


 **SIMULTANEOUS ENGLISH/
RUSSIAN TRANSLATION**

 **Обеспечение синхронного перевода
с/на русский и английский языки**

Supported by:



FREE!

To Operators & Regulators when booking
before 11th May

Бесплатное участие для компаний-операторов связи,
органов государственной, исполнительной власти и
регулирующих органов, по заявкам,
полученным до 11 Мая 2007



GSM ▶ 3G

RUSSIA/CIS

RUSSIA 5-6 June 2007
Radisson SAS Hotel, Moscow

**Monetising Convergent Services in
Russia, the CIS and Beyond**

**Early
Booking
Discounts
Available!**

Over 50 leading international vendors....

Aircom • Alcatel-Lucent • Alvarion • Argent Networks • Ascom
• Astellia • Austriacard • Axalto • Bercut • Bharti Telesoft •
Bluefish • Celltick • Cisvento • Concept Technologies • CSG
Systems • Detecon Consulting • EDCH • EDS • Forsk • Future
Card • Gemalto • Giesecke & Devrient • HP • Huawei
Technologies • Jinny Software • LogicaCMG • Logos • MF Tariff
• Motorola • Nitecrest • NMS Communications • Nokia •
Nortel • Oberthur Card Systems • OnePIN, Inc. • Optimi •
Permskiy Gosznak • Protei • Qool Labs • QUALCOMM •
Redknee • Roamware • ROK Corporation • Sagem Orga •
Shields Marketing • Sigvalde • Starhome • TIBCO Software •
Vallent • VoluBill • WeDo • Xpocard • Yamaha

**...have secured business with the regional
& global operator, regulator & investor
community including:**

Armentel • Astelit • Azercell • Babilon-Mobile • Baikalwestcom
• Bakcell • Coscom • Elektrosvyaz • ERA GSM • Eurotel Praha
• France Telecom • Globe Telecom • H3G Italy SPA •
Kazahtelecom • Kcell • Kyivstar • MagtiCom • MegaFon • MGTS
• MTS • Polska Telefonia Cyfrowa • Rostelecom • Sibirtelecom
• SkyLink • SMARTS GSM • Sonic Duo • Svyazinform •
Svyazinvest • Tele2 • Telenor • TeliaSonera • Ukrainian Mobile
Communications • United Mobile • Unitel • Uralsvyazinform •
ValueFirst • VimpelCom • VIPnet • Vodafone • Volgograd-GSM •
Warid Telecom

**Gain unparalleled regional & global expertise
from our line-up of visionary speakers including:**



**Sergey
Shchetov,**
General Director,
Sistema Telecom



**Alexey
Reznikovich,**
CEO, Altimio



**Kjell-Morten
Johnsen,** SVP, CEE
and Country Head,
Russia, Telenor



**Alexander
Nesterov,**
General Director,
SkyLink



Martin Quirke,
CEO, Bakcell
(Azerbaijan)



David Lee, CEO,
MagtiCom
(Georgia)



Vijay Shukla,
Co-Founder,
ValueFirst



**Dmitry
Bagdasaryan,** Head
of Marketing Division,
SMARTS GSM



Natalya Rudenko,
Director of New
Technologies and
Planning,
VimpelCom

Всю информацию о конференции на
русском языке вы можете найти на
сайте www.gsmrussia.ru



**“ A good summit where one can meet all
the players that matter ”**

(TA, New Series Satellites)

Sponsored by:



Alcatel-Lucent



www.gsm-3gworldseries.com/russia

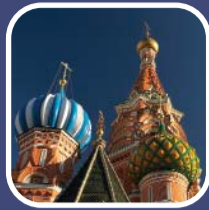
Informa Telecoms & Media is part of Informa plc which is quoted on the London Stock exchange
under the Media section and has offices in: • Australia • Austria • Brazil • Belgium • Dubai •
France • Germany • Hong Kong • India • Malaysia • Netherlands • Norway • Singapore • Spain •
Sweden • Switzerland • United Kingdom • USA

**Call us today to secure your
place: +44 (0)20 7017 5506**

5th Annual Event

SIMULTANEOUS ENGLISH/RUSSIAN TRANSLATION

Обеспечение синхронного перевода с/на русский и английский языки



GSM > 3G

RUSSIA/CIS

RUSSIA 5-6 June 2007
Radisson SAS Hotel, Moscow

Monetising Convergent Services in Russia, the CIS and beyond

Challenge the issues facing your business over the next 12 months

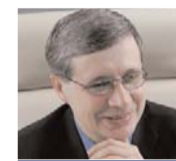
Do business with an unprecedented line-up of industry leaders from mobile operators, fixed and fixed-wireless operators, and content providers from around and beyond the region. Discussions will focus on:

- Monetising the convergence of services across fixed and mobile networks
- Boosting ARPU with richer multimedia services
- Cost-effective 3G migration
- Profitably deploying alternative broadband wireless access technologies
- Adding value to the region's markets with MVNO offerings

Enhance your business prospects within the Russian / CIS region...

- Thought leading speakers – be inspired to take new initiatives by the best minds in the business
- Pre and post-event online networking – identify the contacts you'd like to make in advance, arrange on-site meetings and follow-up post-show
- Operator case studies – take-home tips grounded in reality to improve your business
- Interact with speakers and panellists – articulate your key concerns via robust Q&A sessions
- 4 streamed agenda – save time and personalise the agenda to your specific concerns
- Networking exhibition – get your hands on the latest applications, devices and network equipment

Learn from the region's leading telecoms experts including:



Sergey Shchebetov, General Director, Sistema Telecom



Alexey Reznikov, CEO, Altimo



Kjell-Morten Johnsen, SVP, CEE and Country Head, Russia, Telenor



Martin Quirke, CEO, Bakcell (Azerbaijan)



David Lee, CEO, MagtiCom (Georgia)



Vijay Shukla, Co-Founder, ValueFirst



Alexander Nesterov, General Director, SkyLink



Dmitry Bagdasaryan, Head of Marketing Division, SMARTS GSM



Natalya Rudenko, Director of New Technologies and Planning, VimpelCom

“ GSM>3G World Series events are definitely the best opportunity to reach our customers, to update them on our latest offer and to develop our networking ”

(RB, Gemalto)



“ Good networking opportunity ”
(AC, Ador)



“ Good Job!!!! ”
(BV, ZTE)



“ Excellent ”
(KDA, K'Cell, LLC)

Всю информацию о конференции на русском языке вы можете найти на сайте www.gsmrussia.ru



www.gsm-3gworldseries.com/russia

Produced by: | Sponsored by:

informa
telecoms & media



Consulting
DETECON



Alcatel-Lucent



Official Publication:



Official Online News Service:



Media Partners:



Call us today to secure your place: +44 (0)20 7017 5506

Re-Assess Your Business Strategies - Opportunities and Challenges in Maturing CIS Markets

The Russian and CIS mobile market has seen tremendous growth in recent years. **Total subscriptions in the region surpassed 200 million at end-2006, while penetration passed 100%.**

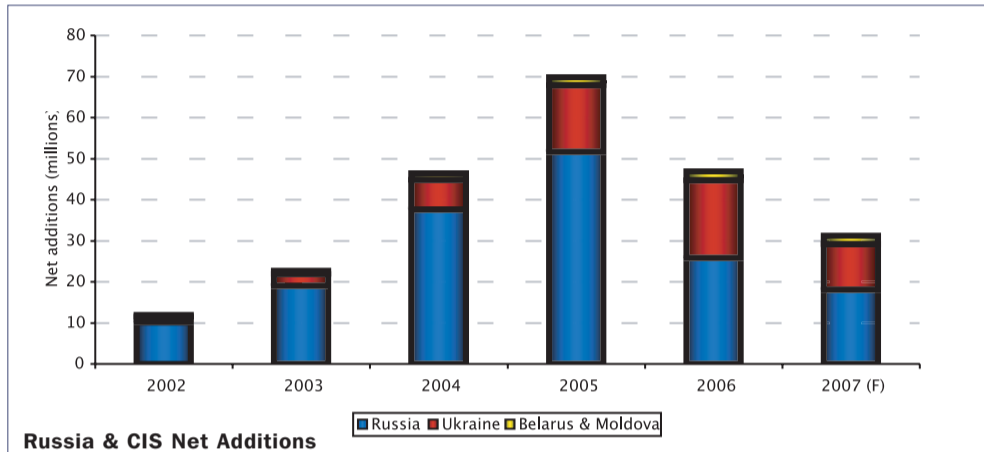
Now that growth has slowed, what potential remains?

Undoubtedly, the Russian market has been driving growth in the region, accounting for 55% of total net additions in 2006. The Russian market has seen phenomenal growth over the years, with subscription levels constantly surpassing all expectations. **For five consecutive years from 2000-2004 the Russian market more than doubled, however the market is now nearing saturation and growth is finally beginning to slow.** At end-2006, Russian penetration stood at 107%, however figures can be deceptive. Thanks to the growing number of multiple SIM ownership on the Russian market, Informa estimates that actual user penetration stood at approximately 70%, which indicates that **some growth potential still remains in the Russian market.**

How do the CIS countries compare?

Ukraine is the second biggest market in the region, accounting for 23% of total subscriptions at end-2006. The Ukrainian market has been following a similar pattern of development to the Russian market but has always lagged about 6-9 months behind Russia's development, however this changed at the end of 2006, when Ukrainian SIM card penetration soared to 105%, increasing from 64% end-2005. Again, **multiple SIM ownership is distorting penetration levels** and actual user penetration in Ukraine is closer to 60%.

Growth in Decline...



Source: Informa Telecoms & Media

Belarus and Moldova are the smaller markets in the region, with 6 million and 1.4 million subscriptions respectively at end-2006. **Both markets have relatively low penetration levels and therefore are forecast to see continued growth going forward.**

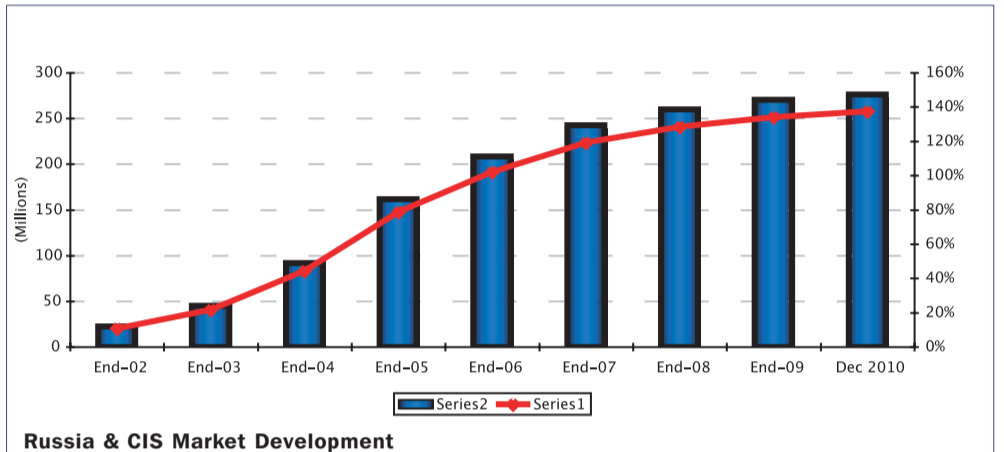
Where do the business expansion opportunities now lie?

Growth is forecast to slow over the coming years, with net additions forecast to fall to approximately 30 million, end-2007. **By end-2009, subscription levels are forecast to reach 270 million, whilst penetration could hit 135%.** In Russia and Ukraine, now that subscription growth has sufficiently progressed, operators are turning their focus away from subscription growth and towards ARPU growth. **Russia and Ukraine have the lowest ARPU levels in Europe, with both markets seeing record low ARPU levels in 1Q06, Ukrainian ARPU hit \$6.9 whilst Russian ARPU hit \$6.3.** ARPU levels are now increasing and are forecast to continue increasing over the coming quarters as the operators continue to focus on advanced data services and VAS.

The long-awaited dawn of 3G

In terms of advanced data services **2007 is set to be the year when 3G licences are finally issued in Russia.** After postponing the 3G licence auction for many years, three licences are due to be issued in 2007 and the recipients are forecast to start deploying their networks in 2008. In addition, **Ukraine will be the first country in the region to deploy 3G, when Ukrtelekom deploys its WCDMA network in 1H07.** WCDMA licences are yet to be issued in Belarus and Moldova but operators in both countries are looking to WCDMA as the next phase of their development.

...but development is still increasing



Source: Informa Telecoms & Media



Agenda Outline

Day One

- **Profitability strategies** of Russia's most important telecoms groups
- **3G/UMTS** evolution
- Assessing the **capabilities of WiMAX** for cellular and wireline operators
- Opportunities and threats around **metro-wide Wi-Fi**

Day Two

- **Growing cellular business** in Caspian markets, Central Asia and the Russian regions
- Bringing **richer multimedia services** to CIS markets
- **Profitably deploying VAS** - convergent service portals, location based services
- **Assessing the value MVNOs** add to CIS markets

GSM > 3G Russia / CIS delivers a unique perspective to its audience allowing attendees to take back to the office *invaluable information, contacts and inspiration that cannot be found elsewhere...*

The learning experiences...

1. **Identify the pitfalls and pin-point the possibilities** in this multi-faceted market.
2. **Hear first-hand** from those that have forged successful mobile business models in the region.
3. **Gain insight on what's worked and what's not** - attendance from all the major carriers operating in the region will give an invaluable overview on the state of the market and future direction.
4. **Tailor the conference to address your specific concerns** - multiple streams deliver you greater breadth and depth of coverage.
5. **Do more than just sit back and listen** - interact and feed debate with our panel. Discover what those in charge and your peers really think about what's happening now and what might occur in the future.
6. **Practical take-home tips** - operator real-life case studies mean the information delivered is grounded in reality and not theory.
7. **Endorsed and supported by the UMTS forum** - their participation is pivotal in imparting to this event a credence & substance not found elsewhere.
8. **Assess the wireless broadband threats and opportunities** - make your case for and maximise your opportunities around alternative broadband wireless access options in the CIS.
9. **Timely 3G opportunities** - meet and influence the decision-makers driving Russia's WCDMA migration.

10. **Monetise mobile content** - network with all segments of the mobile VAS ecosystem.

The networking potential...

11. **Connect with the decision-makers** - network with over 400 of the highest level job functions within the Russian, CIS and international industry.
12. **Free attendance for operators and regulators** - to guarantee you the right audience to network with.
13. **Start the networking early** with a speed networking session at the start of the event.
14. **Plan your meetings** and facilitate pre and post-event networking with the online delegate contact system.
15. **Maximise your card-swapping opportunities** - we've built in longer coffee and lunch breaks to give you more time to seek out those key contacts.

The exhibition contacts...

16. **Discover the products and services of the future** - over 30 leading international vendors showcase their solutions.
17. **Save time** - meet the majority of vendors relevant to your business under one roof.
18. **Source new partnerships** in the networking exhibition.
19. **More relaxed networking** with drinks and entertainment at the end of day one.

Learn more at: www.gsm-3gworldseries.com/russia

BEAT THE QUEUES: Pre-Registration available on Monday 4 June from 5-7pm

DAY ONE – Tuesday 5 June 2007

08.00	Registration, Refreshments & Exhibition Visit	
08.45	Informa Welcome & Speed Networking Session 	
09.00	Welcome from the Organiser Joe Willcox, Manager, Wireless Strategies, Europe & Asia, Informa Telecoms & Media	
09.10	Opening Remarks from the Chair <ul style="list-style-type: none"> Building on the development of the Russian Telecoms Market Assessing the progress of the operators' and investors' strategies for developing the communications markets of Russia and the CIS Moving cellular services into the 3G era and beyond Assessing the opportunities around FMC, IPTV and the liberalisation of the long distance telephony markets Karl Johansson, Managing Partner, J'Son & Partners	
09.30	Keynote Address: Growing Russian Mobile Businesses into Emerging Markets <ul style="list-style-type: none"> Identifying rich opportunities in the CIS and beyond Effective business models for extending service availability to under-connected populations How far can Russian operators modify their service offerings and business models to account for low solvent demand in some markets? Investor Alexey Reznikovich , CEO, Altimo	<ul style="list-style-type: none"> Understanding the technical and marketing challenges around offering a truly seamless, network-agnostic one-number service Meeting customer demands now for 'always on' connectivity via call forwarding and harmonised numbering Falk Schröder, Managing Partner, Detecon International GmbH
09.50	Profitable Deployment of Mobile Broadband Technologies <ul style="list-style-type: none"> Drivers for deploying 3G and complementary mobile broadband technologies in CIS markets Global case studies: successful deployment Profitable 2G-3G migration paths Senior representative, Alcatel-Lucent	10.50 Morning Refreshments and Exhibition Visit 11.20 Enhanced Competitiveness in the 3G Era <ul style="list-style-type: none"> Supporting flexible network deployment Facilitating further network evolution Supporting the full range of mobile multimedia services in demanding conditions Senior representative, Huawei Technologies
10.10	Convergence Initiatives within Sistema Telecom Group of Companies <ul style="list-style-type: none"> How integrated telecoms groups can offer compelling value to customers with convergent service offerings Ensuring maximum ROI on 3G network deployments Monetising telecoms and media convergence through multimedia offerings Addressing opportunities for Russian telecoms groups in the CIS and worldwide Investor Sergey Shchebetov , General Director, Sistema Telecom	11.40 Achieving Further Growth in the Fast Maturing Russian and CIS Markets <ul style="list-style-type: none"> How can telecoms groups continue to grow revenues as CIS mobile markets mature towards saturation? Which factors will determine the commercial success of 3G in CIS markets? Assessing the levels of challenge around expanding a telecoms group's footprint beyond the CIS from a Russian base Investor Kjell-Morten Johnsen , SVP, CEE & Country Head, Russia, Telenor
10.30	Integrating Fixed and Mobile Carrier Businesses <ul style="list-style-type: none"> Assessing the level of demand for a simplified and streamlined package of communications services on one bill across multiple access technologies 	12.00 Panel Discussion: Competitiveness in Russia's Maturing Telecoms Market <ul style="list-style-type: none"> Profitable deployment of 3G services Potential synergies across fixed and mobile networks Opportunities in CIS markets and beyond Investor Kjell-Morten Johnsen , SVP, CEE & Country Head, Russia, Telenor Sergey Shchebetov , General Director, Sistema Telecom Alexey Reznikovich , CEO, Altimo
		12.30 Exploring Key Trends in the Evolution of the Russian and CIS Markets <ul style="list-style-type: none"> Comparing subscriber growth levels and penetration across the Russian Federation and CIS KPI trends – the impact of growth on ARPU, MOU, Churn Expansion beyond the domestic market – what opportunities remain? A 3G future: what does WCDMA hold for Russia and the CIS and what trends have been observed in other markets? Gemma Bunting , Research Analyst, Mobile Strategies, Informa Telecoms & Media
		12.50 Lunch and Exhibition Visit

STREAM A: Profitably Deploying 3G/IP Technologies

STREAM CHAIRMAN: Jean-Pierre Bienaimé, Chairman, **UMTS Forum**

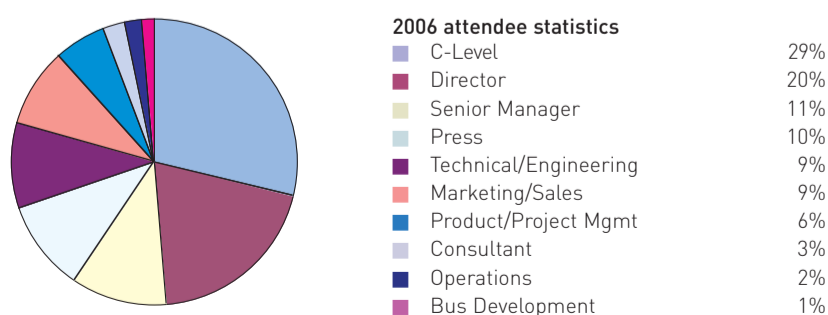
14.00	3G/UMTS & Evolution: Global Market Uptake and Optimum Network Strategies: Perspectives for Russia/CIS <ul style="list-style-type: none"> 3G/UMTS/HSPA worldwide market update 3G/3G+ operator strategies: which services are boosting ARPU and subscriber base From 2G/GSM to 3G/UMTS/HSPA – cost-effective steps Towards mobile and wireless broadband UMTS/HSPA and fixed-wireless access complementary technologies A look to the future: 3G LTE Perspective for CIS markets Jean-Pierre Bienaimé, Chairman, UMTS Forum
14.30	3G Migration via Deployment of a Unified 2G/3G Core <ul style="list-style-type: none"> Separating the control and bearer layers to provide greater network capacity and enhanced processing performance Leveraging a distributed architecture to simplify the network structure, speed up the network deployment, and reduce network transmission cost Reducing network construction and maintenance costs significantly Lessons from 3G deployment in Tajikistan Operator Natalya Rudenko , Technology Development Director, Vimpelcom
15.00	Afternoon Refreshments and Exhibition Visit
15.30	Future-Proofing Through Evolution Towards an All-IP Network <ul style="list-style-type: none"> Ensuring network capacity can support rich APPU-boosting VAS as market conditions mature towards saturation and increased levels of competition Readying the business for 3G services by selecting future-proof solutions with a common softswitch circuit core for WCDMA and GSM Assessing the available mobile softswitch solutions Ensuring that today's network investments enable migration towards an all-IP network * speaker to be confirmed
16.00	CDMA2000 in the 450 MHz Frequency Range: a Cost-Effective Fit for 3G Services Delivery <ul style="list-style-type: none"> Leveraging the spectral efficiency and high data speeds of CDMA2000 Covering large tracts of terrain with fewer cell sites, faster deployments and lower environmental impact Keeping OPEX low throughout the network elements lifecycle * speaker to be confirmed
16.30	Closing Remarks from the Chair 
17.00	Close of Day One & Networking Drinks in the Exhibition Hall 

STREAM B: Profitably Deploying Broadband Wireless Access Technologies

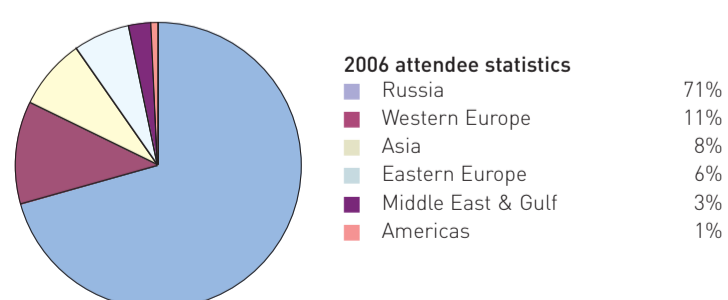
14.00	Leveraging the Advantages of WiMAX for Cellular and Wireline Operators <ul style="list-style-type: none"> Advantages of WiMAX in terms of supporting very high speed data transmission WiMAX evolution to supporting full mobility Advantages in terms of deployment costs, security, QoS and long-distance coverage Solving 'the last kilometre access problem' Senior representative, Huawei Technologies
14.30	Leveraging WiMAX to Meet Pent-up Demand for Broadband Services <ul style="list-style-type: none"> Understanding the WiMAX opportunity and business drivers – meeting the needs of under-connected customers in regions with significantly higher gross regional product per capita than the national average How far does broadband penetration lag behind European norm? Assessing demand for enterprise VPN services Ensuring that WiMAX broadband data is bundled with toll-quality VoIP * speaker to be confirmed
15.00	Afternoon Refreshments and Networking
15.30	Assessing the Optimum Mix of Broadband Wireless Access Technologies <ul style="list-style-type: none"> Calculating a business case for metropolitan area WiFi deployments VoIP over WiFi as a complementary or competitive offering vs. existing cellular services? Can telecoms groups with fixed and mobile assets leverage WiFi-cellular convergence to achieve effective service differentiation? Where will WiMAX gain traction and which service providers are best placed to leverage its advantages? Operator Jean-Pierre Vandromme , CEO, Golden Telecom
16.00	Opportunities and Threats around Metro-Wide Wi-Fi Networks <ul style="list-style-type: none"> How can operators of Wi-Fi hotspots attach cellular operator voice and data revenues? Are mobile operators viewing VoWi-Fi purely as a threat? How to form partnerships with international hotspots operators and offer subscribers compelling global roaming packages Operator Geraint Bungay , Head of Network Partnerships, The Cloud
16.30	Closing Remarks from the Chair
17.00	Close of Day One & Networking Drinks in the Exhibition Hall 

Bringing together the leading minds in the business

Networking with those driving the Russian telecoms industry



A global perspective on a regional agenda



Our top level attendance in 2006:

355 attendees through the door • 27 operator companies attended • 18 countries represented • 49% C/Director level attendance

View the latest agenda updates at: www.gsm-3gworldseries.com/russia

BEAT THE QUEUES: Pre-Registration available on Monday 4 June from 5-7pm

DAY TWO – Wednesday 5 June 2007

- | | |
|--|---|
| <p>08.00 Registration, Refreshments & Exhibition Visit</p> <p>08.45 Informa Welcome & Speed Networking Session </p> <p>09.00 Opening Remarks from the Chair
Karl Johansson, Managing Partner, J'Son & Partners</p> <p>09.10 Growing Fixed and Mobile Businesses in the Russian Regions
 <ul style="list-style-type: none"> ■ Offering universal access in the Russian regions ■ Creating compelling voice, data and video business in key markets ■ Competing with the nationally licensed mobile operators Alexander Kiselev, General Director, Svyazinvest</p> <p>09.30 Competing in a Fast-Maturing Market
 <ul style="list-style-type: none"> ■ Focussing on quality in a maturing and increasingly competitive market ■ Achieving effective differentiation through improved customer satisfaction ■ Building the business around a focus on sales and marketing excellence Martin Quirke, CEO, Bakcell</p> <p>10.00 Bringing Richer Multimedia Services to the CIS
 <ul style="list-style-type: none"> ■ Understanding the importance of rich multimedia services in highly penetrated mobile markets ■ Driving forward discovery and delivery of rich wireless data services ■ Creating a dynamic user experience with access to high revenue services ■ Achieving flexible management and monetisation of services Peter Knowles, Director, Carrier Relations, QUALCOMM Europe Inc.</p> <p>10.30 Supporting Compelling Mobile Content Services with BREW
 <ul style="list-style-type: none"> ■ Leveraging the speed of CDMA2000 to support data-rich services ■ Attacking inhibitors to consumer take up of mobile content services: lack of fast and simple access, lack of effective content provider settlement and business intelligence services ■ Creating a user-friendly browser to ensure smooth access to a catalogue of compelling content Alexander Nesterov, General Director, SkyLink</p> <p>11.00 Morning Refreshments & Exhibition Visit</p> | <p>11.30 Optimising the Content Delivery Chain
 <ul style="list-style-type: none"> ■ Is the service delivery chain voice-centric when voice is just one of many data applications? ■ Content creation and publishing ■ Content collection and management ■ Convergent content distribution ■ End user access to content Florin Hanes, Business Development Manager, HP Communication, Media & Entertainment</p> <p>12.00 Defending Profitability with VAS in Maturing Market Conditions
 <ul style="list-style-type: none"> ■ Preparing for decaying ARPU and increased churn ■ Devising VAS which meet real customer needs ■ Realistic pricing of non-voice services in line with customers' ability to pay ■ Getting maximum ROI from service enabling technology Tansu Yegen, CEO, Life:) GSM</p> <p>12.30 Achieving ARPU Growth with a Convergent Service Portal for Subscribers
 <ul style="list-style-type: none"> ■ Latest tendencies in the development of customer care in Russia ■ Convergent subscriber services ■ Unified portals: new opportunities for subscribers or a source of income for the operator? Vladimir Matveenko, CareM Product Manager, Bercut</p> <p>13.00 Pioneering 3G Services in the Caspian Region
 <ul style="list-style-type: none"> ■ Understanding the Georgian market – mobile penetration, subscriber demographics, competition ■ Cost-effective WCDMA migration ■ Devising and marketing compelling services David Lee, CEO, MagtiCom</p> <p>13.30 Lunch and Exhibition Visit
 <ul style="list-style-type: none"> ■ Network and do business with over 30 international vendors and the extended mobile value-chain at the only show of its kind in the Russia / CIS region </p> |
|--|---|

“ Good organization, interesting lectures ”
(MSV, Institute for Cellular Communication)

STREAM A: Innovative Mobile Service Deployments

- 14.30 **MVNOs in Russia: Prospects for Success**
 - Tracking early MVNO developments in Russia
 - Does co-operation with MVNOs best suit the big three operators or regional players?
 - Will the launch of WCDMA networks stimulate the development of MVNOs?**Margarita Zobnina**, Senior Consultant, **iKS-Consulting**
- 15.00 **Examining the Model for Data Only Services for the Enterprise Segment in Ostensibly Unviable and Untapped Markets**
 - Segmenting the market to focus on enterprise businesses
 - Seeing different perspectives – for MNOs – mobile is business; For enterprises, mobile a part of business
 - Understanding the dynamics of emerging customer needs of enterprises
 - How can MNOs embrace innovation via partnership to ensure customer intimacy and fulfil the needs of enterprises?**Vijay Shukla**, Co-Founder, **ValueFirst**
- 15.30 **Afternoon Refreshments & Exhibition Visit**
- 16.00 **Adding Value to the MNO Business via Partnership with an International MVNO**
 - Examining the evolution of the roaming market including new technologies (Multi IMSI, W-LAN, etc) and the impact of innovative alliances for operators, including MVNO partnerships. Devising VAS which meet real customer requirements
 - Developing a business model for an international MVNO which benefits the host operator, the MVNO and the end-user
 - Determining with markets and market segment(s) to target and developing a mobile offer that suits the business model
 - Building an MVNO/MNO partnership which adds value to both businesses without cannibalizing the operator's customer base
 - Evaluating the success of United Mobile to date and how well the model is translated into business**Cor Stewart**, Head of Product Development and Strategy, **United Mobile**
- 16.30 **Profitably Complementing Cellular Services with Basic Fixed-Wireless Telephony in Remote Regions**
 - Combining cellular, VoIP and internet services as a compelling package
 - Can incumbent wireline operators and national mobile operators profitably offer services to under-connected regions?
 - Leveraging digital switch technology to provide local telephony for poorly served areas
 - Investigating the potential of DECT to support cost-effective fixed-wireless services* speaker to be confirmed
- 17.00 **Closing Remarks from the Chair**

STREAM B: Monetising Multimedia

- 14.30 **Evolution of LBS Services in 2G/2.5G/3G Mobile Networks. Foreign Experience and Russian Reality**
 - LBS services classification
 - Market participants' categories, LBS service users
 - Comparison characteristics of mobile location technologies and their influence on LBS services implementation in 2G/2.5G/3G networks
 - Software and hardware platforms
 - Examples of LBS services from foreign and Russian operators
 - Prospects for LBS services in Russia**Vladimir Maksimenko**, Director, Analytical Centre, **Modern Telecommunications**
- 15.00 **The Role of the Operator in Stimulating the Take-up of VAS**
 - Drivers: how market maturity and declining voice ARPU makes it imperative to monetise value-added services
 - Comparing the strategic roles of operator, content owners and content aggregators in the development and control of the content market
 - Content portal development and devising maximally effective ways to market VAS**Dmitriy Bagdasaryan**, Head of New Technologies and Services Division, **SMARTS GSM**
- 15.30 **Afternoon Refreshments & Exhibition Visit**
- 16.00 **Partnerships with Digital Content Retailers to Drive up Consumer Spending**
 - How far can the digital content business grow if consumers are limited to visiting only telecoms operator portals?
 - Developing user-friendly content portals
 - Boosting sales via the adaptation of the latest digital technologies including music recommendation solutions**Carles Campdelacreu**, CEO, **Acquamedia**
- 16.30 **Monetising the Extension of World-Class Broadband Multimedia Services to Russia**
 - Assessing the opportunities offered by metropolitan demand for broadband communication, information and entertainment services
 - Cost-effectively building out last mile coaxial fibre access
 - Selling a mix of compelling video content services
- 17.00 **Close of Conference**


A Telecoms Academy training course is your gateway to greater telecoms technology and business knowledge. Visit www.telecomsacademy.com where you'll find full course outlines and all our scheduled date

Welcome to Moscow – A Unique Backdrop to Your Learning

Nestled by the banks of the Moscow River and in striking distance of the Kremlin and historic heart of Moscow, the **Radisson SAS Slavyanskaya** offers panoramic views of the Russian White House, and Borodino Bridge. The convenient central location makes the hotel an ideal location for conventions and business events, as well as a range of leisure activities to recharge you after a hard day. For those that are travelling from further a field, Moscow's rich history and iconic attractions make it an unforgettable place to extend your conference trip.

Reduced Rate Accommodation:
The cost of hotel accommodation is not included in the conference fee. Reduced rate hotel accommodation can be arranged for you as a free service to delegates by contacting Events in Focus on Tel: +44 20 7902 7760/ Fax: +44 20 7633 9427. **Contact either Randy Wright rwright@eventsinfocus.net or Karen Lewis ev@eventsinfocus.net for further information.**

VISAS: If you require United Kingdom-based passport or visa processing, international passport or visa application forms and instructions, or other related services, CIBT can assist you, **please visit www.cibt.com/uk/gsmrussia**



“ Excellent organisation ”

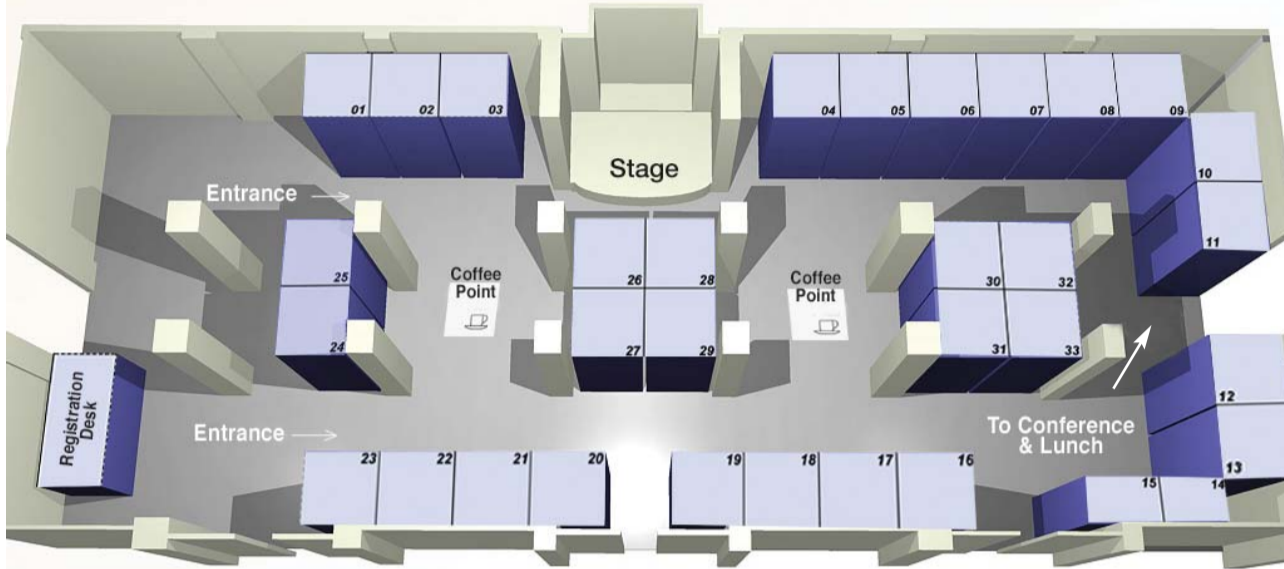
(MM, Azercell)

RUSSIA

A sponsorship or exhibition package will secure your company a leading position

- **Meet the region's decision makers all under one roof:** The most sought after keynote speakers attract specific, targeted and high quality delegates to your stand. The chance to meet the industry's leaders face-to-face.
- **Capitalise on established networking platforms:** GSM>3G World Series events have many years of development behind them, both in terms of database and content knowledge.
- **Be part of the region's largest telecoms event:** Putting you in touch with global press coverage and benefiting from our huge promotional campaign.
- **Position your company as a market leader:** Sponsorship offers you brand awareness in front of your target audience.
- **Chose your level of presence:** From 6sqm exhibition stand to senior exhibition promotional opportunities and high level exposure sponsorship to help you achieve a high ROI.
- **Break into or develop your business in a growing market:** No other event can provide so many potential clients in one place over two days, shorten the sales process and generate more leads. The opportunity to demonstrate your products, answer questions and overcome objections is unmissable.

For more information on how you can take advantage of the vast networking and marketing opportunities available, please contact:
Chris May • Tel: +44 (0) 207 017 4725 • E-mail chris.may@informa.com



Don't let your competitors leave you behind - our current & previous exhibitors:

- Acision
- Aircom
- Alcatel-Lucent
- Alvarion
- Argent Networks
- Ascom
- Astellia
- Austriacard
- Axalto
- Bercut
- Bharti Telesoft
- Bluefish
- Celltick
- Cisvento
- Concept Technologies
- CSG Systems
- Detecon Consulting
- EDCH
- EDS
- Forsk
- Future Card
- Gemalto
- Giesecke & Devrient
- HP
- Huawei Technologies
- Jinny Software
- LogicaCMG
- Logos
- MF Tarif
- Motorola
- Nitecrest
- NMS Communications
- Nokia
- Nortel
- Oberthur Card Systems
- OnePIN, Inc.
- Optimi
- Permskiy Gosznak
- Protei
- Qool Labs
- QUALCOMM
- Redknee
- Roamware
- ROK Corporation
- Sagem Orga
- Shields Marketing
- Signalvue
- Starhome
- TIBCO Software
- Vallent
- VoluBill
- WeDo
- Xponcard
- Yamaha

Our Sponsors So Far...

Huawei Technologies

Huawei Technologies is a leader in providing next generation telecommunications network solutions for operators around the world. The company is dedicated to providing innovative and customized products, services and solutions to create long-term value and potential growth for its customers. HUAWEI's products and solutions are deployed in over 100 countries and serve 31 of the world's top 50 operators, as well as over one billion users worldwide.

For more information, please visit <http://www.huawei.com>



HP

HP serves two converging industries, telecommunications and entertainment, through a single, \$9B business unit, HP Communications, Media & Entertainment. In telecom, HP brings 30 years of experience, a broad array of products, solutions, and global services - plus 500 solutions partners - to help the world's top service and equipment providers meet the voice, data, and multimedia needs of hundreds of millions of broadband and wireless subscribers. For media and entertainment companies, HP provides solutions for content creation, content management and distribution, and specialized media storage. Finally, HP provides the personal devices that tap information and entertainment everywhere, all the time.



Bercut Ltd

Bercut Ltd (www.bercut.com) is an international supplier of IT products for value-added services infrastructure of mobile and PSTN Operators.

- 124 sites in 15 countries
- 770 installations
- Headquarter - Saint Petersburg, Russia
- Regional sales and support office - Johannesburg, South Africa
- 400 top-class specialists



Bercut is an Associate Member of the GSM Association, an official member of the Open Mobile Alliance, a member of the Russian GSM, CDMA and TDMA/AMPS mobile communication associations and Infocommunication Union. Bercut is certified to Quality Management System ISO 9001:2001. IT2TI - informational technologies for telecommunication infrastructure

Detecon International GmbH

Detecon International is one of the world's leading consultancies for integrated management and technology consultation. We advise clients from all industries i.e. telecommunications companies, governments, investors, and regulatory authorities with innovative solutions developed from the application of modern information and telecommunications technologies. Our comprehensive service portfolio concentrates on strategy, marketing, processes, technologies, including the development and implementation of network architectures. Detecon's consultants have an extensive expertise in the mobile networks, fixed networks, and data networks sector. With four national and thirteen international locations as well as numerous project offices, our consultants are represented on nearly all continents. Detecon is a subsidiary of T-Systems, the brand for all Deutsche Telekom's business customers.

For more information go to: www.detecon.com info@detecon.com



Alcatel-Lucent

Alcatel-Lucent provides solutions that enable service providers, enterprises and governments worldwide, to deliver voice, data and video communication services to end-users. As a leader in fixed, mobile and converged broadband networking, IP technologies, applications, and services, Alcatel-Lucent offers the end-to-end solutions that enable compelling communications services for people at home, at work and on the move. With 79,000 employees and operations in more than 130 countries, Alcatel-Lucent is a local partner with global reach. The company has the most experienced global services team in the industry, and one of the largest research, technology and innovation organizations in the telecommunications industry. Alcatel-Lucent achieved proforma combined revenues of Euro 18.6 billion in 2005, and is incorporated in France, with executive offices located in Paris. [All figures exclude impact of activities to be transferred to Thales].

For more information, visit Alcatel-Lucent on the Internet: <http://www.alcatel-lucent.com>



QUALCOMM

As the world's largest 3G CDMA chipset provider, QUALCOMM is committed to the development and advancement of 3G technology. With offices throughout Europe, QUALCOMM works closely with numerous operators, manufacturers and developers to enable the successful commercial roll-out of compelling, feature-rich 3G WCDMA (UMTS) and HSDPA services across the region. QUALCOMM is a developer and supplier of chipsets, hardware and software solutions, and tools, supporting key multimode, multiband 2G and 3G wireless technologies, including WCDMA (UMTS) and HSDPA chipset, hardware and software solutions. QUALCOMM's solutions incorporate features of the Launchpad™ suite of advanced multimedia, connectivity, position location, user interface and removable storage functionality, including QUALCOMM's gpsOne® solution, the world's most broadly deployed assisted-GPS handset technology.



The best technology and business programmes for those working in the telecoms industry

Telecoms Training

Telecoms Academy – your gateway to greater telecoms technology and business knowledge

- Telecoms Mini MBA Series:
 - Telecoms Mini MBA
 - Telecoms Marketing Mini MBA
 - Managing Telecoms Technology Mini MBA
- Telecoms Technology Courses
- Certificate and Diploma Distance Learning Courses
- In-house Training
- Scheduled Training Courses
- Blended Learning Solutions

For more information visit: www.telecomsacademy.com

Telephone: +44 (0)20 7017 4144 Email: training@telecomsacademy.com

Telecoms Academy
TRAINING EXCELLENCE





www.gsm-3gworldseries.com/russia

TELECOMS

Customer Number

Brochure Number

Event Code

CQ1661

PRICES & PAYMENT INFORMATION Please tick option:

- All Operators & Regulators:** 2 Day Conference & Exhibition
- FREE ONLY UNTIL 11th May 07
- US\$599 (from 12th May 07)
- Regional* non-operator delegates:** US\$1399 (until 27th April 07)
- US\$1599 (from 28th April 07)
- International non-operator delegates:** US\$2599 (until 27th April 07)
- US\$2799 (from 28th April 07)

- 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 the access details to view the GSM>3G Russia conference documentation online at £325 (+VAT @ 17.5%)

*Please contact Customer Services to check that your Organisation is entitled to the free pass.

Group Discounts Available – call +44 (0)20 7017 5506

Всю информацию о конференции на русском языке вы можете найти на сайте www.gsmrussia.ru

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

1 (Mr/Mrs/Ms/Miss/Dr) Family Name _____ Forename _____
 Email _____ Tel _____
 Fax _____ Job Title _____

2 (Mr/Mrs/Ms/Miss/Dr) Family Name _____ Forename _____
 Email _____ Tel _____
 Fax _____ Job Title _____

COMPANY DETAILS

Name of Company _____
 Department _____ Address _____
 City _____ Postcode _____ Country _____
 VAT Reg no _____ Nature of Business _____

PAYMENT DETAILS

Please charge my Credit Card Visa MasterCard AMEX Diners Club Enclosed is a cheque made payable to Informa UK Ltd (Ref: CQ1661)

Card Number Expiry Date __/__/__ Card Holder's Name _____
 Card Billing Address _____ Signature _____ Date __/__/__
 Contact Tel No for Card Holder: _____

For further information on payment details visit www.payments.informa.com/telecoms or call +44 (0)20 7017 5506

5 EASY WAYS TO REGISTER

Tel: Customer Services +44 (0) 20 7017 5506
 Fax: Customer Services +44 (0) 20 7017 4747
 Email Bookings: telebookings@informa.com
 Email Enquiries: telequeries@informa.com
 Web: www.gsm-3gworldseries.com/russia
 Mail: Informa UK Ltd,
 PO Box 406, West Byfleet
 KT14 6WL, United Kingdom

For OPERATOR BOOKINGS, please call Michelle on +44 (0)20 7017 5333

Are we mailing you correctly?

To update your contact details on our database please visit www.updates.informa.com

Would you like to receive e-mail updated from us in the future? Yes
 Please specify any special requirements: _____

PAYMENT INFORMATION: Payment should be made by cheque, credit card in USD or pounds sterling. Cheques should be made payable to Informa UK Ltd. Payment must be received by 22/05/07 in order to secure your place. Please quote the delegate name and the event CQ1661 as a reference on all transactions. Informa Telecoms & Media in conjunction with Taxback International, an industry leader in VAT recovery with over 18 offices worldwide with 450 dedicated tax professionals, can help you to make a significant reduction on your attendance costs. For further information please visit www.taxbackinternational.com/informa_email:informa@taxback-international.com or phone +353 1 878 3361.

TERMS AND CONDITIONS

FEE: The conference is FREE to all Operators & Regulators, as listed in the pricing options on this page. Free attendance ONLY applies until the 11th May 2007. Multiple booking discounts will only be valid for delegates from the same company when booked as a group at the same time. All fees include lunch, refreshments and conference documentation.

CANCELLATIONS: If you should cancel a conference registration before 18th May 2007 you will receive a refund less a cancellation charge of £125 for 'Regional non-operator delegate' 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. 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.

ARE YOU REGISTERED?: You will always receive an acknowledgement of your booking. If you do not receive anything, please call us on +44 (0)20 7017 5506 to make sure we have received your booking.

CALL MONITORING: Telephone calls to Informa UK Limited may be recorded or monitored in order to check the quality of the service being provided.

DATA PROTECTION: The personal information shown, and/or provided by you will be held on a database and shared with companies in the Informa Group. It may be used to keep you, or any additional names provided by you up to date with developments in your industry. Sometimes your details may be obtained from or made available to external companies for marketing purposes. If you do not wish your details to be used for this purpose, please write to: The Database Manager, Informa UK Ltd, Cyan House, One Canada Road, Byfleet, KT14 7BF, Tel. 0207 017 5506, Fax. 0207 017 4743 or Email: Database@informa.com

VENUE DETAILS

Radisson SAS Slavjanskaya
 Europe Square 2, 121059 Moscow Russia
 Tel: +7 095 941 8020 Fax: +7 095 941 8000

REDUCED RATE ACCOMMODATION

The cost of hotel accommodation is not included in the conference fee. Reduced rate hotel accommodation can be arranged for you as a free service to delegates by contacting Events in Focus on Tel: +44 20 7902 7760/ Fax: +44 20 7633 9427. Contact either Randy Wright rwright@eventsinfocus.net or Karen Lewis ev@eventsinfocus.net for further information

Please tick here if you would like to be contacted regarding hotel accommodation

VISAS

If you require United Kingdom-based passport or visa processing, international passport or visa application forms and instructions, or other related services, CIBT can assist you, please visit www.cibt.com/uk/gsmrussia

***Regional means company based in the following countries:**

Russian Federation, Ukraine, Belarus, Moldova, Armenia, Azerbaijan, Georgia, Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan.