PROFITABILITY & INNOVATION IN EURASIA’S DYNAMIC DIGITAL MARKET

450+ ATTENDEES
43% C-LEVEL
77% OPERATOR ATTENDANCE

EYON CONNECTIVITY
OPERATOR STRATEGIES

ENTERPRISE SERVICES

CEM & DIGITAL MARKETING
INCORPORATING PROFITABILITY

FOCUS ON CONTENT

2ND ANNUAL APP GIG
INCLUDING

25-26 MARCH 2014
CONRAD ISTANBUL, TURKEY

HOT OPERATOR:
TURKCELL

FREE FOR REGIONAL OPERATORS AND REGULATORS. LIMITED SPACES AVAILABLE.

ALL NEW PROGRAMME: HEAR FROM 40+ INDUSTRY LEADING SPEAKERS INCLUDING:

OPERATOR
Andrei Smelkov
Vice President
MTS International

OPERATOR
Giorgi Tkeshelashvili
CEO
Mobitel, (Beeline, Georgia)

OPERATOR
Jacek Nieweglowski
Chief Strategy Officer
Play Mobile (Poland)

OPERATOR
Murat Erim
Head of Corporate Business Solutions
Avea Turkey

OPERATOR
Orçun Ozalp
Head of Emerging Business
Turkcell (Turkey)

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MTS International

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Murat Erim
Head of Corporate Business Solutions
Avea Turkey

REGULATOR
Kemal Huseinovic
Director General Communications Regulatory Agency
Bosnia and Hercegovina

REGULATOR
Elif Ozdemir
Head of Authorization Department
ICTA (Turkey)

OPERATOR
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VISIT: WWW.COMWORLDSERIES.COM/EURASIA
On behalf of the EurasiaCom team, it will be our pleasure to welcome you to the key event to be at to glimpse what’s round the corner in the coms sector. Take Encompassing Russia, Eastern Europe, the Balkans, CIS and Turkey, and content providers, vendors, regulators and other stakeholders.

As elsewhere across the globe, the current trend in communications is in a shift from voice to data and operators and service providers are having to rethink their business models while staving off fierce competition from cutting-edge new-age companies. At EurasiaCom 2014 you will hear from the leading mobile and fixed-line operators and ISPs in the region, as well as local and international OTT players and content providers, vendors, regulators and other stakeholders.

Encompassing Russia, Eastern Europe, the Balkans, CIS and Turkey, this really is the key event to be at to glimpse what’s round the corner in the coms sector. Take a look at the brand new agenda and join in the discussions shaping your world.

WHO WILL YOU NETWORK WITH?

- Decision Makers: 450
- Countries Represented: 43%
- Senior Management Attendance: 30
- Companies: 130
- Operator Delegate Attendance: 77%

FREE TICKETS FOR REGIONAL OPERATORS & REGULATORS APPLY NOW WWW.COMWORLDSERIES.COM/EURASIA
Following on last year’s successful AppGig at EurasiaCom, 2014 will see it return with new industry-leading speakers who will share their views on app development, coming up with innovative, quality app ideas, targeting and monetising during the interactive “App Brainstorm.” This will be followed by the rare chance to engage first-hand with experienced, successful developers from Turkcell and MTS Russia who will lead sessions on more focused areas of the app market. Russia and Turkey are the second and ninth fastest growing markets in terms of app revenue respectively and have shown consistent growth over the past two years. It seems clear that this is an indicator of a broader trend in the whole Eurasian region and that now is the ideal time to tap into this area. Free to attend for all app developers, this stream co-located within EurasiaCom will provide invaluable insight and edge to all those involved in this booming section of the coms world. Developers, content producers, handset manufacturers and others will all benefit from taking part in these sessions so don’t miss out, come and join in!

If you are an Independent App Developer, Coder or Software Engineer, then apply for your FREE PASS here: WWW.COMWORLD SERIES.COM/EURASIA
**OPENING PANEL: HOW HAVE DATA AND TECHNOLOGY DEVELOPMENTS BECOME GAME-CHANGERS FOR TELCos?**

- How are regional operators adapting to a data-hungry marketplace?
- What is generating the most investment and how is the telco business changing as a result?
- What are the main challenges in providing what consumers want?
- Adapting to a new role while maintaining profit margins.

*Fetullah Aykut, Strategy Development Director, Turk Telekom
Andrei Smelkov, Vice President, MTS International*

**EYE ON CONNECTIVITY**

**14:00 Fibre broadband deployment and developments**

- Where does the region stand in terms of fibre deployment?
- What can customers expect from fibre connectivity?
- How can operators and service providers benefit from this technology?
- Reserved for sponsor

**14:30 PANEL: Driving mobile broadband for blanket coverage across Eurasia**

- Where does mobile broadband penetration stand in the region?
- What are the technical challenges in providing mobile broadband services?
- How is data consumption in the region affected by coverage?
- What is coming up and what can subscribers expect in the near future?

*Bojoi Bazarkaev, Head of mobile broadband, Kcell
Goran Markovic, Director Strategy Function, Telekom Srbija*

**15:10 Branching out with Wi-Fi Hotspots**

- How can operators generate profit from hotspots?
- Broadening your client base through Wi-Fi hotspots
- What are the challenges in providing quality hotspot services?
- How are hotspots used by customers and can they encroach on operators’ subscription revenue?

*Gülün Sontuna, Wi-Fi product manager, TTNET*

**15:30 Network modernisation simplified**

- Integrating new technology in existing cell sites
- What should you consider when creating a modernisation strategy?
- The trade-offs – cost, timing, performance, flexibility
- How it all comes together, a real life success story
- Reserved for Sponsor

**15:50 Afternoon coffee break and exhibition visit**

**M2M AND CLOUD SERVICES**

**16:30 Bringing the cloud to Eurasia**

- Quality cloud services – choosing your infrastructure provider
- Monetising cloud services and integrating
- Balancing ROI and measuring the real impact of cloud adoption
- A real life account of the commercial benefits of adopting cloud services

*Orçun Ozalp, Head of Emerging Business, Turkcell*

**16:50 M2M today, tomorrow and beyond - clarifying opportunities**

- Review: From traditional M2M “connectivity based” to today’s End to End solution portfolio
- Status: Successful M2M customer use cases, what does Deutsche Telekom provide?
- Outlook: M2M to become commodity on the access side? Plans for global M2M success

*Sven Krey, Head of Sales Development M2M Competence Centre, Deutsche Telekom*

**CEM & DIGITAL MARKETING**

**14:00 Mobile Number Portability – An opportunity to shine**

- Customer retention through enhanced customer experience
- Lessons learned, from the point of regulation
- What effect does increased competition have on customers’ attitudes?
- What can operators do to take on MNP

*Elif Ozdemir, Head of Authorization Department, ICTA, Turkey
Kemal Huseinovic, Director General Communications Regulatory Agency, Bosnia and Herzegovina
Roya Babayev, Head of Analytics and Targeted Marketing, AzerFon
Giorgi Tkeselashvili, CEO, Mobitel (Beeline Georgia)*

**14:50 Connecting with the crowds**

- Creating valuable relationships with your target
- Making sure your message falls on the right ears
- Monetising customers’ social thirst
- Getting social, local platforms and valuable proximity

*Gurul Kurt, CEM Director, TeleSnoner Eurasia*

**15:10 Customer is king - giving them the royal treatment**

- How is competition and proximity marketing driving the improvement of customer experience management?
- Maintaining a strong relationship with your existing customers
- What are consumers expecting?

*Rob Shardlow, Group Business Development & Sales Director, Virgin Mobile CEE*

**15:30 Digital marketing - connecting with your customers**

- Keeping pace with a connected and savvy clientele
- Examining the revenue opportunities in the region
- Working with digital agencies to drive brand recognition and image
- Efficient campaign delivery

*Onur Cekmege, Director of mobile and business development, MyNet, Turkey*

**15:50 Afternoon coffee break and exhibition visit**

**FOR PROGRAMME ENQUIRIES:** Thandi Demanet - Email: thandi.demanet@informa.com, TEL: +44(0) 207 017 5610
26TH MARCH 2014

9:00 Opening remarks from the EurasiaCom organisers

9:05 Chairman’s word of welcome

9:10 PANEL: Affordability and quality for customers & Profit for providers: The balancing act
- Monetising all communication and becoming a full digital player
- Meeting demands in the current and expected data boom
- Exploring strategies to provide quality service and manage network costs
- Evaluating models, considering partnerships and staying ahead

Ali Agan, CEO, Kcell
Jacek Niewegowski, Chief Strategy Officer, Play Mobile, Poland

9:40 Building the profitability model for operators with mobile and fixed services
- Cost and revenue sharing between the lines of business (fix, mobile), products and segments
- Facing the challenge of cost allocation: direct and analytical allocation
- Defining cost and revenue drivers
- Dealing with profitability results: high and low margin products

Svetlana Kyzytikivska, Profitability Manager, Kyivstar, Ukraine

10:00 Infrastructure sharing – bearing the cost and reaping the wealth together
- Reducing OpEx and uncovering advantages for all parties
- What are the risks of infrastructure sharing and what may be the drawbacks?
- Different models for different players, markets and needs

Fabrizio Mambrini, Senior Advisor to the CEO, Oger Telekom

10:20 Exhibition visit and networking

11:30 PANEL: OTT TV and digital music services - how can telcos get a slice of the cake?
- How are habits changing in content consumption?
- Opporitunities and monetising OTT TV, multi-screen offers and digital music streaming vs. downloading
- Revenue-generating strategic partnerships

Vadi Dipcin, TV and New Media Services, Turkcell
Yesim Gurderde Erman, Play TV Marketing Manager, D-Smart
Sedat Onay, Head of IT and Broadcasting Department, TRT
Yaman Alpata, Director of Digital Media Marketing, TTNET

12:10 Partnerships in deploying innovative, cost-effectiveVAS
- Data is king – creating profitable partnerships with the key service providers
- How can operators face up to the growing competition OTTs present?
- Cooperation and attracting developers to drive innovation

Oleg Butenko, Director General, MegaLabs, Russia

12:30 How to monetize and generate revenues from data services in a competitive market
- Challenges facing MNOs
- The main objectives and goals that are in focus
- Use cases of successfully monetizing data usage and uplifting ARPU by correctly pricing all aspects of the value proposition
- Lessons learnt and how they can be applied to future actions

Öykü Mengenli, Head of International Roaming, TeliSonera Eurasia, Turkey

12:50 Opportunities in providing enterprise services
- Developing an effective enterprise strategy
- Identifying enterprise needs and monetising services
- How does enterprise differ from retail service?
- Customer services for enterprise accounts

Murat Erim, Head of Corporate Business Solutions, Avea Turkey

13:10 Networking lunch

14:10 Digital Wallets – Key to innovative customer engagement models
- Market trends, shifts & the connected consumer
- Payments means marketing: influencing persistency, engagement and retention
- The multiplier effect of the SMAC stack

Vidy Chandy, VP, MFS product management, Mahindra Comviva

14:30 MFS evolution across Eurasia
- How is the mobile money scene across the region evolving?
- What are the stakes and opportunities?
- Will a single model work from Russia to Turkey to Poland and beyond?
- Does mobile money pose a threat to the traditional banking sector?

Can Ali Avunduk, MFS Supervisor, Garanti Bank, Turkey

14:50 Providing secure payment systems and boosting digital retailing
- What can retailers, customers, operators and the economy as a whole gain from mobile payment systems?
- Creating and maintaining a secure payment system
- How PayPal has become the go-to platform for online transactions

Laurent Le Maol, VP Europe, GM CEMEA, PayPal

15:10 Mobile money and commerce – the advent of shopping on the go
- How are e-wallets shaping the consumer society?
- Working with retailers to develop MFS
- Providing secure payment systems and generating customer confidence
- Setting up partnerships with retailers - everyone’s a winner

Yuri Baez, CEO, RUBU, Russia

15:30 Monetising existing VAS infrastructure to address international mobile remittance
- International remittances: a $414 billion market in 2013
- Global mobile network coverage vs. banking system coverage
- Addressing international mobile money transfers with existing VAS
- Developing markets and the importance of MNOs to cover customer financial transfer services

Ramin Ramezani, CEO & Co-founder, MOVEuropa Services

16:00 End of EurasiaCom 2014

Many thanks to the organisers of the conference; it was all “high”. Also, thanks to all the speakers, learnt a lot and met many interesting people. I hope we will meet again and cooperate.”

Bakyt Kaisykov, Head of Department of the Transmission Network, MegaCom, Kyrgyzstan
1. We guarantee face-to-face meetings with at least 40 senior-level buyers or influencers from the region’s operators.

2. For sponsors, we organise confirmed individual meetings with prospects & buyers of your choice.

3. Now in its 10th year, EurasiaCom guarantees a minimum attendance of 450 attendees. Which other telco event in Eurasia can match that?

4. Speaking slots provide you and your company with the platform to inform and deliver key messages to a C-Level audience of Eurasian decision makers.

5. Our extensive marketing campaigns help your company to build its brand presence across the region.

6. Extract even more value from our participation this year by becoming our Programme Partner. Sponsor a conference session aligned with your product and specialism. Raise your profile and deliver your key message within the conference programme.

7. Capitalise on established networking platforms. The Com World Series events have a 21 year history of delivering you the contacts you need to grow your business.

Contact Jean-Pierre Bird today to find out more about our sponsorship and exhibition packages:
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Again, this year’s event has been a great success in creating new business opportunities. Speed networking is the right way to start the event.”

Thomas Sachs, Senior Account Manager, CreaLog
## PRICE TO ATTEND CONGRESS & EXHIBITION

<table>
<thead>
<tr>
<th>Region</th>
<th>Attending Period</th>
<th>Price</th>
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<tbody>
<tr>
<td>Regional* Operators and Regulators**</td>
<td>Up to 11th of March 2014</td>
<td>Free</td>
</tr>
<tr>
<td>Regional* Non-Operator Companies</td>
<td>Up to 18th of February 2014</td>
<td>€799</td>
</tr>
<tr>
<td>International* Operators and Regulators**</td>
<td>From 12th of March 2014</td>
<td>€1,199</td>
</tr>
<tr>
<td>International* Non-Operator Companies</td>
<td>From 19th of February 2014</td>
<td>€2,199</td>
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</tbody>
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*No VAT will be charged by Informa Telecoms & Media on delegate places.

**Regional = Albania, Afghanistan, Armenia, Azerbaijan, Belarus, Bosnia & Herzegovina, Bulgaria, Croatia, Czech Republic, Estonia, Georgia, Hungary, Iran, Kazakhstan, Romania, Slovakia, Slovenia, Slovakia, Slovenia, Tbilisi, Turkey, Turkmenistan, Ukraine, Uzbekistan.

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