

AGENDA 2023

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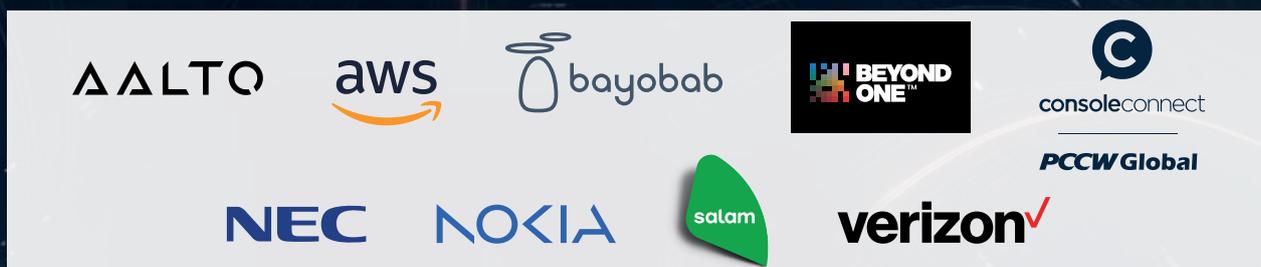
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- 07:30 – 08:40 Registration, Badge Collection, and Networking Coffee Break**
- 08:40 – 08:45** MC Welcome Remarks/Overview of the Day
- 08:45 – 08:50 WELCOME NOTE:** Toni Eid, Founder of Telecom Review, and CEO of Trace Media International
- 08:50 – 09:00 OFFICIAL OPENING KEYNOTE:** H.E. Eng. Mohammed Al Ramsi, Deputy Director General - Telecommunications Sector, TDRA
- 09:00 – 09:30 OPENING FIRESIDE CHAT: THE JOURNEY FROM TELCO TO TECHCO**
- Hatem Dowidar, Group CEO, e&
 - Toni Eid, Founder of Telecom Review, and CEO of Trace Media International
- 09:30 – 09:50 PANEL OPENING KEYNOTE:** Andrew Feinberg, Chairman and CEO, Netcracker Technology
- 09:50 – 11:00 PANEL: THE ICT LEADERS KEEPING UP WITH THE FAST TECHNOLOGICAL EVOLUTION -Session 1-**
- PANEL OUTLINE:**
- Importance of drafting the right ICT strategies at the right time
 - Role of leaders in bringing the ICT sector forward
 - How 5G can generate multiple revenue streams for ICT leaders
 - How telcos are leveraging the changes and developments occurring in the sector
 - Meeting the goals of national visions and international cooperation
- PANELISTS:**
- Fahad Al Hassawi, CEO, du
 - Seizo Onoe, Director, Telecommunication Standardization Bureau, ITU
 - Tony Geheran, EVP and COO, TELUS
 - Andrew Feinberg, Chairman and CEO, Netcracker Technology
 - Hani El Kukhun, CEO MEA, Beyond ONE (Virgin Mobile MEA)
 - Talal Al Mamari, CEO, Omantel
- MODERATOR:** Zakaria Chouaib, Managing Director Africa & Middle East, TMT & Infrastructure Lead, PMP Strategy
- 11:00 – 11:15 KEYNOTE:** Mikko Lavanti, SVP Mobile Networks MEA, Nokia
- 11:15 – 11:45 Networking Coffee Break**
- 11:45 – 12:15 FIRESIDE CHAT: HOW TO COMPETE IN THE FUTURE TELCO MARKET**
- Masood Mohamed Sharif Mahmood, CEO, etisalat by e&
 - Toni Eid, Founder of Telecom Review Group
- 12:15 – 12:30 KEYNOTE:** Tang Zhentian, President of Huawei Middle East and Central Asia region Marketing & Solution Sales Department
- 12:30 – 12:45 KEYNOTE: EMBRACING CLOUD-BASED INNOVATION AND AI FOR THE SUCCESS OF THE TELECOM SECTOR IN THE MEA REGION**
- By Yasser Alsaied, VP IoT, AWS
- 12:45 – 13:00 FIRESIDE CHAT:**
- Bernard Najm, Vice President Telco MEA, AWS
 - Talal Al Mamari, CEO, Omantel
- 13:00 – 14:00 PANEL: LEVERAGING GENERATIVE AI FOR SUCCESSFUL TELCO TO TECHCO TRANSFORMATION - POWERED BY AWS**
- PANEL OUTLINE:**
- Generative AI as a key focus of telecom operators transforming into techcos
 - Telco specific use cases for generative AI with tangible business outcomes
 - Making AI/ML and cloud innovation accessible to end customers via digital marketplace
 - Leveraging generative AI, advanced connectivity and IoT to create smart user experiences
 - Combining silicon innovation and cloud security to fully seize the generative AI opportunity
- PANELISTS:**
- Marc Veelenturf, CEO of Middle East Turkey & Head of Telecom, Media & Technology for Growing Markets, Atos
 - Mounir Ladki, President and CTO, MYCOM OSI
 - Samer Geissah, Director Technology Strategy and Architecture, TELUS
 - Denis Bernaert, VP Strategic Telco EMEA, Salesforce
 - Kemal Karakayali, AI/ML Telco Manager, AWS
 - Ram Ramachandran - SVP & Head, Middle East & Africa, Tech Mahindra
- MODERATOR:** Giuseppe Cau, Sr. Customer Solutions Manager - Middle East and Africa, AWS

14:00 – 14:15 **KEYNOTE:** Karim Benkirane, CCO, du

14:15 – 15:15 **Networking Lunch**

15:15 – 15:30 **KEYNOTE:** Samer Halawi, CEO, AALTO HAPS

15:30 – 16:30 **PANEL: SUSTAINABILITY & GREENTECH**

PANEL OUTLINE:

- Why has sustainability become a trending topic in the ICT sector?
- Sustainability and digital transformation: new conversions?
- Green technology's efficiency for improved network performance
- The criteria of a successful sustainability strategy
- How will 5G Advanced drive sustainability and energy efficiency

PANELISTS:

- Dr. Ibrahim Gedeon, CTO, Telus
- Dr. Lidia Stepińska-Ustasiak, Public Affairs Advisor, Polish Chamber of Commerce for Electronics and Telecommunications
- Harrison Lung, Group Chief Strategy Officer, e& Strategy
- Emaad Ahmad, Principal Solution Consultant & Network Architecture Transformation Chief Expert, Huawei Carrier Business Group
- Ramy Moselhy, Chief Strategy Officer, SCIT Group
- Anthony Darcy, Head of ESG Enablement and Communication, Nokia

MODERATOR: Vivek Yadav, Managing Director Middle East, Financial Institutions, PMP Strategy

16:30 – 17:30 **PANEL: RAISING THE CYBERSECURITY BARRIER - DATA PRIVACY AND PROTECTION**

PANEL OUTLINE:

- Optimization of digital acceleration security spend
- With the new technologies, data privacy is under the spotlight
- Technological developments making way for more sophisticated cyber attacks
- Deploying artificial intelligence in cybersecurity defense systems
- How to anticipate cyber risks

PANELISTS:

- Mohammed K AlHarth, Sr. Director of Cybersecurity, salam
- Alain Sanchez, CISO, Fortinet
- Nicolai Solling, Chief Technology Officer, HELP AG - Cybersecurity arm of e& enterprise
- Maria Stebneva, VP, Global Head of TMT, Luxoft
- Jaifar Al Mamari, Cyber Security Lead, Vodafone Oman

MODERATOR: Zayan Sadek, SP Director, Cisco

17:30 – 17:45 **Networking Coffee Break**

17:45 – 18:45 **PANEL: THE EVOLUTION OF DIGITAL TRANSFORMATION - A NEW GENERATION OF TELCOS**

PANEL OUTLINE:

- How has digital transformation changed telcos?
- Outcomes of digital strategies and plans executed
- Leveraging new technologies for a complete digital experience
- Importance of digital inclusion for a successful digital transformation
- Influence of AI on the digital transformation of key sectors such as healthcare and finance

PANELISTS:

- Marc Halbfinger, CEO, PCCW Global
- Rashid Alahmedi, COO, InfraX
- Dr. Bilel Jamoussi, Deputy to the Director and Chief of Telecommunication Standardization Policy Department, TSB, ITU
- Tamer Bdran, Vice President, ICT & Public Safety, NEC
- Isam Omran, Head of Digital Platform Services, du
- Mohamed Samir, VP Mobile Networks Middle East, Nokia

MODERATOR: Maryam Al Fahad, Regional Director – Business Development, Playbook

18:45 – 18:50 **CLOSING NOTES OF DAY 1:** Toni Eid, Founder of Telecom Review Group, & CEO of Trace Media International

18:50 – 20:00 **Networking Reception and Appreciation Certificate Ceremony to Sponsors and Partners**

- 07:30 – 08:40 Registration, Badge Collection, and Networking Coffee Break**
- 08:40 – 08:45** MC Welcome Remarks/Overview of the Day
- 08:45 – 08:50 WELCOME NOTE DAY 2:** Toni Eid, Founder of Telecom Review, and CEO of Trace Media International
- 08:50 – 09:05 OFFICIAL OPENING KEYNOTE:** Eng. Mohammed Al Khamis , Director Development Department, TDRA
- 09:05 – 10:30 PANEL: THE ICT LEADERS KEEPING UP WITH THE FAST TECHNOLOGICAL EVOLUTION -Session 2-**
- PANEL OUTLINE:**
- Regional and global outlooks of the ICT scene
 - The major trends that shaped the ICT industry in 2023 and forecast on the next 5 years
 - Role of telecom and ICT leaders in maintaining the functionality of all other sectors
 - ICT and SDGs: Best practices and lessons learnt
- PANELISTS:**
- John Omo, Secretary-General, African Telecommunications Union (ATU)
 - Bassam Al Ibrahim, CEO, Ooredoo Oman
 - Ken Campbell, Partner, PMP Strategy
 - Samer Halawi, CEO, AALTO HAPS
 - Fadi Pharaon, President, Middle East and Africa, Ericsson
- MODERATOR:** Elias Saab, Chief Commercial Officer, Sofrecom
- 10:30 – 10:45 KEYNOTE:** Tomas Lamanauskas, Deputy Secretary-General, ITU
- 10:45 – 10:55 FIRESIDE CHAT: DU'S ROLE AS A TECHNOLOGY PLAYER IN ENABLING UAE AS A SUSTAINABLE NATION**
- Jasim Al Awadi, Chief ICT Officer (Acting), du
 - Issam Eid, COO, Telecom Review Group
- 10:55 – 11:30 Networking Coffee Break**
- 11:30 – 11:45 OPENING FIRESIDE CHAT: EMBRACING CHANGE – EXPLORING THE FUTURE OF WHOLESALE BUSINESS**
- Nabil Baccouche, Group Chief Carrier & Wholesale Officer, e&
 - Jeff Seal, Managing Partner, Telecom Review North America and Chief of the Awards Committee
- 11:45 – 13:00 PANEL: WHOLESALE INDUSTRY - SIGNIFICANT INFLUENCE IN THE ERA OF MULTI-CONNECTIVITY**
- PANEL OUTLINE:**
- New opportunities for the wholesale and capacity industry in the digital era
 - Boosting network performance: Role of the wholesale and capacity industry
 - Multi-connectivity enabling new user and network experiences
 - The wholesale industry keeping up with high data consumption growth
 - Network investment requirements including the role of satellite connectivity
 - Outsourcing international voice services to create value and enhance service quality
- PANELISTS:**
- Hassan Kabbani, CCO, AALTO HAPS
 - Imran Malik Khan, Senior Vice President Enterprise & Cloud, EMEA & APAC, SES
 - Ari Banerjee, SVP of Strategy, Netcracker Technology
 - Sameh Sobhy, Managing Director Middle East, Turkey & Africa, PCCW Global
 - Simon Boylin, Regional Strategic Area Director, Verizon
 - Amaru Chavez, Chief Technology and Information Officer, Bayobab
- MODERATOR:** Georges Jaber, VP Wholesales and BD, salam
- 13:00 – 13:15 KEYNOTE: NEW TELECOM NETWORK ROLE IN THE ERA BEYOND 5G**
By Kayahara Masayuki, General Manager, Service Provider Solutions Department, NEC
- 13:15 – 14:15 Networking Lunch**

14:15– 14:25 **OPENING KEYNOTE: EMBRACING THE FUTURE - HARNESSING THE POWER OF 5G AND BEYOND**
By Marwan Bin Shakar, Sr. Vice President/Access Network Development, etisalat by e&

14:25 – 15:10 **PANEL: MIDDLE EAST JOINS HANDS IN THE FIRST YEAR OF 5G ADVANCED**

- Opening by Toni Eid, Founder of Telecom Review Group
- Significance of the Middle East's First Year of 5G Advanced

PANELISTS:

- Dr. Mahmoud R. Sherif, Head of Innovation & Technico Business Development, du
- Khaled Al Suwaidi, Sr. Vice President/Core Network & Platforms, etisalat by e&
- Günther Ottendorfer, CTIO, Ooredoo Qatar
- Stelios Savvides, CTO, Vodafone Oman
- Eng. Ahmed Al Sharif, Chief Technology and Digital Officer, stc Bahrain
- Chafic Traboulsi, Vice President & Head of Networks, Ericsson Middle East
- Noman Waheed, CTO Middle East, Nokia
- Dr. Bilel Jamoussi, Deputy to the Director and Chief of Telecommunication Standardization Policy Department, TSB, ITU
- Tang Zhentian, President of Huawei Middle East and Central Asia region Marketing & Solution Sales Department

MODERATOR: Firas Mehdhebi, Managing Director Middle East, Private Equity, PMP Strategy

- Initiation Ceremony on Stage

15:10 – 15:25 **KEYNOTE:** Mohammed Aliyu, Chief FibreCo Officer, Bayobab

15:25 – 16:35 **PANEL: THE "POTION" FOR THE RIGHT INFRASTRUCTURE DEPLOYMENT**

PANEL OUTLINE:

- Infrastructure sharing: Pros and cons
- The right infrastructure investments for tomorrow
- Criteria for choosing the right infrastructure deployment
- The impact of artificial intelligence on infrastructure
- The networks of the future

PANELISTS:

- Maria Stebneva, VP, Global Head of TMT, Luxoft
- Samer Geissah, Director, Technology Strategy and Architecture, TELUS
- Pawel Workiewicz, Head of Business Development Division in APAC & MEA, Comarch
- Stelios Savvides, CTO, Vodafone Oman
- Günther Ottendorfer, CTIO, Ooredoo Qatar
- Danial Mausooof Head of Sales for Mobile Networks MEA, Nokia

MODERATOR: Zakaria Chouaib, Managing Director Africa & Middle East, TMT & Infrastructure Lead, PMP Strategy

16:35 – 16:45 **KEYNOTE:** Saleem Al Blooshi, Chief Technology Officer, du

16:45 – 17:45 **PANEL: WOMEN IN ICT**

PANEL OUTLINE:

- Influencing role of women in the ICT sector
- The added values that women bring to the table
- Addressing gender equality in telecom and ICT fields
- Personal experiences and milestones
- Gender equality: Diversity and Inclusion

PANELISTS:

- May Li, Huawei Middle East & Central Asia Carrier Business Group, Solution and Marketing VP
- Gina Perini, Chair of the Board of Directors and CEO, Somos
- Wafa AlObaidat, Founder and CEO, Playbook
- Dr. Lidia Stępińska-Ustasiak, Public Affairs Advisor, Polish Chamber of Commerce for Electronics and Telecommunications
- Dr. Nadine Akkari, Associate Professor, Jeddah international college, KSA
- Hanan Ahmad, Chief Regulatory Affairs and Risk Officer, du

MODERATOR: Rana Hajir, Global Telco Solutions GTM Strategy and Transformation, HPE

17:45 – 18:00 **Networking Coffee Break**

- 18:00 – 18:15** **FIRESIDE CHAT:**
- Mikhail Gerchuk, Chief Executive Officer, e& international
 - Jeff Seal, Managing Partner, Telecom Review North America and Chief of the Awards Committee

18:15 – 19:00 **PANEL: THE FUTURE OF TECHNOLOGY WITH ARTIFICIAL INTELLIGENCE**

PANEL OUTLINE:

- Why did the hype on AI suddenly emerge early this year?
- Impact of advanced AI language models like ChatGPT on the interaction between businesses and users
- AI's influence on the telecom industry: prominent use cases where AI is demonstrating efficiency, improved customer experience, or cost savings
- Challenges and opportunities of the integration of AI into telecom networks
- Trends or breakthroughs in AI for the next decade, and telecom companies' readiness for these changes

PANELISTS:

- Mounir Ladki, President and CTO, MYCOM OSI
- Yahia Sefraoui, Chief Digital & Data Transformation Officer, inwi
- Dr. Ahmed Al Sohaily, Group Head of Technology, Red Sea Global
- Michal Patryk Debicki, Field CTO, Reailize
- Jan Holzberg, CCO, Vodafone Oman
- Ari Banerjee, SVP of Strategy, Netcracker Technology

MODERATOR: Housni Zniber, Managing Director Africa & Middle East - Digital, Data and Diversification, PMP Strategy

- 19:00 – 19:05** **CLOSING NOTES OF DAY 2:** Toni Eid, Founder of Telecom Review Group, and CEO of Trace Media International

19:05 – 20:00 **Networking Reception**

20:00 – 22:30 **Awards Ceremony, and Gala Dinner**



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