



ITU TELECOM WORLD 2009 is Unique

WORLD 2009 is Genuinely Comprehensive

- Diversity of leaders from all stakeholders across the telecoms and ICT sector
- Blend of operators, platform, and application providers
- Brings technology, policy, markets together - users with suppliers across the value chain and across countries
- Global development agenda for both the industry and the information society; reaching out to achieve Millennium Development Goals

WORLD 2009 offers Multifaceted Influence

- International business meets policy and regulation from around the world
- Impressive ministerial presence with some 200 ministers at past WORLD events
- VIPs including Regulators, Ambassadors, Director-Generals
- More than 70% of participants with significant purchasing power
- Framework to develop public-private partnerships

WORLD 2009 is organized by ITU

- Specialized UN Agency
- Intergovernmental and multi-stakeholder community
- Unique powers to convene leaders from across entire ICT spectrum
- Open Nature: focused on defining real problems; flexible and open in finding most appropriate responses and technical solutions

