

- e) that ITU TELECOM events are also facing challenges such as the increasing costs of exhibits and the trend towards reducing their size, and the need to give value to industry;
- f) that the market for exhibitions and forums has become extremely competitive and specialized;
- g) that regional ITU TELECOM events are facing the greatest competition because there are too many commercial regional events,

*noting*

- a) that a lead time of at least two years from conclusion of the host country agreement would provide a conducive environment for success of each event;
- b) that exhibitors are seeking predictability in the calendar of ITU TELECOM events and a good return on investment;
- c) that the increasing speed of introduction of new technology and services requires that the current four-year cycle be reconsidered and shortened;
- d) that such a shortened timetable would provide the predictability of the time and place of ITU TELECOM WORLD events, which is necessary for exhibitors to include them regularly in their marketing plan and budget;
- e) that while the level of interest in ITU TELECOM WORLD events continues to make them viable, there was nearly no backing for regional ITU TELECOM events among exhibitors;
- f) that the ITU TELECOM brand remains a most respected and authoritative event where participants expect high-level dialogues to take place between Member States and the private sector;
- g) that in the year 2011, forty (40) years after its inception, ITU TELECOM has a unique opportunity to adapt fully to those new market conditions,

*further noting*

that following ITU TELECOM events, there were suggestions for more competitive raw space costs, preferential or discounted hotel prices and adequate number of hotel rooms, compared to similar exhibitions,

*resolves*

to add the celebration of the 40th Anniversary of ITU TELECOM to the list of TELECOM events in the Schedule of Future Conferences, Assemblies and Meetings of the Union: 2009-2012,

*instructs the Secretary-General*

to ensure the following measures are taken for the success of future ITU TELECOM events:

- to prepare a model host country agreement facilitating the conclusion of the host country agreement at least two years before the event;
- to announce and advertise the event only after conclusion of the host country agreement;
- to give due consideration to the emerging trend towards forums;
- to seek participation from a wider spectrum of industries/businesses, in order to more adequately adapt to changing market environments including the shift to IP network, advanced mobile communications, convergence and the entry of new players, including major end-user companies of the global network, which would attract major global carriers;