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### “MOVING TO A LATIN BEAT”

The ITU TELECOM AMERICAS 2005 **Forum Programme** will consist of **Plenary sessions**, together with **Business and Strategies**, and **Technology and Markets** sessions.

**Plenary sessions** will take place in the morning and will explore a range of core areas such as how broadband could be made universally available, and what types of access technologies could be used or what factors are driving the uptake of wireless services in the Americas. Other key questions to be examined include “Who rules the Internet?” as well as the regulatory challenges of migration to next-generation networks and how these could be overcome.

Each afternoon, **Business and Strategies sessions** will focus on key areas driving ICT growth in the region such as “Triple Play, Triple Power?” or Voice over IP. These sessions will also look at key policy issues, such as the drive towards digital inclusion or the development of best practice spectrum management.

In parallel with the business sessions, **Technology and Markets sessions** will examine hot topics such as “Cyber security” and how well prepared the region is to face and tackle issues such as network security or how the Americas region is progressing toward a converged wireless world. The event will close with a futuristic look at the Information Society in 2015.



## FORUM REGISTRATION

### PRE-REGISTRATION

(available online from 1 June 2005 to 30 September 2005, midnight Geneva time)

Global pass CHF 800  
(approximately USD 675, rate subject to change)

### REGISTRATION

(1) Online (from 1 to 6 October 2005)

Global pass only CHF 1,000  
(approximately USD 850, rate subject to change)

(2) On-site registration  
(from 3 to 6 October 2005)

Payment by cash (USD or BRL) or international credit card (Visa, Mastercard or AMEX)

Forum fees Global pass CHF 1,000  
(approximately USD 850, rate subject to change)

Half-day pass CHF 300  
(approximately USD 255, rate subject to change)

A forum delegate has been registered when payment has been received by ITU. Badges will be issued on site.

For further information on registration, please contact:

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Register online at:  
[www.itu.int/americas2005/forum/registration](http://www.itu.int/americas2005/forum/registration)

**PRE-REGISTER**  
FROM 1 JUNE 2005 TO  
30 SEPTEMBER 2005  
**AND SAVE!**

PL Plenary Sessions		B Business and Strategies		T Technology and Markets			
Date	10h00-11h20		11h40-13h00		15h00-16h20		16h40-18h00
Tuesday 4 October	PL1 Forum Opening: “Moving to a Latin Beat”	B R E A K	PL2 Mobile Americas	L U N C H	B1 Focusing on Users		B2 Triple Play, Triple Power?
					T1 Wireless Goes Broadband		T2 Constructing a Truly Seamless Converged World
B3 Digital Inclusion			B4 VoIP Comes of Age in the Americas				
Wednesday 5 October	PL3 Broadband Connectivity for All		PL4 Who Rules the Internet?		T3 Cyber security		T4 Navigating Next-Generation Networks
					B5 The Changing Face of Spectrum Management		B6 Tackling the Challenges of Content Creation
Thursday 6 October	PL5 Next-Generation Regulation		PL6 Closing Plenary: Building an Inclusive Information Society		T5 Free and Open Source Software: A Genuine Alternative?		T6 2015: Transition to the Information Society

Correct as of May 2005



Staged in the spectacular coastal city of Salvador da Bahia, Brazil, from 3 to 6 October 2005, **ITU TELECOM AMERICAS 2005** will be the key meeting place for Latin America's telecommunication policy-makers, regulators, industry leaders and innovators.

#### HOSTED BY THE GOVERNMENT OF BRAZIL

The Government of Brazil is hosting ITU TELECOM AMERICAS 2005, the only international event in and for the Americas region, a region offering a multitude of growth prospects and opportunities for investment.

#### ORGANIZED BY ITU

ITU TELECOM AMERICAS 2005 is organized by the International Tele-communication Union (ITU), the United Nations specialized agency responsible for telecommunications. With a worldwide membership comprising both government and the private sector, ITU TELECOM is the only telecoms event organizer with a truly global mandate.

#### AN EXHIBITION AND A FORUM

ITU TELECOM AMERICAS 2005 comprises an Exhibition and a Forum. The Exhibition will feature a comprehensive range of the latest telecoms-related products and services, whilst the associated Forum will draw together government and industry leaders and leading opinion-makers to examine key aspects of telecommunication policy, development, economic and investment issues, share ideas and discuss appropriate strategies for development.

#### WHAT TO SEE

On display will be the latest technologies, products and services of today, and those that will be shaping the industry of tomorrow, including operators, mobile solutions, content solutions, fixed wireless, internet, broadband, wireless LAN, next-generation networks, satellite, enterprise solutions, consumer solutions, components and accessories, computer hardware and software.

#### EVENT

### ITU TELECOM AMERICAS 2005

#### VENUE

**Bahia Convention Centre,  
Salvador da Bahia, Brazil**

#### DATES

**3 to 6 October 2005 Exhibition  
4 to 6 October 2005 Forum**

#### ORGANIZER

**International  
Telecommunication Union (ITU)**

#### EXHIBITION OPENING HOURS

**3 October: 1200-1800 hours  
4-6 October: 1000-1800 hours**

#### EXHIBITION ENTRANCE FEES

##### EARLY-BIRD REGISTRATION

*(available online from 1 June to 31 July 2005)*

**Weekly pass only CHF 15**

*(approximately USD 13, rate subject to change)*



**ITU TELECOM  
AMERICAS 2005**  
Salvador da Bahia  
Brazil, 3-6 October

##### PRE-REGISTRATION

**Pre-registration (available online from  
01 August to 02 September 2005)**

**Weekly pass only CHF 30 (approximately  
USD 25, rate subject to change)**

##### ON-SITE REGISTRATION *(open from 3 to 6 October 2005 from 0900-1800 hours)*

**On-site weekly pass CHF 60**

*(approximately USD 50, rate subject to change)*

**On-site daily pass CHF 30**

*(approximately USD 25, rate subject to change)*

**Student pass (over 18 years) CHF 10**

*(approximately USD 9, rate subject to change)*

**Group rate (> 15 people) CHF 15 per person**

*(approximately USD 13, rate subject to change)*



#### ON-SITE AND ONLINE SERVICES

In order to keep participants and visitors fully informed, and to help maximize their participation, ITU TELECOM AMERICAS 2005 will feature a number of special services ranging from the event's exhibition catalogue to a daily and online newspaper. The **Exhibition Catalogue** for AMERICAS 2005 will feature full details of all exhibitors, including company profiles and indexes of products and services.



The **online version of the Catalogue** ([www.itu.int/americas2005/catalogue](http://www.itu.int/americas2005/catalogue)) will be launched prior to AMERICAS 2005 and will be continually updated until closure of the event.

The **Official Daily Newspaper** will chart the key events that have taken place in the telecoms market in the last 24 hours, and will be distributed every morning to all participants. Its online version will carry regional and global telecoms news updates as of 1 September 2005.

**Online Networking** will be launched prior to AMERICAS 2005 so that contact with key prospects can be made before the start of the event.

#### SALVADOR DA BAHIA – THE HOST CITY



The coastal city of Salvador da Bahia will provide a spectacular setting from which to explore the region's telecommunication sector. The city is a key destination for business events and tourism and has a rich cultural heritage spanning 450 years. It was founded by Tomé de Souza in 1549 and was the capital of Brazil until 1763.

Nowadays, the capital of the State of Bahia – known as “Happy Land” – is a fascinating, diverse city, rich with churches, historic monuments, forts and museums, and a vibrant cultural life. Salvador is surrounded by a stunning coastline, with coral reefs, coconut groves, ecological reserves and rainforests.

#### CLIMATE

Temperatures in Salvador range between 22 to 30°C. With over 2,200 hours of sunshine a year, there is little precipitation; most of it falls between April and July. Expect the weather in October to be mild.

#### BAHIA CONVENTION CENTRE, SALVADOR DA BAHIA, BRAZIL

ITU TELECOM 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. 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 30 to 120. Secure parking for up to 1,300 cars is provided.



#### AIRPORT

Salvador da Bahia International Airport is located approximately 32 km from Salvador city centre. The Convention Centre lies midway between the airport and the city centre. Taxis from the airport to the Bahia Convention Centre cost around BRL 35.00 (approx USD 12).



#### ACCOMMODATION

For information on accommodation, please see [www.itu.int/americas2005/visitor\\_info/trip\\_planner](http://www.itu.int/americas2005/visitor_info/trip_planner)

#### VISAS FOR BRAZIL

For information regarding visas, please see [www.itu.int/americas2005/visitor\\_info/visa](http://www.itu.int/americas2005/visitor_info/visa)



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