

THE LARGEST VIP ICT GATHERING

AGENDA 2024

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DAY 1

08:00 – 08:40 Registration, Badge Collection, and Networking Coffee Break**08:40 – 08:45** MC Welcome Remarks/Overview of the Day**08:45 – 09:00 WELCOME NOTE:** Toni Eid, Founder of Telecom Review, and CEO of Trace Media International**09:00 – 09:10 OFFICIAL OPENING KEYNOTE:** Eng. Tariq Al Awadhi, Executive Director, Spectrum Affairs Department, TDRA**09:10 – 09:40 OPENING FIRESIDE CHAT:**

- Fahad Al Hassawi, CEO, du
- Toni Eid, Founder of Telecom Review, and CEO of Trace Media International

09:40 – 09:55 FIRESIDE CHAT:

- Sylvain Seignour, President, Netcracker Technology
- Issam Eid, CMO Africa, Levant, KSA & Qatar, Telecom Review Group

09:55 – 10:00 PANEL OPENING KEYNOTE: Vikram Sinha, CEO, Indosat Ooredoo Hutchison (IOH)**10:00 – 11:00 PANEL: THE TELECOM LEADERS' PANEL
-Session 1-****PANEL OUTLINE:**

- Top priorities of ICT leaders today
- AI's influence on strategy drafting and execution
- Has technological evolution made it easier or harder to lead?
- Assessing 5.5G 's impact on the ICT sector
- What's next?

PANELISTS:

- Sylvain Seignour, President, Netcracker Technology
- Seizo Onoe, Director of the Telecommunication Standardization Bureau, ITU
- Vikram Sinha, CEO, Indosat Ooredoo Hutchison (IOH)
- Bader Al Zidi, CEO, Vodafone Oman
- Hazem Metwally, CEO, e& Egypt
- Mohamed Nasr, CEO, Telecom Egypt

MODERATOR: Zakaria Chouaib, Managing Director, PMP Strategy MEA**11:00 – 11:15 KEYNOTE:** Alex Xu, President of Carrier Business, Huawei Middle East & Central Asia**11:15 – 11:20 PRE-RECORDED NOTE:** Jeffrey Hulse, Senior Vice President and Group President, Verizon Partner Solutions**11:20 – 12:00 Networking Coffee Break****12:00 – 12:10 KEYNOTE:** Karim Benkirane, CCO, du**12:10 – 12:25 KEYNOTE:** AI's role in optimizing and monetizing SPS
*By Gordon Thomson, EMEA SP VP, Cisco***12:25 – 13:25 PANEL: AI EMPOWERING HIGHLY AUTONOMOUS NETWORKS – Powered by Huawei****PANEL OUTLINE:**

- Global operators promoting the development of AN L4
- AI/GenAI: cornerstone to achieving AN L4
- Network automation strategies
- Best AN L4 practices

PANELISTS:

- Amaru Chavez Pujol, CTIO, Bayobab
- Najla Alkaabi, Head of AI (Acting), du
- Fernando Camacho, Co-Chair Autonomous Networks Project, TM Forum, and Autonomous Networks Product Director, Huawei Technologies Ireland
- Sulaiman Al Faifi, VP of Information Services, salam

MODERATOR: Christine Ziadeh, Group Director of Content, Telecom Review Group

13:25 – 14:30 Networking Lunch

14:30 – 14:45 KEYNOTE: Harmonizing AI and Sustainable Development: NEC green Data Center approach
By Kenji Takemura, Director, Service Provider Solution Department, Head of EMEA Transport Center of Excellence (COE), NEC Corporation, Japan

14:45 – 14:55 FIRESIDE CHAT: Enabling growth in the Middle East and African Telecom sector. AWS's role in regional cloud innovation

- Bernard Najm, Vice President Telco MEA, Amazon Web Services (AWS)
- Zakaria Chouaib, Managing Director, PMP Strategy MEA

14:55 – 15:55 PANEL: UNLOCKING THE POTENTIAL: NETWORK CLOUDIFICATION AT SCALE FOR CORE & IT TELECOM WORKLOADS - Powered by AWS

PANEL OUTLINE:

- Optimizing operations for OSS, BSS, IMS, 5G Core and RAN to achieve agility and scalability
- Infusing generative AI into the network for improved monitoring, observability and customer experience
- Acceleration of go-to-market by adopting cutting-edge new technologies and a cloud/AI-first mindset
- Innovating for secure new connectivity and value services on virtualized networks in B2B and B2C
- Exploring successful transformation by creating new use cases and business models

PANELISTS:

- Dr. Ibrahim Gedeon, Executive Director, GuardianSafetyNet
- Danial Mausoof, VP, Head of Technology and Solution Sales, Nokia
- Shadi Khuffash, Sr. Sales Director, South Middle East, Fortinet
- Ari Banerjee, Chief Strategy Officer, Netcracker Technology

MODERATOR: Moataz Moustafa, Telco BD & GTM Leader, MEA, AWS

15:55 – 16:55 PANEL: WORLD FIRST 5G-A REGION SETS SAIL
Opening by Toni Eid, Founder of Telecom Review Group

PANEL OUTLINE:

- Large-scale network construction and user experience assurance
- Fast progress in business incubation
- 5G-Advanced innovations
- 5G-Advanced commercial services in the Middle East

PANELISTS:

- Fayez Abu Awad, Policy Director, MENA, GSMA
- Dr. Khalid Al Awadi, Manager Broadcasting and Space Services, TDRA UAE
- Hicham Siblini, Chief Technology and Infrastructure Officer, Ooredoo Qatar
- Ramy Boctor, Chief Technology Officer, Vodafone Qatar
- Stelios Savvides, Chief Technology Officer, Vodafone Oman
- Dr. Ayman Elnashar, VP/Technology Strategy, Architecture & Innovation, e&
- Hasan Alshemeili, Head of Technology Planning, du
- Allen Tang, President of ICT Marketing & Solution Sales Dept., Huawei MECA
- Zoran Lazarevic, Ericsson MEA, CTO
- Mohamed Samir, VP Middle East Market, Nokia

MODERATOR: Issam Eid, CMO Africa, Levant, KSA & Qatar, Telecom Review Group

16:55 – 17:05 5G-A LAUNCHING CEREMONY**17:05 – 17:30 Networking Coffee Break**

17:30 – 17:35 PRE-RECORDED NOTE: Jeffrey Hulse, Senior Vice President and Group President, Verizon Partner Solutions

17:35 – 18:30 **PANEL: WHOLESALE INDUSTRY - SIGNIFICANT INFLUENCE IN THE ERA OF MULTI-CONNECTIVITY****PANEL OUTLINE:**

- New opportunities for the wholesale and capacity industry in the digital era
- Boosting network performance: role of the wholesale and capacity industry
- Multi-connectivity enabling new user and network experiences
- The wholesale industry keeping up with high data consumption growth
- Network investment requirements including the role of satellite connectivity
- Outsourcing international voice services to create value and enhance service quality

PANELISTS:

- Anup Gupta, President SAARC Region, APTelecom
- Mohammed Aliyu, Chief FibreCo Officer, Bayobab
- Obaid Rahman, Head of International Wholesale, du
- Eng. Amjad Osama Arab, Chief Wholesale and Partnerships Officer, Salam

MODERATOR: Georges Jaber, Vice President Wholesales and BD, salam

18:30 – 19:15 **PANEL: WOMEN IN ICT****PANEL OUTLINE:**

- Have we reached gender equality yet in the ICT sector?
- Increasing influence of women ICT leaders
- Challenges and gaps
- Success stories and personal experiences

PANELISTS:

- Chrystelle Briantais, Partner, PMP Strategy
- Najla Al Kaabi, Head of AI (Acting), du
- Jennifer Parkhill, Senior Director, Strategy Execution/Program Management, Verizon Partner Solutions
- Gina Perini, CEO, Somos
- Dr Lidia Stepińska-Ustasiak, President and Co-Founder, Polistratos Insitute
- Dalia El Gezery, Chief HR and Administration Officer, e& Egypt
- Nada Al Fardan, Consumer Affairs Manager, TDRA UAE

MODERATOR:

Shazia Sobani, Vice President Fibre Networks, TELUS

19:15 – 19:20 **CLOSING NOTES OF DAY 1:** Toni Eid, Founder of Telecom Review Group and CEO of Trace Media International, and Jeff Seal, Managing Partner, Telecom Review Americas**19:20 – 21:00** **Networking Reception and Certification Ceremony to Sponsors and Partners****END OF DAY 1**

DAY 2

08:00 – 08:40 Registration, Badge Collection, and Networking Coffee Break**08:40 – 08:45** MC Welcome Remarks/Overview of the Day**08:45 – 08:50 WELCOME NOTE DAY 2:** Toni Eid, Founder of Telecom Review, and CEO of Trace Media International**08:50 – 09:05 OFFICIAL OPENING KEYNOTE:** Eng. Mohammed Jadah, Director Wireless Networks and Services, TDRA**09:05 – 09:15 KEYNOTE:** Saleem Alblooshi, CTO, du**09:15 – 09:25 PANEL OPENING:** Osman Sultan, Founder & Chairman, Fikra Tech**09:25 – 10:25 PANEL: THE TELECOM LEADERS' PANEL
-Session 2-****PANEL OUTLINE:**

- How telecom leaders' visions become a reality
- Pillars of success in the telecoms and ICT field
- The challenges that come along the success journey
- A look into the future

PANELISTS:

- Osman Sultan, Founder & Chairman, Fikra Tech
- Dr. Bilel Jamoussi, Deputy to the Director and Chief of Telecommunication Standardization Policy Department at the ITU Standardization Bureau (TSB)
- Mikhail Gerchuk, CEO – Telecom, Power International Holding
- Johannes Hummer, Regional Head of Middle East, Africa, Central Asia and Caucasus, Vodafone
- Rob Beswick, Managing Director, Virgin Mobile UAE

MODERATOR: Firas Mhedhebi, Managing Director, PMP Strategy Dubai**10:25 – 10:35 KEYNOTE:** Jasim Al Awadi, CICTO, du**10:35 – 10:45 KEYNOTE:** Mikko Lavanti, Senior Vice President, Mobile Networks, MEA, Nokia**10:45 – 10:55 KEYNOTE:** Mounir Ladki, President and CTO, MYCOM OSI**10:55 – 11:30 Networking Coffee Break****11:30 – 12:30 PANEL: DEVELOPMENTS IN THE CLOUD INDUSTRY AND THE ROLE OF HYPERSCALERS****PANEL OUTLINE:**

- Importance of cloud hyperscalers in today's digital, connected world
- Latest developments in the cloud industry
- Major trends impacting data centers: AI, sustainability, security
- Maximizing the return on investment of cloud strategies

PANELISTS:

- Rick Kapani, Founder & CEO, Apptium
- Noman Waheed, Head of Technology, Middle East, Nokia
- Mohamed Hamouda, Regional Director – Business Development & Solutions Sales, NEC GCC
- Maria Stebneva, Head of Sales, Canada, Juniper Networks
- Majid AlNaqbi, Head of Data Centre Business, ICT, du
- Pavel Vishnyakov, Senior Solution Architect, Huawei Cloud ME&CA

MODERATOR: Jonathan Zelmanovitch, Partner, PMP Strategy

12:30 – 13:30 PANEL: ARTIFICIAL INTELLIGENCE: WHAT IT MEANS FOR TELCOS AND CONSUMERS**PANEL OUTLINE:**

- How autonomous networks boost business value
- AI in the era of 5G-Advanced
- LLMs and GenAI: Use cases and applications in telecoms
- The ethical side of AI adoption

PANELISTS:

- Ned Taleb, CEO, Reailize
- Mounir Ladki, President and CTO, MYCOM OSI
- Paweł Workiewicz, Vice President, Head of Business Development Division APAC & MEA, Comarch
- Monty Hamilton, Chief Product and Marketing Officer, TELUS
- Benedetto Spaziani, GM and EMEA President, Netcracker Technology
- Mohamed Bakry, Director, Solutions Engineer, Cisco
- Samer Geissah, Customer Team Head and Client Executive for du at Nokia
- Dr. Mahmoud Sherif, Head of Innovation & Technico-Business Development, du

MODERATOR: Olivier Leroy, Head of PMP Strategy Datalab

13:30 – 14:30 Networking Lunch**14:30 – 14:50 FIRESIDE CHAT: The Role of AI & Advanced Technologies in Empowering the Youth by du Youth Council**

- Maha Almarzooqi, Manager UI Design Lead, du
- Rashid Alsaadi, Engineer - Broadcasting Operations (Trainee), du

MODERATOR: Elvi Correos, Senior Journalist, Telecom Review Group

14:50 – 15:50 PANEL: THE "POTION" FOR THE RIGHT INFRASTRUCTURE DEPLOYMENT**PANEL OUTLINE:**

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

PANELISTS:

- Maria Stebneva, Head of Sales, Canada, Juniper Networks
- Femi Oshiga, Vice President, Sales Outdoor Wireless Networks, CommScope
- Rashid Al Ahmadi, COO, InfraX
- Jérémie Mekaelian, Director of Business Development of IT & Networks, Sofrecom
- Tony Geheran, President, Strategic Broadband Consulting
- Hasan Alshemeili, Head of Technology Planning, du
- Emaad Ahmed, Chief Expert Carrier Business, Huawei ME&CA Region

MODERATOR: Firas Mhedhebi, Managing Director, PMP Strategy Dubai

**15:50– 15:55 KEYNOTE: Signal to Synergy: Building Ecosystems Beyond Networks
By Marco Lichtfous, Managing Director, PMP Strategy Luxembourg****15:55 – 16:55 PANEL: CYBERSECURITY UNDER THE SPOTLIGHT: DATA PRIVACY AND REGULATION****PANEL OUTLINE:**

- How has the cybersecurity scene evolved?
- Cyber attacks' ability to disrupt business operations
- Public safety with 5G
- Empowering cybersecurity operations with AI
- Building cyber resilience

PANELISTS:

- Charbel Sarkis, Director of Systems Engineering for Telcos and MSSPs, Fortinet
- Iris De Brito, Senior Associate Researcher, WADGF - United Nations University E-Gov
- Dr. Ibrahim Gedeon, Executive Director, GuardianSafetyNet
- Ari Banerjee, Chief Strategy Officer, Netcracker Technology
- Dr Lidia Stepińska-Ustasiak, President and Co-Founder, Polistratos Insitute
- Issa Chini, COO, One37
- Chief Nishan Duraiappah, Chief of Peel Regional Police

MODERATOR: Housni Zniber, Managing Director, PMP Strategy MEA

16:55 – 17:30 **Networking Coffee Break**

17:30 – 18:15 **PANEL: FROM TELECOM TO TECHNOLOGY PLAYERS: ENTERING THE FINTECH FIELD**

PANEL OUTLINE:

- The benefits of the telecom-fintech convergence
- Monetization and diversification opportunities
- Choosing the right partners
- Importance of robust security measures

PANELISTS:

- Nicolas Levi, CEO, du Pay
- Edgard Tawk, CEO and Co-Founder, Eurisko
- Vivek Yadav, Managing Director, PMP Strategy Dubai
- Abdulaziz Qambar, Group Founder and Group CEO, Fimpact Group

MODERATOR: Rabih Farhat, CEO, Related

18:15 – 18:20 **CLOSING NOTES OF DAY 2:** Toni Eid, Founder of Telecom Review Group, and CEO of Trace Media International

18:20 – 20:30 **Networking Reception**

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



