

Now In Its 5th Year

East  
Africa  
Com



1 - 2 April 2009  
The Safari Park Hotel  
Nairobi, Kenya



FREE  
for Operators  
& Regulators

## Promoting new models and services for the broadband era in East Africa



### Key Reasons to Attend

- **More senior-level participants:** 500+ operators and service providers, regulators, investors, vendors, industry analysts - more than any other telco event in the region
- **Agenda that delivers insights on the whole telecommunication ecosystem:** fixed, GSM, CDMA, wireless, satellite
- **Un-paralleled speaker panel** - 35+ including CEOs of the region's leading operators and stakeholders
- **Over 16 hours of market-leader intelligence:** an interactive mix of the market's key issues debated in a mix of keynote presentations, case studies, analyses and panel debates
- **9 hours of networking time** face-to-face with the mix of the region's telco decision-makers

### Bringing Together Decision Makers from:

Burundi • Comoros Islands • Djibouti • Eritrea • Ethiopia • Kenya • Rwanda • Somalia • Sudan • Tanzania • Uganda

**"East Africa 2008 was simply a piece of class; as manifested by the wealth of presentations and presenters"**

(MJ, Warid Telecom Uganda Limited)

### Learn From The Leading Minds of The Region...



**Bashar Arafah,**  
COO, East Africa Region, **ZAIN GROUP**



**Michael P. Foley, CEO (East Africa), ESSAR TELECOMMUNICATIONS,**  
& Director, **ECONET WIRELESS, Kenya**



**Michael Joseph,**  
CEO, **SAFARICOM, Kenya**



**Peter Reinartz,**  
Deputy-CEO, **TELKOM KENYA**



**Nkateko "Snakes" Nyoka, Chief Officer: Regulatory and Government Relations, VODACOM GROUP**



**Noel Herry,**  
Director General, **ZANTEL, Tanzania**



**Charles J K Njoro, Director-General, COMMUNICATIONS COMMISSION OF KENYA**



**Rene Meza,**  
Managing Director, **ZAIN KENYA**



**Ali Bin Jarsh,**  
CEO, **CANAR TELECOM SUDAN**



**Irene Charnley,**  
CEO, **SMILE COMMUNICATIONS, Uganda**



**Joe Kimani,**  
CEO, **FLASHCOM, Kenya**



**Shiletsi Makhofane,**  
Acting Chief Executive Officer, **AFRICA ONLINE, Kenya**



**Dick Omondi,**  
Marketing Director, **VODACOM TANZANIA**

[www.comworldseries.com/eafrica](http://www.comworldseries.com/eafrica)

Sponsored by:



Supported by:



Part of the:





## Welcome...

Dear Colleague,

We would like to welcome you to the 5th East Africa Com congress, which is coming back to Nairobi, Kenya. This promises to be a lively event, with a wide array of speakers sharing their experiences of East Africa's ever-changing market. Please check pages 4 to 7 for details of the programme. The speaker line-up includes representatives of the whole East African telecommunications ecosystem, with the leaders of the region's most dynamic operators and ISPs, from large regional groups to smaller service providers and newly launched players.

Over two days, you'll have plenty of opportunities to network with your peers, share ideas and check out the latest innovations to grow your business in the 40+ strong exhibition.

We look forward to seeing you in Nairobi

**informa**  
telecoms & media



**Julie Rey**, Head of Region, Africa and Asia-Pacific, Com World Series  
**INFORMA TELECOMS AND MEDIA**



**Emily Cottam**, Conference Producer  
**INFORMA TELECOMS AND MEDIA**

## What's new for 2009?

- > **New Keynote sessions, extra plenary speakers** on the morning and closing of Day 2 for a chance to hear from more high level speakers
- > **More interactive sessions: quiz industry thought leaders and join in the debate** with new panel slots and dedicated Q&A time
- > **New topics: a comprehensively updated conference agenda** following research, including convergence, broadband strategies, value-added services and more
- > **More of the region's telecommunications ecosystem represented;** more ISPs, more fixed and wireless operators, more CxOs, all under one roof for you to meet and do business with



**"Best event I attended as great combination of technology and impact on social life in Africa"**

(RL - Cisco Systems)



### Mobile Middle East & Africa Intelligence Centre

The Middle East & Africa Intelligence Centre provides timely, comprehensive and authoritative coverage of the world's fastest growing regional mobile markets.

**Core coverage includes:**

- Mobile operator strategy
- New licence tenders
- Privatisations
- Merger & Acquisition activity
- Regulation

**Please call us on +44 (0)20 7017 5533 to arrange a free demonstration**

[www.intelligencecentre.net/mea](http://www.intelligencecentre.net/mea)

## Top 5 Reasons Why You Should Attend East Africa Com 2009

- 1 The only event focused on East Africa's telecommunications industry;** including some of Africa's top 10 key growth markets – Kenya, Uganda & Tanzania
- 2 A comprehensive cross-section of the telecoms industry** for you to meet; all operators and service providers (GSM, CDMA, fixed-line, wireless, satellite), regulators, investors, vendors, consultants and more
- 3 Tailor the conference to your needs** with a wide choice of sessions and topics across two days: keynote sessions, panel discussions, case studies and expert opinion
- 4 Schedule meetings in advance and improve your connections;** make the best use of your time, and have access to new contacts pre- and post- event, thanks to a searchable online delegate list and meeting planner
- 5 Relax and network** in a comfortable setting: 9 hours of networking time, including our cocktail reception after the first day of the conference

**REGISTER TODAY**



[www.comworldseries.com/eafrica](http://www.comworldseries.com/eafrica)



+44(0) 20 7017 5506



[itmevents@informa.com](mailto:itmevents@informa.com)

## Agenda at a glance

## Market Overview

Tuesday 31st March 2009

### GSM Africa Meeting

Dear Colleague,

The GSM Africa Interest Group will hold a pre-conference meeting for its members at East Africa Com. Participation is free, so if you are a GSM Africa member, this is your opportunity to debate the issues that affect your business in the region.

Best regards,

**Vitalis Olunga, Chairman, GSM AFRICA**

#### Agenda

09.00	Registration
09.15	GSM Africa Sub-Groups Updates: EMF, Fraud, Regulation, Roaming
12.30	Lunch
14.00 – 15.30	GSM Africa Plenary Meeting

**For programme and participation enquiries, contact Joy Mookho Motaung, Secretariat GSM AIG, [motaunm@vodacom.co.za](mailto:motaunm@vodacom.co.za) or Mackrine Ndeda Abuka [MABukah@Safaricom.co.ke](mailto:MABukah@Safaricom.co.ke)**

Wednesday 1st April 2009

### Conference Day One

**Opening Keynote Session:  
Thriving in Increased Competition**

**Leading Convergence in East Africa**

**Connecting East Africa to Broadband**

Networking Drinks

Thursday 2nd April 2009

### Conference Day Two

**Morning Keynote Session:  
Offering Services that Really Add Value**

**STREAM A: Commercial  
Strategies with the  
Consumer in Mind**

**STREAM B:  
Improving Networks  
and Infrastructure**

**Closing Keynote: Investing in East Africa's Future**

**"Fantastic forum to understand the regional market"**

(JK, Flashcom)

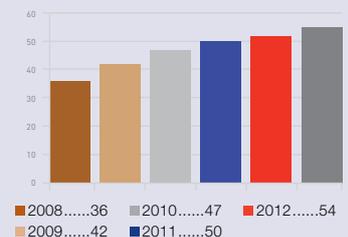


## East Africa – Pioneers of Converged Licences

**East Africa is proving to be a pioneering sub-region in Africa in terms of convergence, with Tanzania, Uganda and Kenya accounting for three of the five African countries that have migrated to a converged-licensing framework.**

In East Africa, **Tanzania pioneered converged licensing** in 2005, Uganda followed in 2007, and Kenya, in July 2008. Under the new systems, licences are no longer service-specific – i.e. for only mobile or fixed operations – or technology-specific, such as for GSM only. Instead, licences are typically awarded for the provision of services or infrastructure.

Mobile subscriptions in East Africa (million)



**The evolution of technology has pushed regulatory authorities to adopt new frameworks,**

which should bring an end to the controversies caused by divergent definitions of telecommunications services. Most operators had already offered multiservice platforms

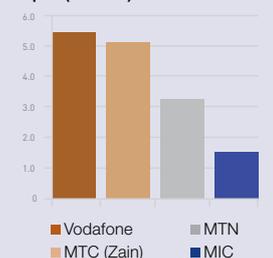
before the migrations: Alongside traditional PSTN networks, fixed operators had deployed CDMA wireless local-loop services, enabling them to provide fixed-wireless access alongside mobile services via handsets or data cards. Meanwhile, GSM operators became ISPs as soon as they launched Internet access over GPRS/EDGE networks or, more recently, 3G/HSPA. In Kenya, for instance, Telkom's move in 1Q07 to offer mobile services over CDMA was criticized by its mobile competitors, because the then-state-owned network did not hold a specific mobile licences, and Safaricom and Celtel (previously Kencell) had paid US\$55 million for theirs.

But the new rules are not being fully used. They were designed both to fit the evolving technology environment and to encourage competition by providing a means for operators to offer services without having to build their own networks. But the number of physical networks has continued to increase.

**Uganda now hosts four mobile players,**

with two more expected to launch by end-2008, and in Tanzania there are six players. In Kenya, three operators offer mobile services, two fixed-wireless-CDMA-network operators intend to launch mobile services by end-2008, and a new GSM player (Econet) is deploying its own infrastructure. All newcomers seem to be looking at rolling out their own equipment, but competition could still be increased if they operated instead as service providers or MVNOs over networks that are already deployed.

WECA top investors – Proportionate subscriptions 2q08 (million)



A perceived need to "control" one's own network and a lack of trust in potential partners are among the few reasons why a new operator would go through the long process and incur the cost of rolling out its own infrastructure rather than team up with an existing network. One of the few cases of **network sharing** among the main players in East Africa is in Tanzania, where Zantel users can roam on Vodacom's network. Zantel's licences was amended in 2005, enabling it to expand from its initial coverage of Zanzibar to mainland Tanzania.

Operators in East Africa and across the continent are becoming multiservice platforms, offering services such as **mobile money transfer**. Safaricom pioneered that service in Africa, when it launched M-Pesa in Kenya in February 2007. Tanzania became the second African country to host the service when Vodacom introduced it in early 2008.

**REGISTER TODAY**



[www.comworldseries.com/eafrica](http://www.comworldseries.com/eafrica)



+44(0) 20 7017 5506



[itmevents@informa.com](mailto:itmevents@informa.com)

# Agenda Day One: Wednesday 1st April 2009

08.00 **Registration and Coffee**

## WELCOME

09.10 **Welcome from Informa Telecoms & Media & Speed Networking** 

09.25 **Special Welcome Address: Bringing Together East Africa's Whole Telecommunications Ecosystem**

 **Vitalis Olunga, Chairman, GSM AFRICA**  
Vitalis Olunga has been Chairman of the GSM Africa for the past five years now, and is a valued supporter of the East Africa Com event.

## OPENING KEYNOTE SESSION: THRIVING IN INCREASED COMPETITION

 **KEYNOTE CHAIR: Michèle Scanlon, Founder & Principal Consultant, GREEN GIRAFFE**

09.35 **Maintaining a Group's Leadership in East Africa's Rapidly Changing Market**

 **Confirmed: Bashar Arafeh, Chief Operating Officer, East Africa Region, ZAIN GROUP**

 As Zain's Chief Operating Officer for East Africa, Bashar Arafeh is responsible for overseeing Zain's operations in Kenya, Madagascar, Tanzania and Uganda. Part of Zain's (previously Celtel) strategy has been an energetic effort in East Africa. As a speaker at East Africa Com he will impart his vast experience of the state of the market, and where he sees opportunities.

10.00 **New Entrant Perspective: Finding the Right Model to Enter East Africa's Competitive Telecommunications Market**

 **Michael P. Foley, CEO East Africa, ESSAR TELECOMMUNICATIONS LTD & Director, ECONET WIRELESS, Kenya**

 Michael Foley is the Managing Director of Econet Wireless, a company owned by Essar Telecoms Holdings (at which he is CEO - East Africa). This coming April Econet launches their new brand - yu - in Kenya, as the country's 3rd mobile operator. Michael's presentation will discuss strategies for a new entrant to succeed in East Africa's competitive markets.

10.25 **Regulator Perspective: How Much Competition Should a Regulator Support and How?**

 **Mr Charles J.K Njoroge, Director-General, COMMUNICATIONS COMMISSION OF KENYA**  
Mr. Charles J.K. Njoroge is the Director-General and CEO of the Communications Commission of Kenya (CCK). He was appointed to the position in July 2008. He is an accomplished Economist with over 25 years' experience in ICT, and joined CCK at its inception in 1999.

10.50 **Question Time**  
The first speakers of the conference will reconvene for an informal Questions & Answers session, giving the audience a chance to join the debate.

11.05 **Networking Coffee & Exhibition Visit**

## LEADING CONVERGENCE IN EAST AFRICA

12.05 **Launching Converged Services in East Africa: Operator Case Study**

 **Peter Reinartz, Deputy-CEO, ORANGE TELKOM KENYA**  
Peter Reinartz is currently deputy-CEO for Telkom Kenya. Following Telkom Kenya's acquisition by Orange Group, the operator will develop convergent services - mobile, fixed line and internet. Peter's presentation will be touching on the challenges and opportunities that will arise from this new partnership.

12.30 **Keynote Panel Discussion: Adapting a Mobile Operator's Strategy to Exploit the Opportunities of Convergence**

- Assessing the current status of converged service offerings in East Africa
- What are the business models and network strategies for triple play in East Africa?
- Understanding the challenges that face operators seeking a quick upgrade to converged services

 **Tushar Maheshwari, CCO, WARID TELECOM UGANDA**

*Other panellists tbc*

13.05 **Analyst Insight: Forecasting Market Evolutions - the Impact of Evolving Regulation & New Operator Business Models on East Africa's Telecoms Market**

 **Thecla Mbongue, Senior Research Analyst, INFORMA TELECOMS & MEDIA**  
Thecla Mbongue is responsible for researching the telecoms industry in sub-Saharan Africa within Informa Telecoms & Media's Industry Research division. In her presentation, she will give an overview of East Africa's communications trends, with forecasts on future subscription levels and market growth.



REGISTER TODAY



13.30 **Networking Lunch & Exhibition Visit**

**CONNECTING EAST AFRICA TO BROADBAND**

**CHAIR: Guy Zibi, Principal, AFRICANEXT INVESTMENT RESEARCH**

14.30 **Deploying Networks to Provide Internet Access: The Rising Role of the ISPs**

**Shiletsi Makhofane, Acting Chief Executive Officer, AFRICA ONLINE, Kenya**

Mr. Shiletsi Makhofane is the Acting Chief Executive Officer as well as the Chief Operating Officer of leading internet service provider Africa Online Holdings Ltd. He is presently responsible for all the Africa Online Operations in the Continent and new business.

14.50 **Overcoming International Connectivity Challenges to Deliver Broadband Access to East Africa's Telecommunications Market**

Senior Representative, **ERICSSON**

15.10 **Choosing the Right Network Technology for Broadband in East Africa (3G, WiMAX)**

Senior Representative, **HUAWEI**

15.30 **Panel Discussion: How to Make Broadband Deployment Affordable for Operators**

- Assessing the current levels of connectivity for the region
- When will operators begin to see the benefits of the TEAMS cable in East Africa?
- Which are the best technologies for providing broadband across East Africa?
- Evaluating the role of satellite in improving connectivity

(effect of increased competition)  
**Rene Meza, Managing Director, ZAIN KENYA**

**Joe Kimani, CEO, FLASHCOM, Kenya**  
Other panellists tbc

16.10 **Networking Coffee & Exhibition Visit**

16.50 **Technology Solutions to Deliver Broadband in East Africa**

Senior Representative, **ALCATEL-LUCENT**

17.10 **Deploying Networks that Deliver Reliable Broadband Access to East Africa**

**Ali Bin Jarsh, CEO, CANAR TELECOM SUDAN**

Mr Ali Bin Jarash is the CEO for Canar Telecommunication Co.Ltd., Khartoum -Sudan. He has more than 15 years experience in Etisalat, UAE, and his presentation will discuss the opportunities for CDMA services in East Africa.

17.30 **How CDMA and WCDMA can Serve the Needs of Operators and ISPs in the Region**

**James Munn, Vice President Sub Sahara Africa Region, QUALCOMM**

17.50 **Networking Drinks**



Join other conference delegates at our cocktail reception and continue the day's debate in a relaxed and informal environment. The networking drinks offer extended opportunities for networking and building business relationships and form an important and popular part of the East Africa Com experience.



**The best event to network with your peers and make contacts in East Africa:**

- **9 hours of networking time** over two days packed with business opportunities
- **Speed Networking:** start the conference with a series of quick introductions to meet your colleagues and make contacts
- **Networking Drinks Reception** after the first day of the conference to discuss the day's proceedings in a relaxing setting
- **Networking Refreshments and Lunch** to share ideas with colleagues while enjoying Nairobi's hospitality and cuisine
- **Online Networking Tool** to schedule meetings in advance and improve your connections before, during and up to three months after the event

**REGISTER TODAY**



[www.comworldseries.com/eafrica](http://www.comworldseries.com/eafrica)



+44(0) 20 7017 5506



[itmevents@informa.com](mailto:itmevents@informa.com)

# Agenda Day Two: Thursday 2nd April 2009

08.30 **Registration and Coffee**

09.20 **Welcome to Day Two**

## OFFERING SERVICES THAT REALLY ADD VALUE



**KEYNOTE CHAIR: Michèle Scanlon,**  
Founder & Principal Consultant, **GREEN GIRAFFE**

09.30 **Case Study: An East African VAS Success Story**



**Michael Joseph, CEO, SAFARICOM, Kenya**

Michael Joseph is the CEO of Safaricom Limited and has been in this position since July 2000. He recently accepted 2 Africa Com Awards for Safaricom's great progress in the African telecoms markets. One was for "Changing Lives" with the M Pesa mobile money service.

OPERATOR

09.50 **Service Innovation Think Tank: Delivering Attractive Services to East African Markets**

- What are the challenges facing East African operators when it comes to monetising services?
- Assessing the evolution of content services in East Africa's market so far
- What type of services are most likely to generate revenue and increase loyalty: finance, content, roaming, messaging
- How successfully are operators targeting the low-end market with innovative offerings and tariffs?



**Irene Charnley, CEO, SMILE COMMUNICATIONS, Uganda**



**Simon Davies, Product Line Manager, ESERV GLOBAL**

Other panellists tbc

10.20 **Offering Services that Attract and Retain Customers: Operator Strategy**



**Noel Herrity, Director General, ZANTEL, Tanzania**

Noel Herrity is Director General of Zantel, one of the 4 operators in Tanzania. His specialities are strategic vision, competitive repositioning, acquisition strategy, and Mobile & Internet start-ups. His presentation will cover his experience of successful VAS strategies in Tanzania.

OPERATOR

10.40 **Technology Solutions for VAS in East Africa**  
**Senior Representative, NOKIA SIEMENS NETWORKS**

11.00 **Networking Coffee & Exhibition Visit**

Enjoy refreshments in the Exhibition before the session splits into two specialist streams.

## A: Commercial Strategies with the Consumer in Mind



**CHAIR: Laretta Ngakane, Marketing & Communications Specialist, MAKEDA INITIATIVES**

11.50

**Delivering Successful Services in East Africa: Village Phone Case Study**



**Richard Mwami, Senior Manager, Public Access, MTN UGANDA**

OPERATOR

12.15

**Next Steps for Roaming Strategies in East Africa**



**Makrine Abukah, Roaming Services Manager, SAFARICOM, Kenya**

OPERATOR

12.40

**Interactive Q&A Session**

An opportunity for the audience to question the speakers so far, and the Chair

13.00

**Networking Lunch & Exhibition Visit**

14.20

**Pricing Strategies in a Highly Competitive Market**



**Joe Kimani, CEO, FLASHCOM, Kenya**

OPERATOR

14.45

**Who Are the End-Users? Debating Segmentation Approaches for East African Operators**



**Deng Malok, Managing Director, BILPAM TELECOMMUNICATIONS CO. LTD, Sudan**

OPERATOR

15.10

**How to Reach Positioning and Marketing Strategies that Ensure Differentiation**



**Dick Omondi, Marketing Director, VODACOM TANZANIA**

OPERATOR

15.35

**Networking Coffee & Exhibition Visit & close of Stream A – join Closing Keynote**

For more information:

On the East Africa Com 2009 agenda and speaking opportunities, please contact:  
Emily Cottam, Conference Researcher: emily.cottam@informa.com tel: +44 20 7017 5610

REGISTER TODAY



[www.comworldseries.com/eafrica](http://www.comworldseries.com/eafrica)



+44(0) 20 7017 5506



[itmevents@informa.com](mailto:itmevents@informa.com)

## B: Improving Networks and Infrastructure

	<b>CHAIR: Thecla Mbongue</b> , <i>Senior Research Analyst, INFORMA TELECOMS &amp; MEDIA</i>
11.50	<b>Network Solutions to Support Next Generation Services</b>
12.15	<b>Cost Efficient Backhaul Network Migration to 3G and Beyond</b> <b>Senior Representative ECI TELECOM</b>
12.35	<b>Forward Thinking Interview: Planning Network Deployment and Upgrade to Provide Services to All Rural Communities</b> <ul style="list-style-type: none"> <li>Determining the level of coverage needed to provide access to rural communities</li> <li>Assessing the necessary investment to deploy networks across the whole community</li> <li>Planning for future network needs and how to deliver on them cost-effectively</li> </ul>
	<b>Nkateko "Snakes" Nyoka</b> , <i>Chief Officer: Regulatory and Government Relations, VODACOM GROUP, South Africa</i> and
13.00	<b>Networking Lunch &amp; Exhibition Visit</b>

### INCREASING CONNECTIVITY FOR RURAL AREAS

14.20	<b>Case Study: Deploying a Network with Maximum Coverage in Strict Time Constraints</b> <b>Shailendra Khare</b> , <i>CTO, ECONET WIRELESS, Kenya</i>
14.45	<b>Improving Coverage to Provide Broadband Services to Rural Areas</b> <i>Senior Representative, TELESOM, Somalia</i>
15.10	<b>Overcoming Network Quality and Coverage Challenges in Remote Geographies</b> <b>Ronald Mitti</b> , <i>Head of Network Planning, WARID TELECOM UGANDA</i>
15.35	<b>Networking Coffee &amp; Exhibition Visit &amp; close of Stream B – join Closing Keynote</b>

## CLOSING KEYNOTE: INVESTING IN EAST AFRICA'S FUTURE

	<b>KEYNOTE CHAIR: Michèle Scanlon</b> , <i>Founder &amp; Principal Consultant, GREEN GIRAFFE</i>
16.10	<b>"Award Winning" African Marketing Campaign: Kwachua Milioni Project</b> <b>Wangari Murugu</b> , <i>Head of Marketing and Communications, SAFARICOM, Kenya</i>
16.35	<b>Assessing the Impact of the Global Financial Crisis on Funding for East African Telecom Projects</b> <b>Olivier Noel</b> , <i>Sector Lead, Information &amp; Communication Technologies, Sub-Saharan Africa Department, IFC, South Africa</i>
17.00	<b>Questions, Discussion and Chair's Summary</b>
17.10	<b>Close of Conference -</b> <b>Until the next Com World Series event in Africa!</b>



The Com World Series is an established and globally recognised calendar of 10 telecoms industry discussion and networking events. Each Com World Series event has a distinct regional

focus to offer high-value insights and the opportunity to do business in the world's highest growth markets.

The conferences are produced in consultation with the market to deliver insightful programmes with senior level speakers and interactive sessions tailored around the specifics of the event's region. Each event programme is underpinned by a real focus on networking, to help you share best practice and establish relationships with the most important players in the region.

For the full listing of Com World Series events, please visit [www.comworldseries.com](http://www.comworldseries.com)

**On other African events in the Com World Series, please contact:**

Julie Rey, Head of Africa & Asia-Pacific Region: [julie.rey@informa.com](mailto:julie.rey@informa.com) tel: +44 20 7017 5394

Or visit [www.comworldseries.com](http://www.comworldseries.com)

**REGISTER TODAY**



[www.comworldseries.com/eafrica](http://www.comworldseries.com/eafrica)



+44(0) 20 7017 5506



[itmevents@informa.com](mailto:itmevents@informa.com)

## About Nairobi

Kenya's capital city has risen in a single century to become a thriving modern capital and business centre. Today's Nairobi is still the safari capital of Africa but the city has quickly caught up with the world. Nairobi has become one of Africa's largest and most interesting cities.

Just outside the city is Nairobi National Park, 113 sq km of plains, cliffs and forests. The park is home to large herds of zebra, wildebeest, buffalo, giraffe and more. Rhino, cheetah and a large number of lions are all found here, living within 20 minutes of the centre of town.

Further out of town, the spectacular 27m deep 'Fourteen Falls' waterfalls at Thika are perfect for a scenic day trip. Nearby Ol Donyo Sabuk National Park is centred around an imposing 2,146m mountain.

### About the Safari Park Hotel



The history of the Safari Park Hotel dates back to the independence of Kenya when the buildings were converted into the hotel and the gardens landscaped. New buildings and restoration work was done from the mid-1970s and restored the hotel to the high standard it is now.

There are 204 rooms, including 35 luxury suites, and each room has a personal balcony overlooking the gardens. Rooms are equipped to the highest standard and have internet access for the business traveller. There is a range of bars, dining choices, a casino and the conference facilities hold up to 1000 delegates.

#### For more information:

The Safari Park Hotel  
Thika Road, Kasarani,  
PO Box 45038, Nairobi, Kenya  
[www.safaripark-hotel.com](http://www.safaripark-hotel.com)

### Focus on networking at East Africa Com:

With the online networking tool (see opposite side for details), Networking Drinks at the end of Day 1, speed networking sessions throughout the conference and Account Managers dedicated to introducing you to your key prospects, you can focus on building and maintaining important business partnerships at East Africa Com. More than just a conference and exhibition - East Africa Com puts you in touch with your market.



## Who Will You Meet?

**Record-breaking attendance, lively debate and outstanding networking opportunities at East Africa Com 2009**

### Bringing together the leading minds in the business - 2008 attendance:

- > 459 attendees through the door
- > 48% operator delegate attendance
- > 41% Director level attendance
- > 37 operator companies represented

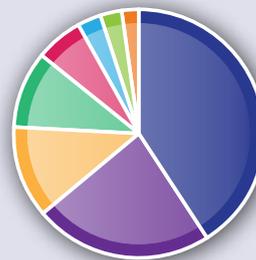
### Network, learn and do business with the region's operators:

Benson Informatics • Afsat Communications Tanzania • Bharti Airtel • Borusan Telekom • Canar Telecommunication • Cats-NET • Celtel International / Zain Group • Celtel/Zain Tanzania • Djibouti Telecom • Flashcom Kenya • France Telecom • Golis Telecommunications • Millicom Tanzania (Tigo) • MTN Uganda • Nationlink Telecom SOM • Net One Cellular • Powertel Group • Rainbow Telelink • Rapid Communications • Rwandatel • SimbaNET • Six Telecoms • Tanzania Telecommunications Company (TTCL) • Tata Telecommunications • Telkom Somalia • Uganda Telecom • Telelink • Telkom SA • VimpelCom • Vodacom Group • Vodacom SA • Vodacom Tanzania • Warid Congo • Warid Uganda • Wiatz • Zamnet • Zanzibar Telecom (Zantel)

### Leading international vendors showcased their solutions:

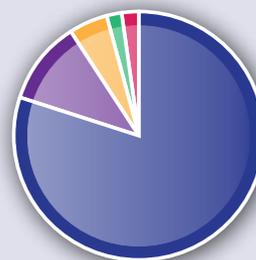
Alcatel-Lucent • Astellia • Belgacom ICS • Comfone • ECI Telecom • Emerson • Equatel • Ericsson • Gateway • Huawei • Jinny Software Limited Kathrein France • Leaf Wireless • NamITech • Oberthur Technologies • Oracle • Qualcomm Redknee • Saab Grintek • Sagem Orga • SPC • Tele-Pak Card Printing • Thuraya Satellite Telecommunications Company • Total Tel International • Tramigo • Verso Technologies Inc • Xponcard

### Network with those driving East African telecoms



- > Board/Director Level 41%
- > Sales/Marketing 23%
- > General Management 12%
- > Technical/Engineering 10%
- > Project Management 6%
- > Press 3%
- > Legal/Regulatory/Finance 3%
- > Analyst/Consultant 2%

### A global perspective on the regional agenda



- > Africa 80%
- > Europe 10%
- > Middle East 6%
- > India / SA 2%
- > USA 2%

**REGISTER TODAY**



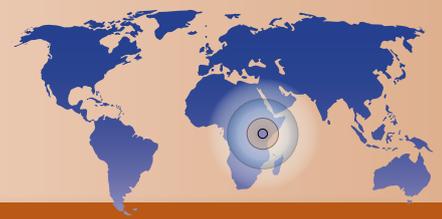
[www.comworldseries.com/eafrica](http://www.comworldseries.com/eafrica)



+44(0) 20 7017 5506



[itmevents@informa.com](mailto:itmevents@informa.com)



## Online Networking Tool



Our bespoke online networking service enables you to contact other pre-registered attendees, pre-, during and post-show. This simple online service offers a secure and private environment to extend your networking opportunities beyond the 2 conference days.

Pre-registered show attendees including delegates, exhibitors, speakers, and press are sent a unique login 2-3 weeks in advance of the show to allow plenty of time to make introductions and schedule meetings. We keep the service open for 3 months post-show for you to catch up with anyone you missed or to continue the debate.

All of the speaker presentations are available to download from the networking tool post-event.

## Media Partners

Official African Media Partner:



North African Communications Magazine Partner:



South African Communications Magazine Partner:



Official Publication:



Official Online News Service:



**Telecoms Academy**  
TRAINING EXCELLENCE



**23-27 March 2009**  
Johannesburg, South Africa

# Telecoms Mini MBA

A five day practical, interactive programme made up of modules in three highly focused areas of business management, telecoms technology and industry analysis

FULLY REVISED AND UPDATED FOR 2009

▶ **MARKET AND INDUSTRY INTELLIGENCE**

Briefing sessions that cover up-to-the-minute industry information and analysis.

▶ **MANAGEMENT AND BUSINESS SKILLS**

The essentials of good management and leadership, including business finance.

▶ **EMERGING TECHNOLOGIES**

No-nonsense sessions running throughout the five days, which demystify telecommunications by providing a comprehensive overview of the technology and the reasons behind its adoption.

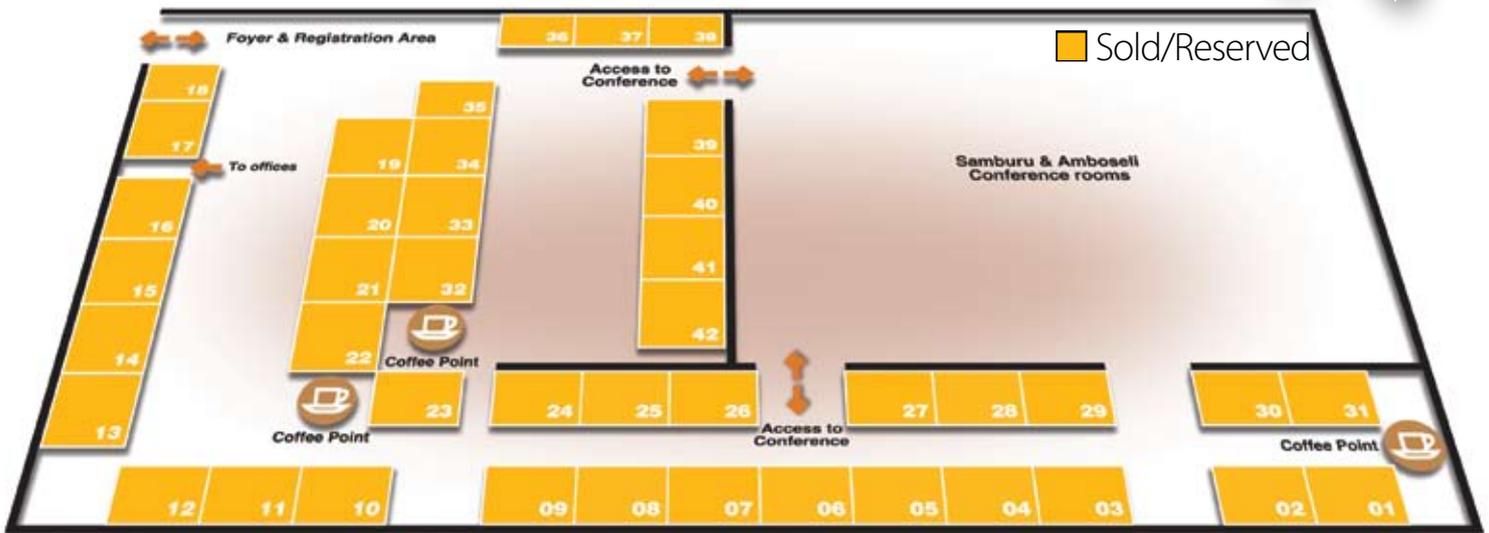


For more information and alternative dates/locations please call us on: +44 (0)20 7017 4144  
email: [training@telecomsacademy.com](mailto:training@telecomsacademy.com) OR visit: [www.telecomsacademy.com/minimba](http://www.telecomsacademy.com/minimba)

## East Africa – a hot-spot of growth and potential

Coming back to Kenya after a 2008 event in Tanzania, East Africa Com returns as the only regional meeting place for operators, regulators, investors and suppliers to network and debate the future of communications in their marketplace and to network with colleagues.

**All stands are now sold or reserved. For last chance sponsorship opportunities or to join the waiting list, call +44(0) 20 7017 5249 or email [corrie.thompson@informa.com](mailto:corrie.thompson@informa.com)**



### The following leading suppliers are already confirmed at East Africa Com 2009:

Alcatel-Lucent • Astellia • Belgacom • Comfone • DZ Card • ECI Telecom • Econet Wireless • EDCH • Ellams • Equatel • Ericsson • eServGlobal • Gateway • Harris Stratex • Huawei • Intracom • ITS • Jinny Software • Kathrein • MCTel • NamTech • Neon Worx • Oberthur Technologies • Oracle • Sagem Orga • Starhome • Takarub Communications • Tele-Pak • Thuraya • Total tel Int'l • Tramigo • Velocity • WIOCC • Yahsat

**“It is a great opportunity to build up a live network among people working for Africa”**

(RL, Cisco Systems)

### How will your company benefit from investing in East Africa Com?

- **Meet the region’s decision makers all under one roof:** Our forward-thinking agenda boasts heavyweight keynote speakers and attracts a high-level audience. Therefore the visitors to your stand are of supremely high-level – and what’s more, having heard the latest practices and solutions in the conference sessions, they are in buy-mode.
- **Position your company as a market leader:** Participation offers you brand awareness in front of the key decision-makers of the region’s leading telcos – people with whom it would otherwise have taken you weeks, possibly months, to have secured face-to-face conversations.
- **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 invaluable.

**Don’t miss out on the last chance sponsorship opportunities - contact us today!**

**SPONSORSHIP AND EXHIBITION ENQUIRIES**



+44 (0)20 7017 5249



[corrie.thompson@informa.com](mailto:corrie.thompson@informa.com)

## Making the right connections: Networking with substance for you to deliver on your sales and marketing objectives with:

- > On-site introductions to the prospects you want to meet
- > Sponsored cocktail receptions, dinners and parties
- > Accessible pre-show delegate list via the online networking system
- > Fully refreshed post-show delegate list immediately after the show.

## We ensure your target audience is present with FREE marketing support services:

- > **Unlimited conference brochures for your own marketing campaign**
- > **FREE VIP passes for your most important clients and prospects**
- > **Direct co-branded email to all your target clients**
- > **Your details on the East Africa website**
- > **Reciprocal website links, logos and email signature**

## 2009 Sponsors



Since starting its operations in Africa in the 1890s, Ericsson has become the leading supplier of telecommunications equipment and services to mobile and fixed network operators in the region. Ericsson's Market Unit sub-Saharan Africa (MUSA) covers 43 African countries, counts close to 70 mobile and over 20 fixed-operators in sub-Saharan Africa as customers, and has more than 50 percent market share in the GSM space. Headquartered in Woodmead, Johannesburg with support from regional hubs in Nigeria, Kenya and Senegal, Ericsson's involvement in the region spans the full spectrum of telecoms, from infrastructure to value-added services.



Huawei Technologies is a world-leading telecom solutions provider focused on building long-term partnerships with telecom operators. Through our passionate employees and unmatched R&D capabilities, we can react quickly to customers' needs with a comprehensive, customized set of offerings. Huawei's products and solutions are deployed in over 100 countries and serve 35 of the world's top 50 operators, as well as over one billion users worldwide. In 2007, Huawei recorded USD16 billion in contract orders, 72 percent generated from international markets, with USD 2 billion from Sub-Saharan Africa Region. Together with our partners, Huawei endeavors to continue enriching life in East Africa through Communication.



Econet Wireless Kenya is 70 percent owned by Johannesburg-based Econet Wireless International. Essar Communications Holdings Ltd., a unit of Mumbai, India-based Essar Group, owns 49 percent of Econet Wireless International and by extension, management rights of Econet Wireless Kenya. Essar Communications has a joint venture with the Vodafone Group, called Vodafone Essar, which is one of India's largest cellular service providers, with over 55 million subscribers. Essar owns 'The MobileStore', India's largest national retail chain of mobile phone stores. It has a major presence in the telecom infrastructure space with one of the largest investments in telecom towers. Essar operates India's second largest outsourcing services business operating under the Aegis brand, with 31 centres in the Philippines, Costa Rica, USA and India. Essar Global Limited (EGL) is a diversified business corporation with a balanced portfolio of assets in the manufacturing and services sectors of Steel, Energy, Power, Communications, Shipping Ports & Logistics, Construction and Mining & Minerals. Essar employs more than 50,000 people across offices in Asia, Africa, Europe and the Americas.



Nokia Siemens Networks is a leading global enabler of communications services. The company provides a complete, well-balanced product portfolio of mobile and fixed network infrastructure solutions and addresses the growing demand for services in the telecommunication market. Nokia Siemens Networks employs approximately 20,000 service professionals worldwide. Nokia Siemens Networks is a leading telecommunications infrastructure provider with operations in +150 countries. The company is headquartered in Espoo, Finland. Nokia Siemens Networks started operations on April 01, 2007 as a result of 50-50 joint venture between Siemens Networks and Nokia Networks Business. Based on the benefits of scale, global reach, a deep understanding of operator business, an industry-leading research and development organization, Nokia Siemens Networks delivers a wide range of services, products and solutions to customers. Today, communications service providers require end-to-end solutions. Nokia Siemens Networks can help change the way they conduct business and capture value, by generating new revenue streams and / or reducing their cost.



Alcatel-Lucent (Euronext Paris and NYSE: ALU) is the trusted partner of service providers, enterprises and governments worldwide, providing solutions that deliver voice, data and video communication services to end-users. A leader in fixed, mobile and converged broadband networking, IP technologies, applications and services, Alcatel-Lucent leverages the unrivalled technical and scientific expertise of Bell Labs, one of the largest innovation powerhouses in the communications industry. With operations in more than 130 countries and the most experienced global services organization in the industry, Alcatel-Lucent is a local partner with a global reach. Alcatel-Lucent achieved revenues of Euro 17.8 billion in 2007 and is incorporated in France, with executive offices located in Paris. For more information, visit Alcatel-Lucent on the Internet: <http://www.alcatel-lucent.com>



As a wireless technology industry leader, QUALCOMM possesses the innovative vision, technology and proven track record to enable advanced multimedia and business solutions and services to support and drive the success of the entire wireless value chain – operators, manufacturers, developers, publishers, content providers and end users. Today, there are existing or planned CDMA networks in more than 25 sub-Saharan African countries. QUALCOMM is committed to nurturing long-term partnerships with African countries and, in August 2006, opened its permanent regional office in Johannesburg, South Africa to facilitate direct interaction with policymakers, regulators, operators, business communities and other stakeholders. Our regional operations not only reflect QUALCOMM's long-term commitment to Africa, but also allow us to maintain close proximity to the people, governments and important industry events that are driving the African telecommunications industry forward.

## Associate Sponsor



eServGlobal invents smart communication and payment services for telecommunications service providers operating on all generation networks. Over 80 of the world's leading service providers, with over 400 million mobile subscribers in more than 50 countries, are taking advantage of eServGlobal's end-to-end solutions and expertise to quickly deliver revenue-generating services.

## Senior Exhibitor



Altech Namitech supply various quality design GSM prepaid vouchers also specialising in a wide range of GSM and CDMA SIM cards. With the expansion of subscribers globally Altech Namitech developed in 2003 a secure Electronic Value Distribution (EVD) systems, which caters for multiple operator virtual voucher distribution. Altech Namitech offers complete voucher and card manufacturing, including personalisation systems in Africa. Altech Namitech focuses on introducing new telecommunication technologies and is committed to this industry and its clients.

## SPONSORSHIP AND EXHIBITION ENQUIRIES



+44 (0)20 7017 5249



[corrie.thompson@informa.com](mailto:corrie.thompson@informa.com)

