



**Telecommunication  
Development Bureau (BDT)**

Ref.: BDT/IEE/RME/DM/058

Geneva, 9 July 2015

To

- ITU Member States;
- ITU-D Sector Members, Associates, and Academia;
- Observers (Regional and International Organizations)

Subject: **LET'S ROAM THE WORLD: The ITU Global Strategic Dialogue on International Mobile Roaming ITU Headquarters, Geneva, Switzerland, 18 September 2015**

Dear Sir/Madam,

I am pleased to invite you to participate in the inaugural **LET'S ROAM THE WORLD: The ITU Global Strategic Dialogue on International Mobile Roaming (IMR)**, organized by the International Telecommunication Union to take place at ITU Headquarters, Geneva, Switzerland, on 18 September 2015 in conjunction with the annual meeting of the ITU-D Study Groups (Study Group 2 on 7-11 September and Study Group 1 on 14-18 September) and back-to-back with the Mobile Roaming Rapporteur Group Meeting of ITU-T Study Group 3 (16-17 September).

Under the overarching theme "LET'S ROAM THE WORLD", this Strategic Dialogue will provide a global perspective of IMR and the changing rules of the game brought about by the advent of Over-The-Top applications and services (OTT). Considering the international nature of roaming, it is essential that all stakeholders work together at regional or multi country level to explore different regulatory, transparency and commercial measures in the IMR market (including price regulation), and to permit National Regulatory Authorities (NRA) to monitor development in that market. The following topics will be addressed during the dialogue: the role and impact of OTTs, innovating and capitalizing on roaming for M2M communications and the Internet of Things; the economics of IMR, the role of regional and international organizations and the role of the regulator today and in preparing for tomorrow. The Provisional Programme is attached.

This Strategic Dialogue will provide participants with the opportunity to engage with internationally renowned experts and panelists, exchange views and experiences and identify common approaches to respond efficiently to the challenges of IMR.

Kindly note that registration will be carried out exclusively online from the registration link available at the event website [www.itu.int/roaming-dialogue15](http://www.itu.int/roaming-dialogue15), where details on accommodation, a list of Geneva hotels offering preferential ITU rates, visa and practical information is available. Please note that participants shall cover their own travel and accommodation expenses.

Please note that a strict procedure for visas is in force in Switzerland. The visa application procedure is available at the following link and participants are urged to read them carefully:

[www.itu.int/en/ITU-D/Regulatory-Market/Pages/Events2015/Roaming/Dialogue.aspx](http://www.itu.int/en/ITU-D/Regulatory-Market/Pages/Events2015/Roaming/Dialogue.aspx)

Ms Sofie Maddens at ITU/BDT is at your disposal for any further information you may require (e-mail: [sofie.maddens@itu.int](mailto:sofie.maddens@itu.int), telephone: +41 22 730 6256/6350).

I look forward to welcoming you to Geneva, and I am confident that your active participation will make this ITU Global Strategic Dialogue on IMR an outstanding success.

Yours faithfully,

[Original signed]

Brahima Sanou  
Director

Annex: Provisional Programme



# LET'S ROAM THE WORLD:

## The ITU Global Strategic Dialogue on International Mobile Roaming



ITU Headquarters, Popov Room, ITU Tower Building  
Geneva, Switzerland, 18 September 2015

*Jointly organized by BDT and TSB*

### Provisional Programme

11.00– 11.20

#### OPENING CEREMONY

- ▶ *Mr Brahima SANOU, Director Telecommunication Development Bureau (BDT)*
- ▶ *Mr Chaesub LEE, Director Telecommunication Standardization Bureau (TSB)*

11.20 – 12.00

#### SESSION 1: THE HIGH STAKES OF ROAMING

- Setting the context for IMR
- Cost, revenues, usage and traffic
- The role and impact of OTTs
- New business models - New opportunities?
- Beyond data roaming: Innovating and capitalizing on roaming for M2M communications and the Internet of Things

**Panelists to be defined**

#### *Lunch and Group Picture*

14.00 – 15.30

#### SESSION 2: THE ECONOMICS OF INTERNATIONAL MOBILE ROAMING

- The international roaming market and consumer trends
- The reasons behind high roaming prices
- The cost structure of roaming (cost elements that make roaming expensive)
- The ITU National Regulatory Authority (NRA) technical guide and online cost analysis tool

**Panelists to be defined**

#### *Coffee break*

15.45 – 16.45

#### SESSION 3: TOWARDS UBIQUITOUS ROAMING FOR ALL

- Promoting competition in the provision of roaming services and empowering consumers
- Price transparency - How to share commercially sensitive information with NRAs?
- Bilateral, multilateral and regional initiatives
- The role of Regional and International Organizations
- Way forward

**Panelists to be defined**

16.45 – 17.00

#### CONCLUSIONS AND NEXT STEPS

17.00

#### CLOSING