

BIG INFLU ENCE.

ITU
TELECOM
WORLD

'11

GENEVA, OCTOBER 24-27, 2011

THE PLACE WHERE THE FUTURE OF THE
WORLD'S INFORMATION AND COMMUNICATION
TECHNOLOGY IS DEFINED.

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Your Invitation.

ITU Telecom World 2011 is an important occasion and a unique event in the calendar of the global ICT community. You have the ability and the opportunity to shape the future of your world.

You are the **CEO** of a major vendor, the Prime Minister & ICT Minister, a market to discuss their broadband strategy, an organization will play in it. You are a telecom operator who is meeting the telecom market to discuss a critical spectrum issue. ITU's upcoming World Radiocommunications Conference (WRC) in 2012, where this will happen. Maybe you are the **Development** Minister of a thriving ICT sector who is mobilizing resources and financing to make global your country's ICT sector.

To say **ITU TELECOM WORLD 2011** will change the world may seem a bold claim, but consider the scenarios listed above. These are not hypothetical. These are the kinds of high-level discussions and meetings that will be the focus of ITU Telecom World 2011.

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and rollout and the role your
are the **CEO** of a major mobile
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ctrum issue, in the run-up to
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be high on the agenda. Or
nt Minister of a country with
eeting a potential source of
ountry's expertise and talent.

In shaping the event, we have listened to all ICT industry stakeholders. The result is an event that is not about show and tell, but is all about knowledge and action.

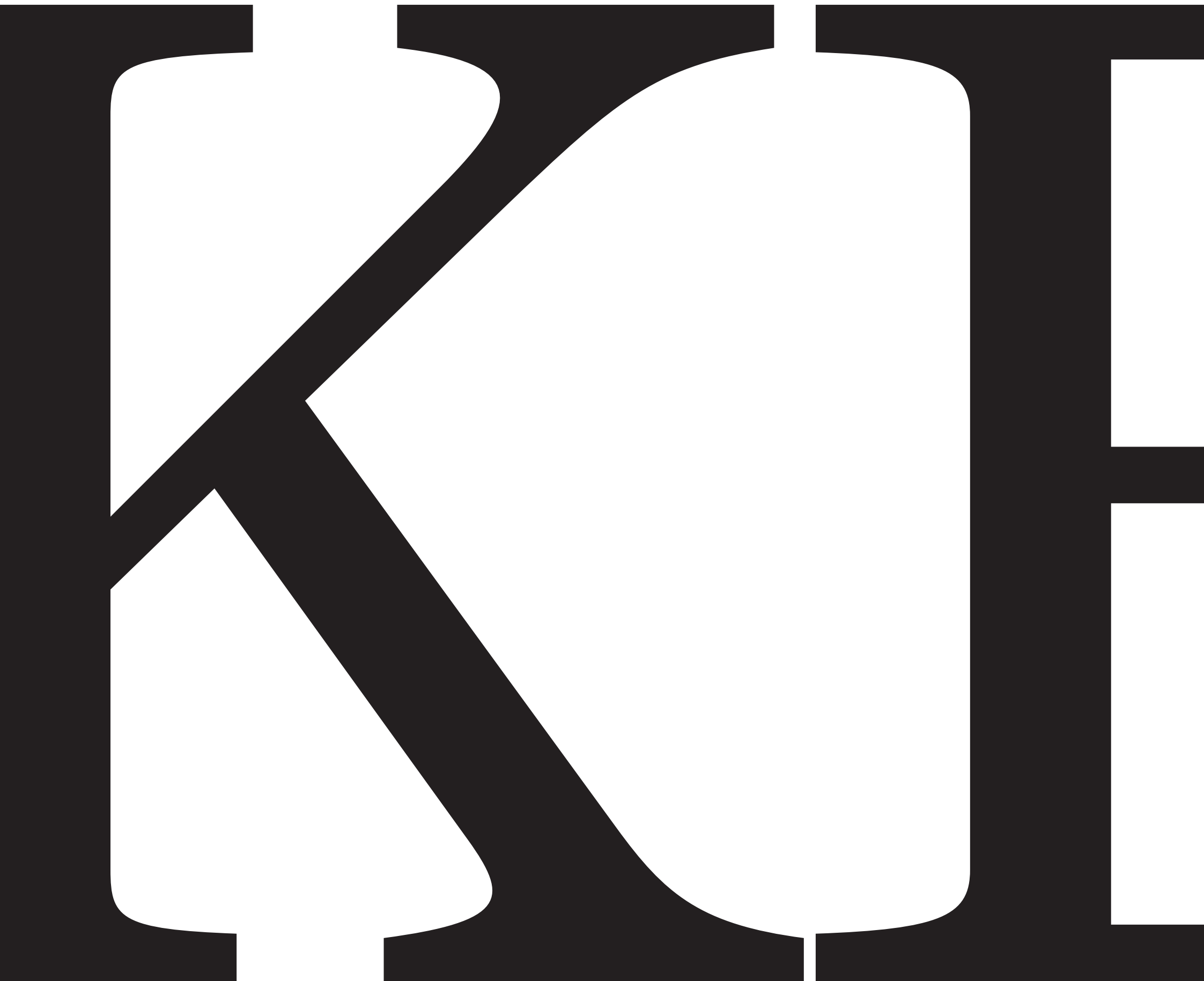
As the leading UN Agency for ICT issues, ITU will use its unique strengths to convene a mix of leaders of government and industry. And we will provide the networking opportunities, the meetings and the discussion opportunities to bring people together to take real action.

As well as a major networking event, ITU Telecom World 2011 will also be the 40th anniversary of the very first Telecom event. It gives us an ideal opportunity to look back at some of the accomplishments of the ICT sector, as well as to look forward and explore the trends and technologies which will power our future.

I invite you to join ITU Telecom World 2011. I encourage you to connect with industry and government at the event, and to collaborate with industry leaders. And I urge you to take this extraordinary opportunity to shape and create the future landscape for the ICT industry.

I look forward to meeting with you all in 2011.

Dr Hamadoun I. Touré
ITU SECRETARY-GENERAL



CONNECT, COLLABORATE AND CREATE
the future ICT landscape. ITU Telecom World 2011 heralds a new approach to global ICT events, where the focus is on knowledge sharing, networking, high-level engagement and strategic debate.

Attending the event will be Heads of State and Government from established and developing nations as well as Mayors from leading cities around the world.

Alongside them will be the CEOs and key players from big business – telcos, technology companies, manufacturers, operators, content and applications providers – plus regulators, policy advisers and key media players.

Your organization will be an active participant, not simply an attendee. You can choose which parts of the event you want to focus on. You can choose the activities in which you wish to take part.



PEOPLE, STRATEGIES & DECISIONS

KNOWLEDGE SHARING

These high-level meetings, media debates, C-level debates and other core forum sessions bring together government and industry to exchange knowledge and share views.

NETWORKING

Throughout the event there will be many networking opportunities – so that you get to meet the right people in the right place at the right time. As the leading UN Agency for ICTs, we have the power to bring together top-level representatives of government and industry under one roof.

DEAL MAKING & CONSENSUS BUILDING

These high-level dialogues and dynamic debates target key decision makers from around the world, from C-level Executives to Mayors of leading cities. We provide the opportunity for influential people to come together and take real action – giving the participants the tools to seal deals and build consensus.



The world is facing many challenges – including climate, population and resources. Each of these challenges has an impact on our sector, but each could also benefit from informed decisions made by the **ICT** industry.

Through a series of forums we will examine, analyse and debate these and other challenges. We will help participants to forecast how these could shape the future direction of the industry, and we will help people to plan how the industry could address them.

HIGH-LEVEL SESSIONS

What are the issues that dominate discussions in the boardrooms of the major ICT companies? In these open debates, C-level speakers drawn exclusively from the executive boards of key event partners will debate the issues that are at the core of strategic and operational challenges facing the industry today.



CRITICAL QUESTIONS

SESSIONS

These sessions will look at key functional and thematic issues. Functional issues will cover new business models, regulatory models, technology foresight and innovation. Thematic issues will include an exploration of the areas where ICTs are helping to shape the future – including smart living, climate change and cyber security.

WORKSHOPS

Workshops offer a more detailed spotlight on key issues and give additional opportunities for debate within a smaller, more focused environment.

TECHNICAL SYMPOSIUM

This symposium will allow you to explore and understand the key new technological developments and what they mean for your business – your research, your product development and new market opportunities.



When everyone in the world is your customer, you can't go it alone. Directions you take will have an impact on millions of people. Decisions you make will shape the world for years to come. Decisions made alone could take you down the wrong road or put you out of step with global standards or thinking. Long-term, successful strategy calls for shared discussion, debate and decision.

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Reasons.

ITU Telecom World 2012
where the biggest players
together. Enabling them
at the right time, in the
and in the right frame
benefit. It's why the event
in shaping our world.

2011 is the place
where key players in ICT come
together. These people to meet
in the right environment,
of mind, is a critical
event is so influential



We have designed ITU Telecom World 2011 to maximize
on this – creating networking opportunities and
encouraging key players from across the ICT industry
to **CONNECT, RECONNECT** and **DO BUSINESS**
during the event.

It's through this networking that essential
connections are formed, visions are show-
cased, critical decisions are made and
opportunities are realised.



CONNECT

Meeting facilitation

ITU will arrange a number of one-on-one meetings with high-level participants including industry leaders, Heads of State, Ministers, Regulators, Heads of UN Agencies and others.

Hospitality/Office suites

These private enclosed areas are ideal for welcoming and greeting clients, holding hospitality functions, demonstrating products, or holding private meetings.

Matchmaking service

Enhancing value for all attendees at the event, this online tool will help users make connections and set up meetings in advance of the event, in order to maximize time onsite.

Roundtables

CEO and Executive Board Members will receive invitations to participate in exclusive roundtables with Heads of State, Ministers and city Mayors. These top-level participants will also be invited to participate in a series of dynamic social events.



Social events

A number of social activities designed to maximize networking for participants across the event.

Concierge service

This onsite service will help facilitate making contacts and will provide assistance with last-minute meeting arrangements.

Leaders' lounge

Designed to facilitate networking, strategically placed networking lounges and gathering points will enable event participants to meet and network with others within relaxed and informal settings.

Sponsored networking events

Many sponsored events – including power breakfasts, lunches, and meet-a-leader sessions – will offer participants a variety of further opportunities for getting close to key players.

SMART INNOV

The way we live our lives will change dramatically over the next 20 years thanks to advances in ICT. Embedded chips will enhance the intelligence of systems, cloud computing promises increased efficiency, and further integration will blur the boundaries between technologies. Across markets and regions ICT will make lives better. This theme of **SMART LIVING** will permeate the entire event. As well as exploring it in our forums and discussions, we will showcase how smart ICT applications are changing lives in our thematic pavilions through technologies for **SMART HOMES, SMART WORK, SMART SOCIETY** and **SMART LEISURE**.

ATION

THEMATIC PAVILIONS

These will mirror subjects under discussion in the forums. By participating in a pavilion, companies will be able to showcase and demonstrate their smart-living products. They will also be able to meet, network, and share knowledge alongside other companies operating in smart living for the home, work, society and leisure.

NATIONAL PAVILIONS

These allow participants to showcase their region's technologies and developments, highlighting key investment opportunities to an audience of key decision makers. These are ideal spaces for establishing Ministerial and delegation offices for the duration of the event, as well as also for hosting exclusive hospitality functions.

24-27 OCT.11

The event begins with a one day high-level leadership programme, bringing together Heads of State and Government, Ministers and CEOs for debates on key global issues. The remainder of the event is dedicated to different opportunities for **KNOWLEDGE SHARING**, within diverse forum sessions, workshops and more. Showcases, pavilions and a host of different **NETWORKING EVENTS** will enable the top names to network both informally and formally, and experience thematic and regional solutions from around the world.

MONDAY 24

Leadership Programme

TUESDAY 25

Opening Celebration

Forum Opening Debate

Opening Press Conference

Leaders Debate Sessions

Leadership Programme (am)

Technical Symposium

Forum Debates and
Workshops

Meet an Expert / Speaker

Youth Forum

Showcases

WEDNESDAY 26

Digital Cities Conference

Technical Symposium

Forum Debates and
Workshops

Meet an Expert / Speaker

Youth Forum

Showcases

THURSDAY 27

Technical Symposium

Forum Debates and
Workshops

Meet an Expert / Speaker

Showcases

Youth Forum

Closing Celebration

Leadership programme

BUILDING CONSENSUS IN THE NEXT DECADE

This exclusive and by invitation only programme (24 Oct.) will discuss today's global and regional issues. It will mobilise policy makers to seek solutions in the next decade for ICT economic development.

Digital Cities conference

DEFINING THE FUTURE OF CITIES

This high-level meeting will bring together Ministers, Mayors, and top level representatives of industry to discuss the challenges of urbanization and the ways in which many innovative solutions can be built on ICTs.

How to participate at World 2011

ACCESS PASSES

A range of access passes is available from Silver, Gold to Platinum, each providing access to a number of activities including sessions, workshops, networking opportunities and national and thematic showcases. A Platinum pass offers in addition advanced networking opportunities such as access to the Digital Cities Conference and exclusive onsite concierge service.

HOSPITALITY/OFFICE SUITES AND SHOWCASING OPTIONS

Companies, national delegations and organizations interested in hospitality space and thematic showcasing can establish an onsite presence through either offices and hospitality suites, or within national or thematic pavilions.

Hospitality/Office suite:
Raw space option available only.

National Pavilions:
Raw space option available only.

Thematic Pavilions:

Raw space options available.

A host of sponsorship and other visibility opportunities are also available.

Contact:
participate.telecom@itu.int
for further information or visit
www.itu.int/world2011

About ITU.

ITU is the leading United Nations Agency for information and communication technology issues, and the global focal point for governments and the private sector in developing networks and services.

For 145 years, ITU has coordinated the shared global use of the radio spectrum and promoted international cooperation in assigning satellite orbits. We have worked to improve telecommunication infrastructure in the developing world and have established the worldwide standards that foster seamless interconnection of a vast range of communications systems.

Importantly we have also addressed the global challenges of our times – such as mitigating the impact of natural disasters and climate change, and strengthening cyber security.

From broadband internet to the latest generation wireless technologies, from aeronautical and maritime navigation to radio astronomy and satellite-based meteorology, and from convergence in fixed-mobile phone, internet access, data, voice and TV broadcasting to next-generation networks, ITU is committed to connecting the world.