITU Telecom World Event was reformed in 2015, following consultation with Member States and acknowledging the vital role of SMEs in accelerating innovation and driving growth through the ICT ecosystem. Since 2015, the event has moved towards becoming the *international platform providing services for ICT SMEs*.
	2. **SME-specific services:** Since 2015, a number of SME-specific services have been created, along with the Award (*see 1.3*). Specially tailored Exhibit pods have enabled global SMEs to join the Exhibition at cost effective, attractive prices. Specially curated programmes, beginning with the *acceleration platform* in 2015, have provided activities specifically aimed at connecting SMEs with key audiences to help take their businesses to the next stage. These activities have continued expanding to become the SME programme in 2017 (*see 3.1*). In addition, targeted B2B2G business networking and business matchmaking services have been introduced, enabling SMEs to connect with the relevant buyers and investors. Thanks to these services and the increasing numbers of SMEs or innovation hubs being brought by National Pavilions to take advantage of the event’s SME platform, over 270 innovative SMEs exhibited in 2017.
	3. **ITU Telecom World Awards:** A new Awards programme began in 2015, giving global recognition for participating SMEs and initiatives with socio-economic impact, and this has gained momentum ever since, recognizing excellence and innovation in ICT solutions with social impact, as well as leveraging ITU’s credibility and helping attract dynamic new participants to the Exhibition.
	4. **Enhanced ITU and Host Country Participation, creating meaningful dialogue:** Since 2015, ITU Bureaux have been increasingly involved in all aspects of the event, from holding high-level meetings and side events, organizing pavilions, helping develop and curate the Leadership Summit and Forum programme – often in collaboration with the Host Country – and creating a meaningful dialogue between government, SMEs and the industry, giving SMEs unique opportunities to debate directly with governments and big industry. In so doing, ITU Telecom World events have laid the foundations for becoming a platform for ITU to showcase its key activities and expertise (see *4.4, 4.5*).
2. ITU Telecom World 2017 Overview

2.1. ITU Telecom World 2017 took place from 25-28 September in Busan, Republic of Korea, on the theme of “Smart digital transformation, global opportunities”. The event brought together nations, leading players, and SMEs from around the world, from public and private sectors. The Host Country was represented by Young Min You, Minister of Science and ICT, Republic of Korea and Byung-soo Suh, Mayor of Busan Metropolitan City.

Participating leaders at the event spanned Ministers and regulators, CEOs and CTOs of major ICT players, heads of international organizations, Ambassadors, Mayors, Academics and SMEs from around the world.

2.2. ITU is extremely appreciative of the support and commitment of the Ministry of Science and ICT (MSIT) of the Republic of Korea and Busan Metropolitan City in hosting the event, as well as ensuring its smooth running and providing dynamic discussion content for the event.

1. New for 2017
	1. **SME Programme:** As well as the ITU Telecom World Awards, participating SMEs could also join the SME Programme of masterclasses, matchmaking, networking, and debate. Capacity-building, investor-led masterclasses were aimed at developing skills, making connections and establishing partnerships for success. SME-focused Forum sessions included “Boosting investor confidence in emerging and frontier markets” or “Founders’ panel: from startup to scaleup,”providing insights and advice from successful entrepreneurs. Networking and matchmaking activities took place in the dedicated SME Space in the exhibition.
	2. **Connecting B2B, B2G:** ITU Telecom World 2017 provided not only a host of networking opportunities connecting different stakeholders together but also, for the first time, a dedicated business matchmaking service, organized by MSIT and Busan Metropolitan City, providing targeted B2B and B2G matchmaking opportunities in a specially-designed space for national delegations and exhibiting companies or organizations. This new initiative was warmly welcomed by the SMEs, and the business matchmaking space was well occupied throughout the period.
	3. **New Awards category:** The Awards programme included a new category, the government Award, for the national pavilion with the most promising and innovative SMEs present at the event.
2. Other 2017 highlights

The event counted over 9,100 participants from 126 countries. There were 125 speakers, 458 exhibitors from 35 countries, including 271 SME exhibitors and 151 accredited media. Key event highlights included:

* 1. **Focus on smart digital transformation and its global opportunities:** This focus was on show throughout the event, with smart innovations from some of the world’s leading names in the Exhibition and debates throughout Forum and Leadership Summit sessions.
	2. **The Exhibition** featured innovation, talent and investment opportunities from around the world. Technologies included 5G, AI, virtual reality, smart health, smart finance, IoT, radio frequency spectrum solutions, spectrum management and smart city technologies. Pavilions included Azerbaijan, Cameroon, China, China SME, Gabon, Ghana, Iran, Japan, Korea, Malawi, Nigeria, Rwanda, Senegal, South Africa, Sudan, and Zimbabwe, with first time participation from Benin, Brazil, Ethiopia, Indonesia, Mozambique, Philippines, and Sierra Leone. Thematic Pavilions included CSAIA (China Satellite Application Industry Association), KT, ITU-R-ITU-D, K-ICT Week Zone, and TIAA.
	3. **Forum and Leadership Summit:** The Leadership Summit, moderated by Jeremy Wilks of Euronews, convened leading representatives from government, regulatory bodies, the ICT industry and international organizations to explore different visions of smart societies, identifying how best to turn smart digital transformation into global opportunity and meet the challenges of building a resilient digital future. Forum sessions explored topics including new approaches to connectivity; the development of new technologies such as AI, IoT, and 5G; the importance of content and capacity; digital literacy and skills for the smart era; the reinvention of telcos; digital resilience and cybersecurity. Other Forum highlights included Ministerial Roundtables on transforming the ICT sector, shaping smart industries, and digital citizens, as well as the Third Economic Industry Expert Roundtable exploring the economic impact of AI.
	4. **Major involvement from ITU:** The Forum and Leadership Summit programme was developed and curated in close collaboration with all ITU Bureaux and the General Secretariat, who took an active role in the design of each of the sessions, as well as in the identification of experiences and relevant speakers.

ITU Sectors were also represented both in the exhibition and throughout the event. ITU’s Development Sector ([ITU-D](https://www.itu.int/en/ITU-D/Pages/default.aspx)) presented the work done with its members to accelerate “development through shaping ICT centric innovation ecosystem”, while organizing a series of sessions on innovation capacity towards realization of the SDGs. ITU’s Radiocommunication Sector (ITU-R) featured the panel session “Enabling and shaping the wireless ecosystem: Celebrating the 90th anniversary of CCIR/ITU-R Study Groups,” which highlighted the role of the ITU-R process to support global regulations and develop global spectrum use standards (through ITU-R Recommendations). Within its Smart ABC programme, ITU’s Standardization Sector ([ITU-T](https://www.itu.int/en/ITU-T/Pages/default.aspx)) showcased smart technologies, specifically Smart AI, Smart Banking, and Smart Cities, and hosted key meetings. Smart ABC programme debates covered topics such as “how can smart banking provide the operational key to making smart cities work?” or, “how can cities best make use of AI for urban planning?”

Additionally, a series of **side events** provided perspectives from across ITU, its membership, and partners.

* 1. **Providing services to ITU:** To enable ITU to best utilize the opportunities the event offered,The Telecom secretariat also provided key services to the Bureaux and General Secretariat including:
* The platform to enable the debate and networking within the SmartABC forum or CTO meeting, also for Bureaux side events, such as BR’s MoU signing with the Republic of Korea.
* Providing complimentary exhibition space to all Bureaux and turnkey stand to C&P (the ITU Bookshop).
* Communications and PR support to help Bureaux maximize their presence at the event.
* Visibility opportunities in influential global publications, negotiated by Telecom via our extensive network of media partners, these provided numerous editorial and interview opportunities for ITU to showcase its work and expertise. Also assistance with drafting content.
* Registration services, provision of courtesy Leader pass and all of its associated facilities and services to CxO level execs involved in ITU side events.
* Onsite services in areas such as conference room allocation, setup, AV provision, or access control.
	1. **News and announcements:** Taking advantage of the global visibility which the event offered, participants took the occasion to conclude key business agreements and make key announcements. In addition, a number of press conferences took place throughout the week, ensuring the flow of news and information from Indonesia, Huawei, and South Africa.
	2. **Major involvement of the Host Country:** Two major pavilions on the showfloor (the Korea Pavilion and K-ICT week) showcased leading names from the Republic of Korea’s cutting edge ICT sector including Hyundai-Motors, LG Uplus, K-ICT Week, KT, SK telecom and Samsung Electronics. Dynamic Korean start-ups demonstrated the latest technological innovations in areas such as IoT, smart cities, smart homes, and virtual reality.

Top-level Host Country representatives joined the event. The Republic of Korea and the City of Busan also took the opportunity to share insights on the opportunities and challenges of the 4th Industrial Revolution, its key global trends, innovative corporate strategies, and ICT policy considerations, during a series of partner sessions in the Forum.

* 1. **An invitation to host ITU Telecom World 2018:** During the week,South Africa took the opportunity to host a vibrant reception, inviting ITU Telecom World to take place in South Africa in September 2018.
1. Financial results

Please refer to document [C18/41](https://www.itu.int/md/S18-CL-C-0041/en) for further information.

1. ITU Telecom World 2018

ITU Telecom World 2018 will take place from 10 to 13 September 2018 in Durban, South Africa. The event will build on the successful elements of the 2017 event, continuing the momentum and focusing on digital transformation and the opportunities this presents, with new elements such as:

* 1. **Enhanced SME Programme:** The 2018 SME programme will include masterclasses, matchmaking, networking, and debate, and focus on helping connect tech SMEs with the right investors.
	2. **Business Matchmaking:** Building on the success of the 2017 Business matchmaking programme, the event will again include a dedicated programme helping connect B2B and B2G. ITU will also work closely with the Host Country to deliver a matchmaking programme which helps bring the right investors to the event and connect them with participating SMEs.
	3. **Increased benefit for Host Country:**The 2018 event will continue to include more benefits for Host Countries such as lowered expenditure, closer cooperation with the Host Country in shaping the Forum programme including organization and speakers, opportunities to highlight its SME ecosystem as well as the opportunity to organize side events which will align with the event as a whole and enhance the overall experience for all participants.
	4. **New sponsorship products and benefits:**Therange and scope of sponsorships is to be extended to enable greater flexibility in terms of onsite networking – also at lower price points – potentially also with hospitality options, as well as the creation of “Event strategic partners,” a high visibility new package.
	5. **Continued, broad-reaching collaboration with ITU Bureaux:**As well as within the Forum programme, the 2018 event will again, in accordance with [Resolution 11 (Rev. Busan, 2014)](http://www.itu.int/en/plenipotentiary/2014/Documents/final-acts/pp14-final-acts-en.pdf), incorporate options specifically designed to broaden the promotion of ITU’s achievements to the end-user, with Telecom closely working with the Bureaux to devise product offerings which will help each Bureau to best showcase their principle areas of work across all areas of the event. Secretariat staff will continue to work together with and help support Bureaux in areas such as those outlined in *4.5*
	6. **Boosting levels of traffic to Exhibition:**To ensure a greater flow of traffic to the event showfloor, a number of measures will be applied including holding less Forum sessions on first day of event, offering different types of guided showfloor tours, or other incentives to drive traffic.
1. Next steps for ITU Telecom World events

[*Resolution 11*](http://www.itu.int/pub/S-CONF-PLEN-2015) *(Rev. Busan, 2014)* instructs the Council to report on the future of ITU Telecom events to the Plenipotentiary Conference 2018, including proposals for a fresh study of various options and mechanism in the organization of the event.

Therefore, based on its experience in organizing the ITU Telecom World events, the following steps outline proposals which the Telecom Secretariat itself sees as the optimal way forward for ITU Telecom events, in order to help them continue to flourish in today’s operating climate. Council is invited to consider the following elements with regard to an eventual revision of [Resolution 11](http://www.itu.int/pub/S-CONF-PLEN-2015), for presentation to the Plenipotentiary Conference 2018.

* 1. **Event Direction**

Continuing the work begun in 2015, the Secretariat will continue to develop initiatives to grow and foster SME participation within the context of the platform and identify opportunities to hold other ITU activities/meetings/events under the ITU Telecom umbrella.

It is also proposed to remove the advisory role of the ITU Telecom Board which has been inactive since 2015, and to continue the practice, since 2016, of holding regular Consultation Meetings between the ITU Secretary-General and Member States prior to the start of each ITU Telecom event concerning its activities.

* 1. **Event Name**

Feedback from ITU Telecom World participants, and through the world renowned branding agency that has worked with ITU Telecom in recent years, indicates that a focus on “Telecommunications (Telecom)” is now limiting the scope of the event, sending a confused message about what you can see and engage in during the event, and may fail to attract potential participants, particularly SMEs and investors with a focus on tech/ICT innovation and solutions.

Although “Telecom” has always been part of the brand name since the event conception in 1971, the current reform model presents an opportunity to continue the successful repositioning with a modified event name that would be communicated appropriately through a strategic re-branding campaign.

* 1. **Frequency and Rotation**

Recognizing that there are financial and operational disadvantages for ITU to organize the event in a different country and venue each year, it is also recommended that ITU be given the flexibility to consider any offers from Member States to host the event for a number of consecutive years; and taking into account that an open and transparent bidding process, approved by Council, will continue to be carried out and all offers evaluated to ensure that decisions are considered to be in the best interest of the Union and its Member States.

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