# THE
# EXHIBITION

## STEP INTO THE FUTURE
## OF ICT AT THE EXHIBITION

With a long-standing history of promoting telecommunications and ICT for global benefit, the Exhibition at WORLD 2009 provides a venue for showcasing the latest technologies and services. It provides both the practical reality and commercial counterweight to the intellectual debate taking place at the Forum.

The Exhibition plays a vital role in introducing solutions for today's demanding marketplace. Company representatives network and negotiate, leveraging technology to improve bottom lines and advance deliverables. The world is looking out for the latest innovations that will help advance global economic recovery. Be sure that your company's latest products and services are fully represented!

Whether your goal is launching new products, unveiling a new brand identity, announcing a new partnership or seeing and being seen, the Exhibition provides flexible participation options to meet all the needs of your organization. Face to face networking and negotiating allow clients to really uncover the depth of offerings and brands. Discussing variety, choice, customization and partnerships are just a few of the examples of how visitors uncover the best fit with maximum value for their investment.

## EXHIBITION SHOWFLOOR

The Exhibition Showfloor is the centre of buzz and activity with live demonstrations and innovative offerings. Including a number of national and regional pavilions, expect a global representation of the ICT sector from around the world. A number of thematic pavilions showcase the role and reach of ICTs in addressing some of society's most pressing challenges such as health, environment and education.

## TELECOM VILLAGE

TELECOM Village provides a quieter environment to support onsite meeting requirements. Some of the most exciting outcomes of WORLD events arrive as intangibles that materialize through savvy negotiators clinching deals and sealing partnerships in their onsite office environment.

## THEMATIC
## PAVILION

## GREEN@ICT

The ICT industry consumes up to 10% of the world's energy and emits up to 3% of $CO_2$ emissions; doubling every 5 years. At the same time, there is also a great opportunity to use ICT as a tool to reduce Green House Gas emissions in other industries, including playing a role in climate change monitoring. Some estimate that ICT can reduce the carbon footprint of other industries by as much as 15-20%. One of the thematic pavilions at WORLD 2009, Green@ICT serves to build a strong ecosystem of players with a platform for showcasing solutions, networking and creating new business and partnerships.