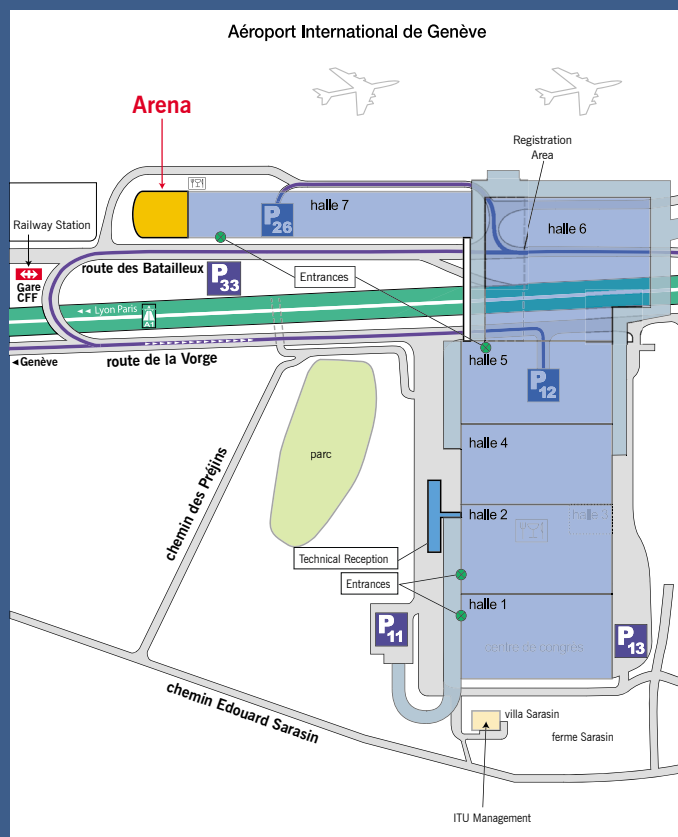


Monday 13	Tuesday 14	Wednesday 15
<p>10:00 – 11:00</p> <p>Microsoft Bill Gates</p>	<p>Reserved</p>	
<p>11:30 – 12:30</p> <p>Wi-LAN / Tachyon Nico Roelofsen From Fixed Broadband Networks and Wi-MAX to Mobile Broadband Networks</p>	<p>Amdocs Wayne Purboo Applying Service Provider Assets to Gain a Stronger Position in the Value Chain</p>	<p>Tandberg Andrew M. Miller The Evolution of Video: Delivering a Real Communication Experience</p>
<p>13:00 – 14:00</p>	<p>Cisco Mike Volpi Panel: Convergence to IP/MPLS infrastructure – The Service Provider View</p>	
<p>14:00 – 15:00</p> <p>NetCentrex Olivier Hersent / Jacques Cauchy IP business communications services: Benefits and deployments!</p>		<p>First Tuesday in collaboration with CTI Start-up & CCSO Innovative Swiss Telecom Business</p>
<p>15:30 – 16:30</p> <p>Convergys Thomas C. Antunes Enabling Convergent Broadband Services</p>	<p>WSIS Information session The World Summit on the Information Society: 1st phase, Geneva, 10-12 December 2003</p>	
<p>17:00 – 18:00</p> <p>Swisscom Mobile Public Wireless-LAN: One Solution all over Europe</p>		



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**ITU TELECOM
WORLD 2003**
Geneva
12-18 October



Geneva Arena 13–15 October

SHOWCASE PRESENTATIONS

Monday 13 October 2003

10:00 – 11:00

MICROSOFT



Mr William (Bill) H. Gates III
Chairman and Chief Software Architect
Microsoft Corporation
United States

Monday 13 October 2003

11:30 – 12:30

Wi-LAN / Tachyon

Wi-LAN and one of our operator customers will do a showcase of an active Fixed Broadband Network in operation providing high-speed Internet access, data network extension, and wireless data and telephony backhaul. The presentation will provide information on Wi-MAX-compliant products as well as showcase Mobile Broadband based on W-OFDM technology. Wi-LAN believes its W-OFDM patents are necessary for the implementation of devices using the IEEE standards 802.16a, 802.11a or 802.11g, the ETSI BRAN HiperLAN/2 standard or the current draft of the proposed ETSI BRAN HiperMAN standard. Wi-LAN licenses its W-OFDM technology and has executed non-exclusive W-OFDM license agreements with semiconductor companies. Wi-LAN is the Chair Company of the OFDM Forum (www.ofdm-forum.com) and an active member of the Wi-MAX Forum (www.wimaxforum.org).



Mr Nico Roelofsen
Vice-President Global Sales
Wi-LAN
Canada

Monday 13 October 2003

14:00 – 15:00

NetCentrex

Exclusive: France Telecom, in partnership with NetCentrex, will unveil its strategy for delivering a new IP telephony offer for enterprises.

Mr Olivier Hersent
President
NetCentrex
France

Mr Jacques Cauchy
Vice-President – Division FDF / MSE
France Telecom
France

Monday 13 October 2003

15:30 – 16:30

CONVERGYS

This multi-media presentation will explore how Convergys – the global leader in integrated billing, employee care and customer care services – enables global communication operators to profitably manage broadband, convergent services through its award-winning BSS products and its integrated employee and customer care solutions. Convergys will demonstrate how its production-proven Infinys™ BSS solution drives operator profitability in the mobile, fixed, and cable/broadband sectors by lowering operator costs and risks while maximizing revenue per subscriber.



Mr Thomas C. Antunes
Global Vice President
Industry Solutions
Convergys Corp.
United States

Monday 13 October 2003

17:00 – 18:00

SWISSCOM Mobile

Public Wireless-LAN: One Solution all over Europe

To be announced
Swisscom Mobile
Switzerland

Tuesday 14 October 2003

11:30 – 12:30

AMDOCS

Service providers have an opportunity to apply existing assets that have been developed for a number of years for the delivery of communications services, to manage more of the packaging and sale of content services and durable goods. The change in the value chain caused by IP and content services is both an opportunity and a challenge that, if it is not acted upon, could serve to marginalize operators.



Mr Wayne Purboo
Vice President
Research and Development
Amdocs
United States

Tuesday 14 October 2003

13:00 – 14:00

CISCO – Showcase Panel

Convergence to IP/MPLS-based packet infrastructure is increasingly a key driver in building next-generation networks. Though service providers may focus on different services (such as voice, IP/ATM/Frame, video, or 3G) and follow different paths to convergence, they are all motivated by compelling financial, technological, and competitive benefits. This session is a dynamic exchange of views on the evolution of network infrastructure and the requirements of a successful convergence model. Speakers will address the challenges they face in migration, and the tangible benefits they expect to reap in deploying a converged network.



Mr Mike Volpi (Moderator)
Senior Vice President/General Manager
Routing Technology Group
Cisco
United States

Panelists

Mr Hossein Eslambolchi
CTO and CIO
AT&T
United States

Mr Stefano Nocentini
Vice President
Network Engineering
Telecom Italia
Italy

Dr Yuji Inoue
Senior Vice President &
Director of R&D strategy
NTT Corporation
Japan

Mr Oliver Valente
Vice President
Technology Development at
Network Services Division
Sprint
United States

Tuesday 14 October 2003

15:30 – 16:30

WSIS Information Session

The World Summit on the Information Society (WSIS) is an international meeting of Heads of State and government and leaders from the private sector, international/UN organizations and civil society. The WSIS will be held under the high patronage of UN Secretary-General Kofi Annan and is being organized by ITU and the host countries, with the support of the UN family. The first phase of the Summit will take place in Geneva, December 10-12, 2003. The second phase will be held in Tunis, November 16-18, 2005. ITU is organizing a one-hour information session open to all participants of ITU World Telecom 2003. This session will provide an overview of the Summit with a special emphasis on the opportunities for private sector participation, including exclusive high-level events involving CEOs and Heads of State and government.

Mr Pierre Gagné
Executive Director
WSIS Executive Secretariat
ITU

Dr Timothy Kelly
Head, Strategy and
Policy Unit
ITU

Mr Gary Fowle
Chief, Media Relations & Public Information Service
Coordination, External Relations and Communication Unit
ITU

Wednesday 15 October 2003

11:30 – 12:30

TANDBERG

Andrew Miller will discuss the emerging trends and challenges within the video communications industry, including: how video communication can deal with market forces that are diminishing productivity, the proliferation of IP and the evolution of rich media conferencing solutions, customer/marketplace demands and the future direction of the industry. Andrew will also discuss how Fortune 500 companies, having implemented video communication solutions, are dramatically changing the way they conduct business and are staying competitive, enriching the lives of their employees and improving their bottom line – all in a downturn economy. Tandberg customer, Reuters, will highlight the benefits that video communication has brought to their business.



Mr Andrew Miller
Chief Executive Officer
Tandberg ASA
Norway

Wednesday 15 October 2003

14:00 – 16:30

First Tuesday + CCSO and CTI Start-up

Within the framework of their activities of support for new innovative companies, CCSO and the Economic Development Office have decided, with the help of the CTI start-up and in the spirit of ITU's forums, to organize a First Tuesday event in order to present start-up projects in the field of telecoms. In this area, as in other high technology sectors, research is the key point for the future. In fact, the technologies of the future are being developed now in research laboratories. As a place of innovation, Switzerland aims to promote start-ups with high added value. This event will be a showcase for the innovative Swiss start-up and the objective of this event is to gather together telecommunication technologies' professionals (businessmen, investors, researchers, start-up....). These start-ups will also be present throughout World 2003 on the stand of CCSO and the University of Applied Sciences of Geneva (HES-GE) on the LakeGenevaRegion platform. This platform is managed by the Department of Economy of the canton of Geneva and Vaud, all of whom have agreed, for the occasion, to join World 2003 in order to promote the region as a leading pole in the field of telecommunication technologies.

To be announced
First Tuesday in collaboration with CTI Start-Up & CCSO
Switzerland