



**ITU TELECOM  
WORLD 2009**  
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ITU TELECOM WORLD 2009 In Review

## **VIP PROGRAMME: Thought Leadership / Leading Ideas “Benefits of Mobile Broadband for the Economy and Society” GSMA Association**



*From left to right: Christian Salbaing, Deputy Chairman and Managing Director, European Communications, Hutchison Europe Telecommunications; Sunil Bharti Mittal, Chairman and Group CEO, Bharti Enterprises; Robert Conway, CEO and Member of the Board of the GSM Association; Jon Fredrik Baksaas, President and CEO of the Telenor Group; Naguib Sawiris, Chairman and CEO of Orascom Telecom Holding Egypt; and Tom Phillips, Chief Government and Regulatory Affairs Officer, Public Policy, GSM Association*

A VIP session on “Benefits of Mobile Broadband for the Economy and Society”, looked at how the mobile industry has responded to the global economic downturn, in comparison with other sectors. Participants and panellists also considered how it might contribute as new technologies are adopted around the world. “The mobile industry will lead us out of the financial crisis,” said Dr Touré upon opening the session, which was moderated by Tom Phillips, Chief Government and Regulatory Affairs Officer, Public Policy, GSM Association (GSMA), United Kingdom.