



**ITU TELECOM  
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ITU TELECOM WORLD 2009 In Review

#### Moderator

- \* **Mr David A. Gross**, Partner, Wiley Rein LLP, United States

#### Panellists

- \* **Mr Bashir Patel**, Director of Programmes and Business Development, Commonwealth Telecommunications Organisation - CTO, United Kingdom
- \* **Ms Jody Westby**, CEO, Global Cyber Risk LLC, United States
- \* **Dr Arkadiy Kremer**, Chairman ITU-T SG 17 and Chairman, Russian Association for Networks and Services - RANS, Russian Federation
- \* **Mr Basil Udotai**, Managing Partner, Technology Advisors, ICT Lawyers & Consultants, Nigeria
- \* **Mr Victor-Emmanuel de Sa**, Strategy Director, Geneva Solutions SA, Switzerland

## DEVELOPMENT

### DEV.1 : RETHINKING RURAL ACCESS: THE MICROTELECOM BUSINESS

With established markets in developed countries either saturated or maturing, the telecoms business is turning to the huge untapped pool of potential customers: the rural residents of the world's emerging economies. The term micro-telecom to describe the optimization of telecom infrastructures and business models for the "bottom of the pyramid" low-income, hard-to-reach communities in rural areas. However, bringing access to regions with unstable power supplies and low income subscribers requires fresh thinking on which technologies should be used and the business case for growth. This session considers growth projections for access in rural economies, the technology and business challenges these markets present, and some innovative approaches being taken by both established and new players.

#### Key questions:

- What are some of the hidden challenges and opportunities for telcos?
- How can good KPIs be established to enable replicable models to be developed?

(Summary of debate not available)