



**ITU TELECOM
AMERICAS2005**
Salvador da Bahia
Brazil, 3-6 October



ITU TELECOM
AMERICAS2005



Hosted by the
Government
of Brazil

Helping the world communicate



ITU TELECOM AMERICAS 2005: A Platform for the Industry

ITU TELECOM AMERICAS 2005 will take place from 3 to 6 October 2005 in Salvador da Bahia, Brazil. This major regional Forum and Exhibition will provide a vital platform for the ICT industry to come together, network, do business and also to examine the technologies and policies that are driving the region's ICT growth and contributing to its economic recovery.

AMERICAS 2005 is the only truly international event in the region

Only an ITU TELECOM event can offer such a broad-ranging set of international participants, creating unrivalled opportunities for meeting and networking.

and brings together the top names from government, regulators and the ICT industry. The event is the fifth of its kind organized by ITU (International Telecommunication Union). As the United Nations specialized agency for telecommunications, ITU is unique in its ability to attract the leading names, from across the telecommunication industry as well as from within governments and regulators.

A Region of Opportunity

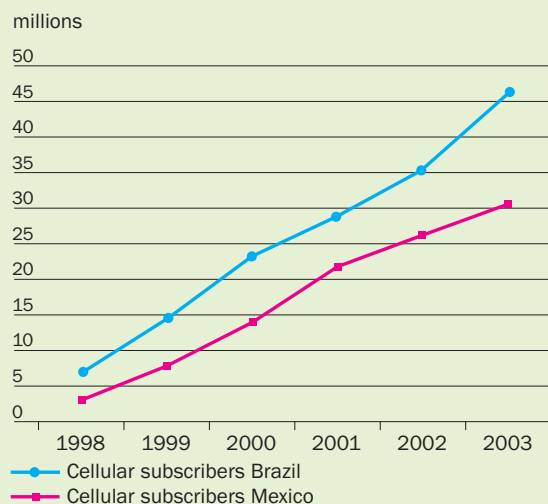
The Americas is a region offering a multitude of growth prospects. Ongoing telecoms market liberalization, backed by recovering economies, has created a raft of different investment opportunities. Between 1992-2002, teledensity levels (main telephone lines and mobile users per 100 inhabitants) in Latin America increased by almost 400 per cent to reach 35.4, whilst in the Caribbean region growth was even steeper, with teledensity levels reaching 52.6 by 2002, up from 9.8 in 1992.



Reflecting Growth Across Key Telecoms Sectors

Fixed-line numbers have maintained a steady increase throughout most of the region. Countries such as Brazil and Mexico have shown the highest fixed-line growth rates. Regional mobile subscriber numbers have seen very healthy growth in recent years, reaching, for example, 46 million in Brazil in 2003 – equating to a mobile penetration rate of 26 per cent – and topping the 30 million mark in Mexico. Internet use has also grown steadily over the last five years. Internet penetration rates vary considerably across the region from around 4 per cent in countries such as Bolivia or Columbia to 8.2 per cent in Brazil and 23.17 per cent in Chile in 2002. And broadband Internet use is also increasing, particularly in Brazil and Chile.

Mobile Subscriber Growth 1998-2003



A Positive Future: Continued Demand Backed by Recovering Economies

Demand for new technologies such as broadband, satellite and mobile has been increasing rapidly in the last few years. Broadband rollout has been helped by a range of different infrastructure solutions that deliver broadband to end users. DSL (Digital Subscriber Line) technologies are the most popular, whilst cable networks also have a strong showing. Satellite is mainly used in the region to support broadcast TV, for which there is huge demand, and which is being satisfied by new channels and locally-sourced content.

As the region's markets continue to recover and the economic stability of the region continues to improve, so too do the prospects for investment and growth in the telecoms sector.



Explore these new growth areas and technologies at the AMERICAS 2005 Exhibition and Forum!

The Exhibition

Showcase Your Company's Latest Products and Services at ITU TELECOM AMERICAS 2005...

The Exhibition will feature the top names drawn from the world and across the region's ICT industry. It will highlight the kinds of technologies critical to the region's ICT development, from broadband to satellite, mobile as well as components and accessories. Having a presence on the show floor at our event is the best way to ensure that your company's message is heard by all the right people! Consider these facts from our previous event held in the Americas region, in 2000:

- Of the trade visitors who attended, 89 per cent were from the Latin America region.
- The trade visitors represented a true cross-section of the industry: from mobile and Internet to satellite, infrastructure and software.
- Over 60 per cent of the trade visitors had a purchasing role.
- The range of technologies and companies exhibiting were given as the top two best aspects of the event for trade visitors.
- Selecting future suppliers and seeing new technologies and products were the two top reasons for attending.
- And for Exhibitors, the business opportunity and the quality of participants were the best aspects of the event.

The high calibre of our visitors and participants means that Exhibitors will have the opportunity to showcase your products to and meet directly with the region's key decision-makers.

Take advantage of the many opportunities that ITU TELECOM AMERICAS 2005 offers participants. Secure your space on the Show Floor today! You can exhibit independently or as part of a national pavilion. Publishers have their own area within the Exhibition. Space in the Exhibition will be allocated on a first-come, first-served basis, so visit www.itu.int/americas2005/ now to find out registration details!



And Much More Besides...

Only AMERICAS 2005 can provide you with the right mix of opportunities and participants to tap into the region's growth markets. To help you tailor your event participation to suit your company's needs, we have devised a range of other valuable activities and opportunities alongside the Exhibition and Forum that are open to both exhibitors and non-exhibitors. These include the following:

- A set of **OFFICE SUITES** will be available at the event, providing a quiet environment for hosting private meetings and talks. Conveniently located just a stone's throw from the Forum rooms, the office suites will provide the perfect venue for holding key discussions, finalizing negotiations with major clients or forging new partnerships. A special discount price

is available on office suites when purchased in combination with Exhibition space. Why not maximize your event presence by taking advantage of both the show floor and the office suites? Contact us for more details.

- In order to further enhance your company's visibility at the event, we offer a wide range of sponsorship items, from sponsorship of Forum breaks or VIP briefcases to ICT facilities, pens or notepads.
- And to help your organization to highlight its image to our high quality audience, we offer a range of diverse advertising opportunities, from the Exhibition Catalogue or the event's Daily Newspaper to Billboard circuits and more.

Contact us now on +41 22 730 6161 or visit www.itu.int/americas2005 to find out more about the varied set of opportunities for participation and visibility at ITU TELECOM AMERICAS 2005.

Pricing: Exhibition Space: 600 Swiss francs per square metre. Office Suite: 650 Swiss francs per square metre; or 585 Swiss francs per square metre when also taking exhibition space.

The Forum

Make Your Mark in the Foremost Pan-Americas Forum!

The event will also feature a major pan-Americas Forum, which will bring together all the region's top players. Forum participants will include the highest-level representatives of industry and government, including operators and service providers, regulators, manufacturers and analysts.

The Forum will provide a vital arena for debate on the core issues underpinning the development of the Americas ICT sector. Sessions will focus on growth areas within the region, as well as providing the opportunity for constructive debate on key policy and regulatory issues. More than just a venue for debate and an information exchange, the ITU TELECOM Forum will act as a catalyst for action. It will be a critical element in the drive towards better access for the region's developing countries and better services for its more advanced markets.

Make sure that your and your company's voice is heard at the ITU TELECOM AMERICAS Forum! Being a part of the Forum will help you to make your mark on the future ICT industry of the Americas region. For more information about how to take part in the Forum, please visit www.itu.int/americas2005/forum.



Whether seeking to identify potential new partners, to showcase a new technology or application or to debate the implications of the latest ICT policies, AMERICAS 2005 will provide you with the right set of opportunities to meet your needs.

The Host Country and City

The government of Brazil will serve as the official host of the event and will help us to welcome other governments from the region and from the rest of the world. Brazil is an economic powerhouse within the Latin America and Caribbean region. And across its fixed, mobile and Internet markets, growth has been impressive and these markets still offer considerable poten-

tial for more growth. The coastal city of Salvador da Bahia will provide a vibrant and spectacular setting from which to explore the region's telecommunication sector. Salvador da Bahia is a key destination for business events and tourism, and has a rich cultural heritage spanning 450 years.



Photo credits: Bahiatursa/Jotafreitas

The Venue

AMERICAS 2005 will take place at the Bahia Convention Centre, a modern conference and exhibition centre conveniently located in the heart of the city's financial district- a lively district with an abundance of restaurants. The convention centre can be accessed easily from the city centre.

The convention centre features an extensive exhibition space, together with a number of different auditoriums, conference rooms, restaurants, snack bars and meeting

rooms. The capacity of the conference rooms ranges from 60 to 2,000 people, whilst meeting rooms can seat between 30-120. Secure parking for up to 1,300 cars is provided.



Photo credits: Bahiatursa/Jotafreitas

The Organizer

ITU (International Telecommunication Union) is the United Nations specialized agency for telecommunications, and carries out vital work within this field, operating in areas as diverse as helping the development of next-generation global telecoms standards to underpinning the development of ICTs in emerging economies. Organizing global and regional events for the telecommunication industry is a core part of ITU's activities.

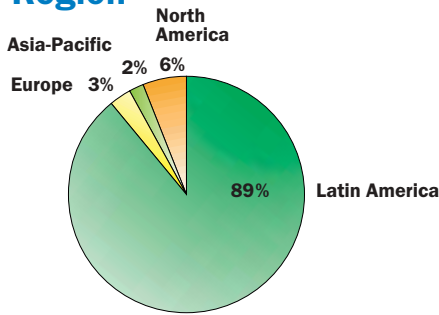
ITU TELECOM events are run on a not-for-profit basis. However, when a surplus occurs, this is put in a special fund, a part of which is then used for development projects. In recent years, this funding has helped benefit a wide range of areas, from training regulators in developing countries, to helping countries that have recently emerged from extended periods of war to rebuild their telecommunication infrastructures.

Facts and Figures from ITU TELECOM AMERICAS 2000

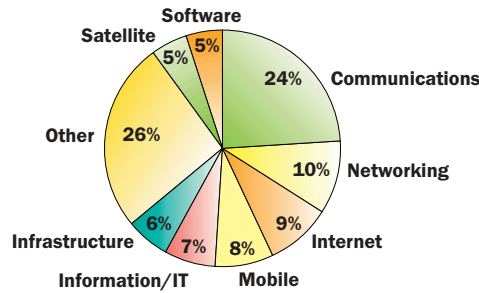
- Rio de Janeiro, Brazil, 4 to 9 April 2000

Trade Visitors

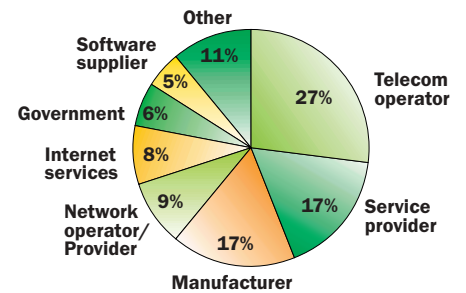
Region



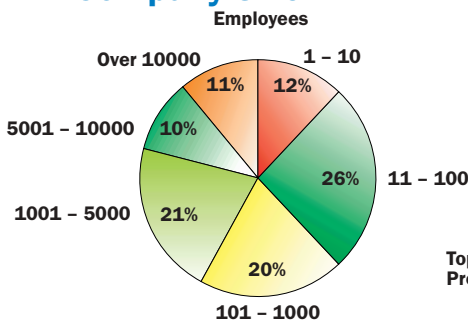
Industry



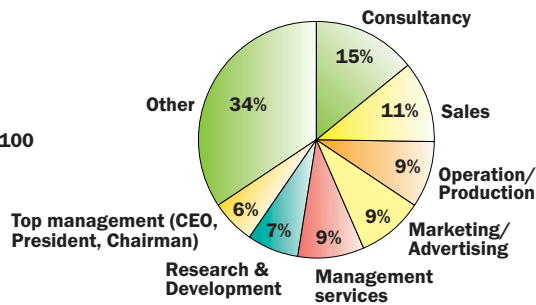
Company Type



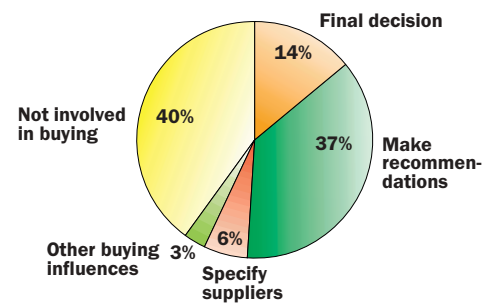
Company Size



Job Function

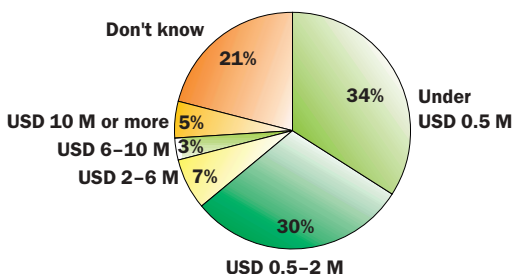


Purchasing Role

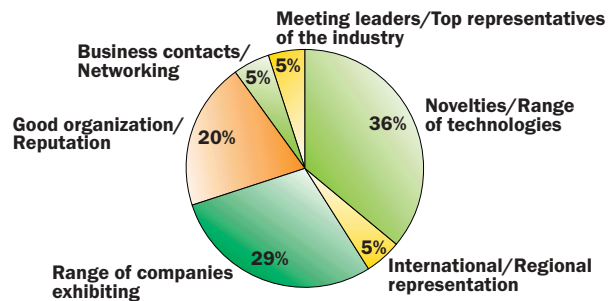


60% of Trade Visitors had a purchasing role.

Value of Purchases/Orders (M = Million)



Best of the Event



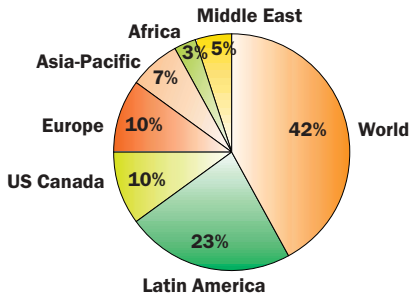
Reasons for Attending (Multiple choice question)



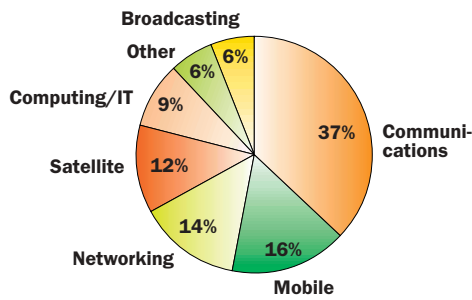
New technologies (36%), quality of exhibitors (29%), and the reputation of the event (20%) were the best aspects of the event for Trade Visitors.

Exhibitors

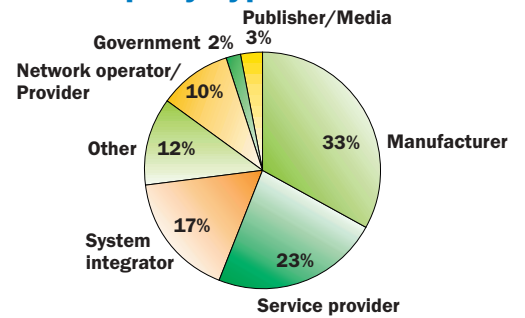
Region



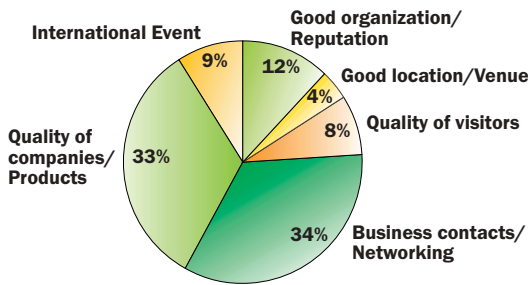
Industry



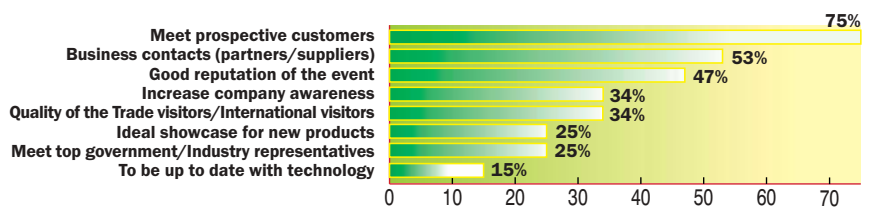
Company Type



Best of the Event



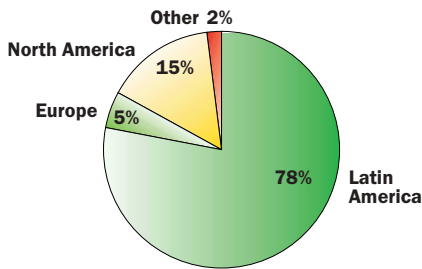
Reasons for Attending (Multiple choice question)



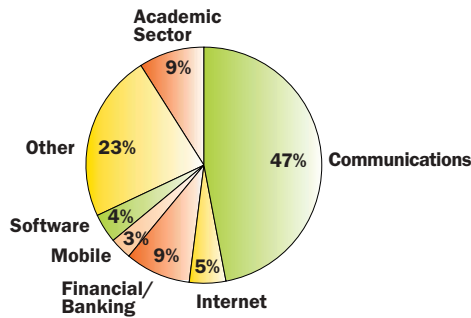
Exhibitors said that the business opportunity (34%) and quality of the participants (41%) were the best aspects of ITU TELECOM AMERICAS 2000.

Forum Participants

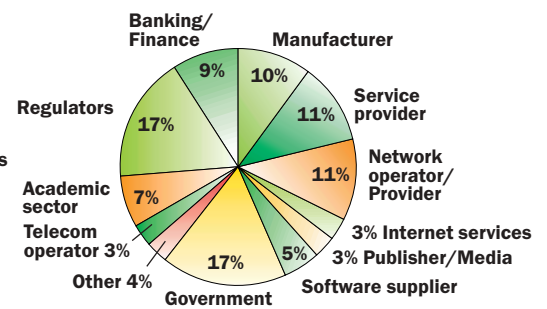
Region



Industry



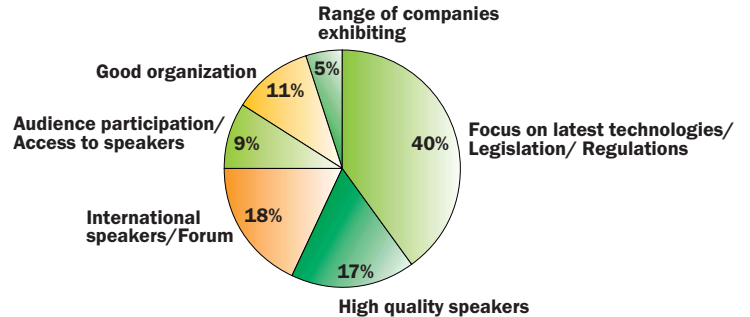
Company Type



Job Function



Best of the Forum



Reasons for Attending (Multiple choice question)





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AMERICAS2005**
Salvador da Bahia
Brazil, 3-6 October



**ITU TELECOM
WORLD2006**
Hong Kong
4-8 December



**ITU TELECOM
AFRICA**



**ITU TELECOM
ASIA**



**ITU TELECOM
MIDDLE EAST &
ARAB STATES**

Information about ITU TELECOM future events:
www.itu.int/itutelecom

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