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To Regional Operators & Regulators

WORLD SERIES 2006

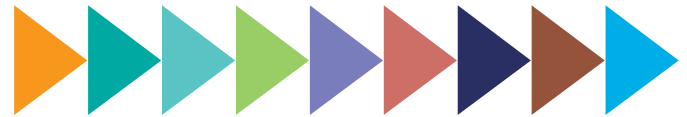
MOBILE ▶

CENTRAL ASIA

The Regent Almaty Hotel, Almaty Kazakhstan 26-27 April 2006

Specialist Speakers Include:

- Dmitrii Kromskiy**, General Director, **Kar-Tel, (K-Mobile), Kazakhstan**
- Hamid Farooq**, CEO, **Warid Telecom, Pakistan**
- Karim Khoja**, CEO, **Roshan, Afghanistan**
- Bahriddin Najmudinov**, General Director, **Indigo Tadjikistan**
- Eldar Abdeev**, CTO, **Indigo Tadjikistan**
- Evgeniy Surin**, Commercial Director, **Escape Wireless, Kazakhstan**
- Mubashir Naqvi**, V. P. Commercial, **Ufone, Pakistan**
- Jean-Pierre Bienaimé**, Chairman, UMTS Forum and Strategy & Brand, **Orange**
- Tushar Maheshwari**, Marketing Director, **Afghan Wireless Communication Company**
- Magnus Svensson**, Director Customer Care, **Afghan Wireless Communication Company**
- Awais Malik**, Manager International Roaming, **Mobilink GSM, Pakistan**
- Ali Raza Sabri**, Real Estate and Site Acquisition Executive, **Telenor Pakistan**



Why You Must Attend **MOBILE** ▶ **CENTRAL ASIA**

- ▶ **Simultaneous translation in Russian and English**
- ▶ **The 2nd annual meeting place for the Central Asian mobile community** with more than 10 industry-leading operator speakers
- ▶ **Broaden your knowledge with presentations by industry leading consultants and bankers** - including J'Son and Partners, iKS-Consulting, European Bank for Reconstruction & Development, International Finance Corporation and Alfa Bank
- ▶ **Widen your network** with the most senior decision makers in the Central Asian mobile industry all in one place - 38% board level attendance in 2005
- ▶ **Explore the latest innovations** and check out your competition at the expanded 14 stand exhibition
- ▶ **Exceed your business objectives by focusing on the key issues affecting the region's mobile industry such as:** roaming-based business development, marketing strategies to promote key services, opportunities in the 450MHz band and putting WCDMA into commercial operation

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The Central Asian market recorded a growth rate of 74% in the first nine months of 2005

According to **Informa Telecoms & Media**, the Central Asian market recorded a growth rate of 74% in the first nine months of 2005, ending 3Q05 with a total of 25.89 million subscriptions compared with 11.29 million subscriptions at the end of 3Q04.

The largest market in the Central Asian region is Pakistan which recorded total subscriptions of 16.58 million at the end of 3Q05. However with a population of approximately 163 million, Pakistan has a relatively low penetration rate of just over 10%.

The second largest Central Asian market is Kazakhstan which recorded a penetration level of just over 30% at the end of 3Q05. The Kazakh market has seen significant growth in recent quarters with subscriptions increasing by 56% in the first nine months of 2005. Informa Telecoms & Media is forecasting that Kazakh subscriptions could reach as high as 7.4 million by December 2010.

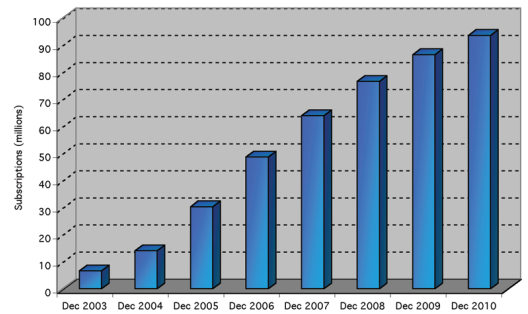
Various technologies are in place throughout the Central Asian region including US-TDMA, AMPS and CDMA. However, GSM is still the leading technology accounting for approximately 93% of all subscriptions in the region. 3G is still in its infancy in Eastern Europe in general, with only 11 Eastern European operators having launched W-CDMA networks as of December 2005. Two of those operators are in Central Asia, with Tadjikistan becoming the first CIS country to launch W-CDMA networks in June 2005. In addition, there are several W-CDMA licences due to be issued in the near future in Pakistan, Russia, Ukraine and Mongolia.

With the average penetration in Central Asia standing at approximately 10% at the end of 3Q05 there is still plenty of growth potential in the region. Informa Telecoms & Media expects subscriptions to almost double by the end of 2006, reaching just under 50 million. Informa's long term forecast for the Central Asian mobile market is for subscriptions to reach just over 90 million by year end 2010.

Gemma Bunting, Researcher, Data & Forecasting, **Informa Telecoms & Media**

Subscriber forecast in Central Asia 2003 - 2010

Subscription forecasts in Central Asia: 2005 - 2010, including actual subscription data for 2003 - 2004

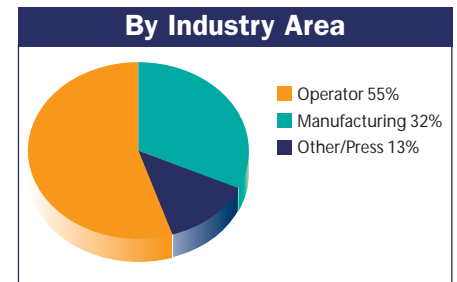
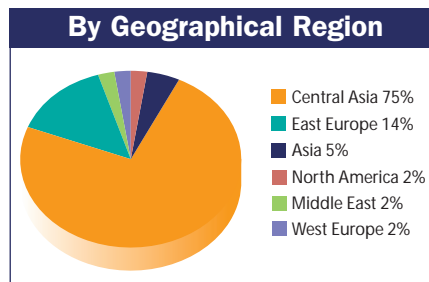


Countries listed: **Pakistan, Kazakhstan, Azerbaijan, Afghanistan, Uzbekistan, Kyrgyzstan, Tadjikistan and Turkmenistan**

Last Year's Operator Delegate Attendance:

- Babilon Mobile • Bitel • Coscom
- Dalacom • Indigo • Intsat
- Kazakhstan Telecom • K'Cell
- K-Mobile • MTC
- Perfectum Mobile • Roshan
- Uzdunrobita 1st Cellular
- Uzmacom

Delegate Breakdown 2005



Pre-Conference GVF Satellite Business Course

@ Mobile Central Asia 2006 • The Regent Almaty Hotel, Almaty Kazakhstan 25 April 2006



Regional Operators & Regulators: €449 • Regional Non-Operators: €599 • International Delegates: €999

GVF has developed its Satellite Business Course for professionals who are engaged in, or are thinking about, starting a satellite communications business venture which may, or may not, be closely associated with a pre-existing telecommunications business which currently focuses on the use of other platforms and technologies. The content is not highly technical, although business-relevant technical issues are covered in outline. Some basic understanding of the Information Technology and communications industries will be assumed, as will some basic understanding of business strategy, marketing and operations.

Who Attends?

Attendees will typically include investors and business principals; management from marketing, sales, customer care, and implementation; financial and administrative management; government; telecommunications planners / management; non-government organisations; donor agencies; and anyone else interested in businesses which will rely, in whole or in part, on satellite technology.

Course Topics and Objectives

The course/workshop will cover business aspects of VSAT oriented businesses including:

- Structure of the communications industry and where VSAT fits
- Regulatory frameworks, licensing and connectivity
- Types of VSAT-based businesses and the VSAT supply chain
- Critical success factors
- Core competencies
- Customer management
- Business strategy & planning
- Risk analysis
- Outlook for the future
- Resources, supplementary information & workshop appraisal

At the close of the course attendees will be provided with information to obtain further resources on all or part of the course content. Information about the GVF will be made available as will a Glossary of relevant terminology and industry acronyms. Further guidance will be provided to show attendees where further help, information and training may be obtained including other GVF training programs.

Timings: 09.00 Registration and Refreshments • 09.30 Course Begins • 17.00 Course Closes



www.gsm-3gworldseries.com/centralasia

Raise your Company's Profile

Informa Telecoms & Media conferences have an unrivaled reputation for attracting decision making delegates from mobile operators, providing an excellent opportunity to raise your profile and demonstrate your expertise before a valuable group of potential customers.

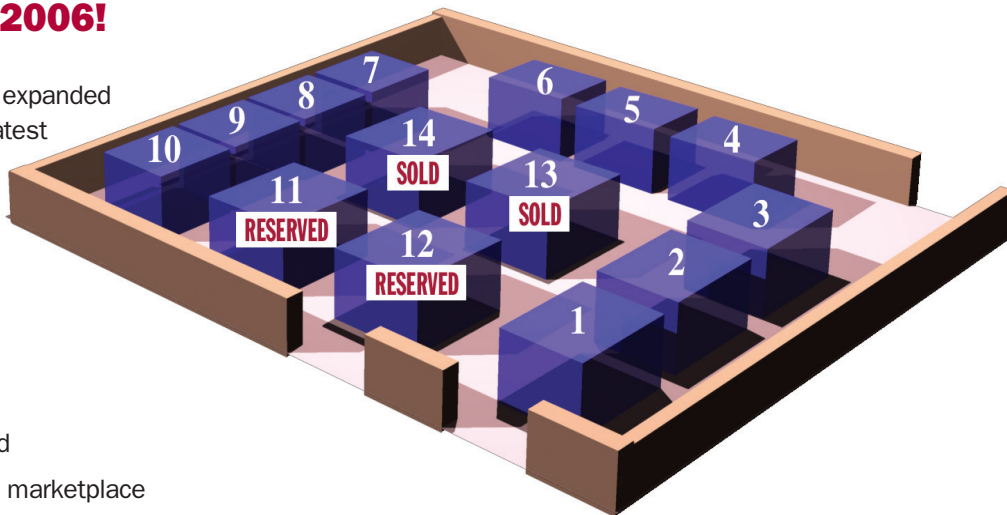
No other event can offer this level of access to high caliber operators in one meeting place. Mobile Central Asia 2006 will provide an excellent platform for unrivaled networking opportunities with the industry elite to help you generate new leads and establish your brand while minimizing your costs. In the current market more than ever before, a targeted conference can provide vendors with an invaluable one-stop opportunity to network and meet future customers. Gain maximum exposure and access to a highly targeted audience of decision makers.

For further information on how you can take advantage of the vast networking and marketing opportunities available, please contact:

Alistair Payne, Tel: +44 (0) 20 7017 5625 or E-mail: alistair.payne@informa.com

Expanded Floorplan for 2006!

- ▶ **Mobile Central Asia 2006** boasts an expanded 14 stand exhibition showcasing the latest products and innovations
- ▶ Meet the target market! Regional operators attend for FREE
- ▶ Network with the region's senior level decision makers
- ▶ Generate new sales leads
- ▶ Reinforce existing relationships
- ▶ Raise your profile and build your brand
- ▶ Showcase your solutions in a growing marketplace



Conference Sponsor:



Nokia is a world leader in mobile communications, driving the growth and sustainability of the broader mobility industry. Nokia connects people to each other and the information that matters to them with easy-to-use and innovative products like mobile phones, devices and solutions for imaging, games, media and businesses. Nokia provides equipment, solutions and services for network operators and corporations. www.nokia.com

Endorsing Associations



GVF is the single and unified voice of the global satellite industry, it brings together organisations engaged in the delivery of advanced broadband and narrowband satellite services to consumers, and commercial and government enterprises worldwide. Headquartered in London, GVF is an independent, non-partisan and non-profit organisation with 190 members from more than 80 countries. The broad-based membership represents every major world region and every sector of the satellite industry, including fixed and mobile satellite operators, satellite network operators, teleports, satellite earth station manufacturers, system integrators, value added and enhanced service providers, telecom carriers, consultants, law firms, and users. GVF has a network of Correspondent Offices strategically located in every region of the world. For further information, including details of the GVF suite of capacity building/training courseware, please visit us on the Web at www.gvf.org.



Formed in 1996, The **UMTS Forum** is an international industry association committed to the success of Third Generation (3G) UMTS mobile systems. Bringing together players from across the mobile industry on a peer-to-peer basis, The UMTS Forum promotes a common vision of 3G/UMTS and its evolution as well as its worldwide commercial success. Membership of The UMTS Forum is open to all organisations with a commercial interest in 3G/UMTS mobile – including fixed and mobile network operators, infrastructure vendors, terminal device manufacturers, regulators, media/content providers and developers of 3G/UMTS services and applications.



ABOUT THE IA450

COVERAGE WITHOUT BOUNDARIES

The **International 450 Association (IA 450)** was formed 4 years ago to promote the use of the analogue and digital technologies in the 400 to 500 MHz band. Currently the IA 450 has 35 members including 17 operator members and 18 industrial members. The IA 450 represents the interests of mobile operators using the 450 MHz band and suppliers of 450 MHz systems and terminals. The IA 450 membership includes operators in Scandinavia, Central & Eastern Europe, Asia and Africa.

The IA 450 promotes the use of CDMA2000® in the 450 MHz band, and supports industry standards to advance the deployment of the technology. The IA 450 provides guidance and leadership to operators interested in deploying this technology through the extension of the results and benefits of actual member experiences and real life results and successes, to all global players. More information about the IA 450 can be found on the IA 450 web site at (www.450world.org).





TERMS AND CONDITIONS

FEE: The fee for the 2 day event is free for fixed, mobile & satellite operators and regulators from: Kazakhstan, Kyrgyz Republic, Uzbekistan, Turkmenistan, Azerbaijan, Tajikistan, Pakistan and Afghanistan, Russia, China, Georgia, Armenia, Iran and Mongolia. 'Regional Non-Operators' attend for €749 and 'International Delegates' attend for €1799. All fees include lunch, refreshments and conference documentation.

CANCELLATIONS: If you should cancel a conference registration before 12 April 2006 you will receive a refund less a cancellation charge of €190 for 'Regional Non-Operators' and for 'International Delegates' bookings. We regret that no refunds can be made for cancellations received after this date. We welcome substitute delegates at any time. If you are unable to attend the conference and are purchasing conference papers, they will be delivered to you approximately 28 working days after the event has taken place provided that your payment has been received. It may be necessary for reasons beyond the control of the organisers to alter the content and the timing of the programme or the identity of the speakers.

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	Event Code CQ 1225

PRICES & PAYMENT INFORMATION Please tick option:

Mobile Central Asia 2006 2 Day Conference & Exhibition (26 - 27 April 2006)

- FREE to Regional Operators & Regulators from:** Kazakhstan, Kyrgyz Republic, Uzbekistan, Turkmenistan, Azerbaijan, Tajikistan, Pakistan and also Afghanistan, Russia, China, Georgia, Armenia, Iran and Mongolia.
- Regional Operators & Regulators – FREE
- Regional Non-Operators - €699
- International Delegates - €1799

Pre-Conference GVF Satellite Business Course (25 April 2006)

- Regional Operators & Regulators - €449
- Regional Non-Operators - €599
- International Delegates - €999

SEND THE TEAM – 3 for the price of 2! **

For a team of 3 or more representatives from the same company who book at the same time. A team pass is only available in multiples of 3 bookings. This offer applies to bookings as a 'Regional Non-Operators' or 'International Delegate' for the two day conference and is not valid in conjunction with other discounts.

- Please sign me up for my FREE subscription to Mobile Communications International DIGITAL, the market leading magazine for the global wireless industry.
- I am unable to attend the conference but please send me _____ set(s) of **Mobile Central Asia 2006** conference documentation at £325(+VAT @ 17.5%) per set

TOTAL € _____

VENUE DETAILS

The Regent Almaty Hotel, Almaty Kazakhstan, 181 Zheltoksan Street, Almaty 050013, Republic of Kazakhstan
Telephone: +7 (3272) 50 50 00
Fax: +7 (3272) 58 21 00

ACCOMMODATION DETAILS

The cost of accommodation is not included in the conference fee. Reduced Rate Hotel Accommodation can be arranged for you as a free service to Informa UK Limited Delegates by contacting IBR on:
Tel: +44 (0)1332 285 590 UK Fax: 0845 330 4998
International Fax: +44 (0)1332 287 604, Email: tinforma@ibr.co.uk
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VISAS: You may require a visa to travel to Kazakhstan. Please arrange this at least one month before travelling. Invitation letters will only be issued to delegates after payment has been received.

DELEGATE DETAILS (for ease, attach your business card) – Please photocopy form for multiple bookings!

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	Fax	Job Title
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The Regent Almaty Hotel, Almaty Kazakhstan

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DAY ONE – 26 April, 2006

08:15 **Registration, Morning Coffee & Exhibition Visit**

08:45 **Organiser's Introduction & Speed Networking**

Your opportunity to get to know your peers before the start of the conference and set a relaxed, informal and friendly atmosphere



08:55 **Introduction, Conference Aims & Objectives**

Chair: **Karl Johannesson**, Managing Partner, **J'Son and Partners**, Russia

KEYNOTE ADDRESS

09:00 **Growing Your Network, Growing Your Business**

- Case study of Kar-Tel's strategy for gaining broader geographic coverage and increasing capacity
- Selecting the right supplier, mobility products and solutions
- The results to date & future plans

Speaker: **Dmitrii Kromskiy**, General Director, **Kar-Tel (K-Mobile)**, Kazakhstan

INTERACTIVE
PANEL
SESSION

12:20

Lunch & Exhibition Visit

13:35

A Year in Review – Trends & Market Analysis in Central Asia

- Wireless market overview
- Regional subscriber trends
- Key issues for future development

Speaker: **Oksana Pankratova**, Senior Wireless Industry Analyst, **IKS-Consulting**

14:00

Central Asia – An Investor's View

- Financing & private investment growth
- Highlighting the potential of your country's mobile industry to foreign vendors and investors alike
- What are the critical factors in attracting investment?
- Macro-economic stability
- Market dynamics – regulatory regime, economic policies, a level playing field
- Security of investment

Speakers from the day and other invited panellists will debate these issues, including:

Pascal Leccia, Investment Officer, Global Information & Communication Technologies, **International Finance Corporation**

Chris Taubman, **European Bank for Reconstruction & Development (EBRD)**

14:40

Innovation & Marketing Essentials

Connecting and Enriching Your Customers' Lives

- Fulfilling your customers' basic communication needs
- Maintaining a reliable network over troubled terrain
- QoS – the true measure of success
- Customer relationship management – how to keep your customers happy?

Speaker: **Karim Khoja**, CEO, **Roshan**, Afghanistan

15:05

Refreshments & Exhibition Visit

15:45

Experiencing the Brand: Branding the Experience

- Relevance of branding in telecom
- Strategies to build up a successful brand
- Lessons for new entrants
- Afghan Wireless building the first telecom brand in Afghanistan

Speaker: **Tushar Maheshwari**, Marketing Director, **Afghan Wireless Communication Company**

16:10

Marketing the Available Services to Promote Growth

- Assessing the target market groups
- Marketing strategies to promote key services
- Identifying the killer applications
- Realising the benefits – seeing ARPU increase

Speaker: **Andrei Bogdanov**, Head of Equity Research, **Alfa Bank**

16:35

Chair's Closing Comments & Discussion

17:00

Close of Day One and Networking Drinks Reception in Exhibition Hall

OPERATOR

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Investment, Growth & New Opportunities

11:55 **Silk Road Reborn: The Next Decade for Mobile Central Asia**

- Regional mobile overview & trends (current)
- Modernization moving into capitalization and global leadership
- Hub between the "new" superpower (China) and rest of world
- Future juggernaut in new mobile applications and technology?

Speaker: **Jason Smolek**, Director, **J'son & Partners**



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DAY TWO – 27 April, 2006

09:00 **Summary of Day One, Introduction to Day Two**
Chair: **Jean-Pierre Bienaimé**, Chairman, **UMTS Forum**

Plotting a Profitable Path for Tomorrow

09:05 **Indigo Mobile's Current Initiatives & Future Plans**

- Improving quality of existing services, and giving subscribers real advantages for the future
- Putting WCDMA into commercial operation throughout the country
- What to expect: wireless Internet access, streaming media and videoconferencing services

 Speaker: **Bahriddin Najmudinov**, General Director, **Indigo Tadjikistan**

09:30 **Driving Growth in Central Asia**

- The opportunities and growth drivers in Central Asia
- Nokia Solutions and portfolio for cost effective and profitable business
- Case study

 Speaker: **Jonathan Sparrow**, General Manager, **Nokia Networks**, Russia

09:55 **Case Study - Winning Strategies for Customer Management and Retention**

- Challenges for AWCC in Afghanistan
- BSS vendors - early market entrants in a war torn country
- Unique customer problems, at time of high volumes
- Working together - dependability and interaction with other departments
- Current projects and future customer management strategies

 Speaker: **Magnus Svensson**, Director Customer Care, **Afghan Wireless Communication Company**

10:20 **Refreshments & Exhibition Visit**

11:10 **Development Trends of VAS in Kazakhstan**

- Evolution of mobile subscribers' service preferences
- From mono, to poly, to realtones
- From black & white to color pictures
- The emerging market for java-games
- Growth of WAP subscribers and emerging usage of WAP services

 Speaker: **Ivan Solovyev**, Managing Director, **i-Free**, Kazakhstan

11:35 **Strategies for Roaming in the Central Asian Mobile Market**

- Charging principles and inter-operator tariff structure
- The roaming value chain
- Network testing for roaming
- Roaming needs of VAS
- Barriers to setting up roaming agreements
- Is it valuable to be a part of roaming alliance?

Awais Malik, Manager International Roaming, **Mobilink GSM**, Pakistan
Speakers from the day and other invited panellists will debate these issues, including:
Sumeet Dhir, International Roaming Manager, **Afghan Wireless Communication Company** (Awaiting Final Confirmation)

The Business Implications of Wireless Broadband

12:15 **3G/UMTS: Sharing Experience and Success Gained in Competitive Markets - Perspectives for Central Asia**
 Speaker: **Jean-Pierre Bienaimé**, Chairman, **UMTS Forum and Strategy & Brand**, Orange

12:40 **Lunch & Exhibition Visit**

13:55 **Case Study - The Business Case Wireless Broadband in Central Asia**

- Offering customers ubiquitous connectivity, always-on connectivity
- Challenges – reliable service and coverage
- Technology – UMTS TDD mobile broadband technology
- Results

 Speaker: **Evgeniy Surin**, Commercial Director, **Escape Wireless**, Kazakhstan

Network Optimization & Future Opportunities

14:20 **Driving Growth of CDMA 450 in Central Asia**

- Key developments worldwide
- What opportunities does the use of the 450MHz band offer in Central Asia?
- What customers is CDMA 450 aimed at and where can it commercially succeed?
- Providing an optimal return on investment
- Opportunities and challenges for the future

 Speaker: **Colin Chandler**, Vice Chair, **International 450 Association**

14:45 **The Commercial Viability of Satellite and VSAT Solution to Central Asian Mobile Operators**
 Speaker: **Martin Jarrold**, Chief, International Programme Development, **Global VSAT Forum**

15:10 **Refreshments & Exhibition Visit**

Bridging the Digital Divide

15:50 **Connecting the Unconnected - Increasing Accessibility to Mobile in Emerging Markets**

- Removing barriers to access
- The cost of regulation and impact of taxation
- GSMA Emerging Market Handset Program - the results to date

 Speaker: **Ricardo Tavares**, Senior Vice President - Public Policy, **GSM Association**

16:15 **Improve Outreach to Rural & Remote Areas**

- Cast study - Uzdunrobita's aggressive network expansion strategy
- Enable connectivity in remote locations at a faster pace
- Low cost infrastructure solutions
- Site sharing

 Invited Speaker: **Akhmedov Bekzod**, General Director, **Uzdunrobita**, Uzbekistan (Awaiting Final Confirmation)

16:40 **Central Asia's Wireless Future**

- Low penetration levels spell out the vast market available
- Evaluating competing technologies
- Key objective for the future - co-existence, cooperation & convergence
- Lowering tariffs to increase subscribers

 Speakers from the day and other invited panellists will debate these issues, including:
Mubashir Naqvi, V. P. Commercial, **Ufone**, Pakistan
Eldar Abdeev, CTO, **Indigo Tadjikistan**
Aidos Akeney, Head specialist, **Kar-Tel Ltd (K-MOBILE)** (Awaiting Final Confirmation)

17:20 **Close of Conference**

