



Doha 7-10 December



Participation opportunities

Who we are

ITU Telecom World is the leading platform for the high-level debate, knowledge sharing and networking that are key to the ongoing success and growth of the global ICT community. The focus is on building awareness of future trends and developments in the ICT sector, and their potential impact upon the world's critical economic and societal challenges. ITU Telecom World is organized by ITU, the lead United Nations Agency for ICTs.

By fostering constructive, interactive debate on policies, strategies, models & markets this event enables important connections between individuals, ideas and industry players - opening up partnership and investment opportunities and highlighting the importance of collaboration and cooperation.

It is the one conversation that matters with the people that matter, with the power to shape the future and make a real difference in our world.

Reasons to be a part of ITU Telecom World 2014

- Unique audience bringing together the public and private sectors
- Insight and understanding of the ICT ecosystem
- World-class debates with expert speakers
- Showfloor experience
- Emerging markets and investment opportunities
- Highest level networking



Confronting the future

The global ICT sector is increasingly impacted by key trends and exponential developments in technology, science, media, business and society. Under the theme of **Confronting the Future**, ITU Telecom World 2014 will cast a broad spotlight on the trends, experiences and devices that are expected to enter the mainstream over the next 5-7 years, increasing awareness and helping realize the true potential of ICTs to change lives worldwide.

Leadership Summit

Launching the debate will be an exclusive **Leadership Summit: Future in Focus**, open to Leaders at ITU Telecom World 2014. The Leadership Summit will provide an exciting, immersive look into future trends, with a highly interactive, powerful programme extending far beyond the 'consumption' of key issues to focus instead on a full and interactive 'experience.' The Summit will equip top level decision makers from government and industry with a full awareness and understanding of the developments that will be driving the ICT sector, guiding them in their future decision making.

Forum Debates

Interactive panel debates, workshops and showfloor sessions will then delve deeper into the future trends transcending the ICT industry, with an in-depth focus on 3 main scenarios which will have a major impact over the next 5-7 years.

Disruption

The internet has brought about a major disruption within the music and film industries and is currently disrupting other media. Will the telecoms sector suffer further disruption or will it succeed in disrupting other industries such as broadcast? Telecom businesses are already converging with new or previously separate sectors such as social

media, mobile money and online video content. What are some of the other disruptive scenarios going forward?

Cross-sector partnerships

Within key verticals, traditional ICT and other sectors have already converged. These include crucial applications such as smart cities, with a focus on smart grids and the different networking aspects and M2M components which underpin these types of applications worldwide. Debates will explore the different regional approaches and the opportunities involving partnering with other sectors, moving beyond the traditional infrastructure-focus and 'silo-ed' business models. Intelligent transport systems will also be a major area of discussion, as advanced applications such as automated driving and telematics continue to grow as cars become increasingly connected, creating further partnership opportunities across the industry.

The intelligent future

Sessions will explore the promise offered by trends and developments such as the Internet of Things, advances in artificial intelligence and the deployment of intelligent software and machines, big data-centric applications and innovative business models.

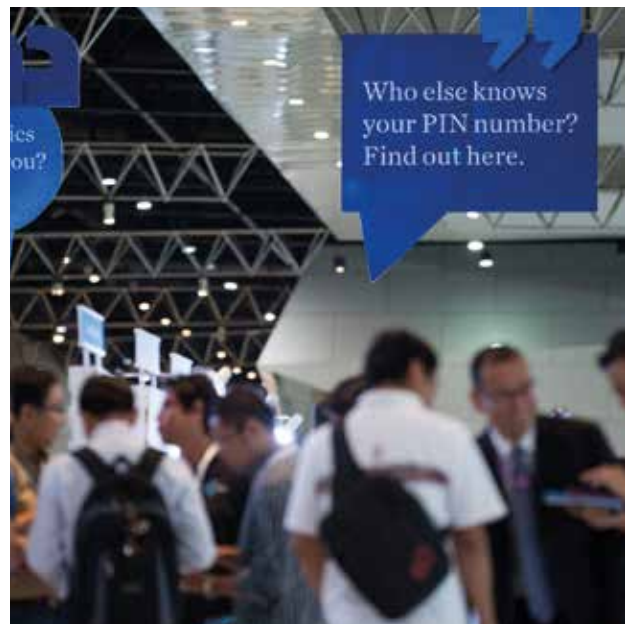
Within each core scenario, discussions will explore different tracks focusing on regulatory and policy issues; business models, services and applications and enabling tools, techniques and technologies. Debates will help guide and inform participants in their future decision making and direction, be it in terms of innovation, policy, regulatory direction, company strategy or technology focus. Combining perspectives from the government side together with contrasting industry viewpoints will guarantee a broad-reaching debate on all of these issues.

Why participate?



It is about being together. We are a global company, we have relationships with carriers and customers everywhere throughout the world, and the beauty of an event like this is that you can have deep insightful conversations with people in one day instead of travelling weeks or months to meet them. Most importantly, in these times of radical change, is finding the common points, figuring out how we navigate to that common goal of accessibility, affordability and availability of these advanced services. An event like this is a perfect opportunity.

—
Eric Loeb,
Vice President, International External Affairs, AT&T
Speaking at ITU Telecom World 2013





Unique Audience

ITU Telecom World events bring together a uniquely comprehensive audience of public and private sector players. Heads of State and Government, ministers, policy makers and regulators meet and network with top-level representatives from operators, vendors, service providers, content developers, global media, plus industry visionaries and leading academics from across the world.

Insight & understanding

Against a fast-moving, rapidly evolving industry, it is essential that global ICT leaders remain at the industry's cutting edge. With an agenda combining top futurists, leading specialists in their fields, top thinkers, policy makers, together with industry showcases demonstrating the latest technologies from around the world, ITU Telecom World 2014 will equip industry executives & decision makers with vital knowledge to move forward.

World-class debate

The world class forum offers highly interactive debate unrivalled both in the reach of its content and the quality of its speakers. Panelists are selected as experts in their fields, thought leaders from government, business and technology. Together they offer informed opinions and contradicting perspectives in passionate discussion of the issues central not just to the ICT industry today but moving forward over the next 5-7 years, and encompassing key verticals. Sharing knowledge, experiences and best practice leads to creative and innovative solutions, business models and partnerships.

Top 3 reasons given for attending ITU Telecom World 2013

- 1) Knowledge sharing and increasing awareness of ICT trends
- 2) Networking opportunities
- 3) Showcasing/participation opportunities

84%

of attendees surveyed said that ITU Telecom World 2013 provided them with valuable knowledge and info

Showfloor experience

The showfloor enables the global ICT industry and countries from around the world to showcase products, solutions, technologies, as well as to highlight investment and partnership opportunities. Including an OpenSpace meeting hub, the showfloor features dynamic interactive demo areas, debate sessions and media and leaders lounges, providing a natural arena for extending the event's networking and knowledge sharing experience. It is the ideal environment to bring to life and explore further some of major areas discussed within the Forum.

The showfloor also incorporates the InnovationSpace, a hub for showcasing inspirational ideas to shape our future. The InnovationSpace comprises the Lab, a showcase for leading-edge technological applications and the winners of the Young Innovators Competition; talented, tech-savvy and inspirational young people from around the world who have developed winning innovative technological solutions to major global challenges.

Emerging markets

Unlike any other ICT event, ITU Telecom World 2014 will convene a vibrant mix of players from across the globe, with a strong focus on exploring expertise and opportunities within emerging markets. Previous ITU Telecom events have highlighted investment and growth opportunities in countries as diverse as Russia, South Africa, Turkey, Argentina, India, Nigeria, South Sudan, Gabon, Malaysia and Thailand.

High-level networking

Networking events, spaces and tools have been conceptualized and crafted in order to fully facilitate the connections that matter across the ICT ecosystem; connections between private and public sector decision makers, ICT ministers and digital visionaries, individuals, ideas and industry players. These are the connections that drive the industry's success. Whether through targeted bilateral meetings, structured social occasions or informal discussions over coffee, World 2014 stimulates the conversations that matter; sharing ideas, inspiration and opportunities within the global ICT community, for the benefit of people everywhere.



77%

of attendees surveyed said that ITU Telecom World 2013 represented a good investment of time

“It is very important to be able to observe and take part in conversations with the different industry stakeholders, to coordinate actions with all the players in the ecosystem, and to see what is going to happen in the next few years.”

—

Norberto Berner, Communication Secretariat (SECOM), Argentina



Doha, Qatar

ITU Telecom World 2014 will take place in Doha, Qatar. The State of Qatar has appointed leading international communications company, Ooredoo, to help organize ITU Telecom World 2014, on behalf of the Government of Qatar.

Strategically located at the crossroads of three continents, Qatar provides the ideal location to continue the ITU Telecom World conversation on harnessing the power of next generation technology for the benefit of the ICT industry and the people of the world. Qatar's ICT landscape is growing rapidly with a steady increase in the digitization of education, healthcare & trade, as the country moves towards the National Vision 2030 and a

competitive knowledge-based economy. In addition, with a wealth of sightseeing, leisure and recreation activities, Qatar is also home to some of the region's finest cultural landmarks and world class museums.

ITU Telecom World 2014 will take place at the Qatar National Conference Centre (QNCC). It is a world-class, state-of-the-art venue located close to the central business district of Doha on the Qatar Foundation's education and research campus. The magnificent building has been innovatively designed to integrate the highest level of environmental and sustainable standards.

How to be a part of ITU Telecom World 2014

From targeted partnership packages to sponsorships, showfloor stands and pavilions, there is a wealth of opportunities for global and regional visibility at ITU Telecom World 2014.

Showcasing Options



National Pavilions

Highlighting investment opportunities, regional technologies and entrepreneurship, National Pavilions are also ideal for establishing onsite ministerial and delegation offices, hosting exclusive hospitality functions and rallying support for ICT-related challenges and initiatives boosting socio-economic development. Pavilion participants can also take advantage of a dynamic investment workshop, aimed exclusively at investment project leaders within National Pavilion delegations seeking expert input on ICT investment projects for foreign partners such as smart cities, technology parks, data centres, network infrastructure, cloud computing, outsourcing and more.

Thematic Pavilions

Enabling an interactive link between the key themes explored at the Forum and the showfloor, Thematic Pavilions offer a lively, interactive experience to all participants, showcasing solutions, applications and technologies.

Individual stands

Raw space available for constructing customized, enclosed hospitality suites to host business meetings, product demos and exclusive social events; or for open stands to showcase technologies, innovations, products and services.

“The biggest benefit is in terms of networking, partnerships, this is the place where the industry, the leaders, the political leaders, ministers, regulators, investors all come to meet here and see how we can strike win- win relationships. It’s also a great platform for learning, we get to learn a lot of things, new technologies coming up, new opportunities showing up everywhere in the world- It’s a platform we have decided we will never miss.”

—
Jean Philbert Nsengimana, Minister of Youth & ICT, Rwanda

Turnkey solutions

A complete package comprising space, open structure and furnishing to minimize effort and reduce expenses; available for both individual stands and National Pavilions.

Meeting Rooms

Dedicated, fully-equipped and enclosed spaces for private meetings, business negotiations, product demonstrations and social functions.

Operator Packages

Specially targeted to meet the needs of operators, these packages combine extensive visibility opportunities at competitive rates together with thought-leadership opportunities within the event’s discussion agenda.

Access Passes

Delegate registration will open in August 2014. A tiered system of passes offer different levels of access and benefits.

For more information on all participation opportunities please contact:
participate.telecom@itu.int



ITU Telecom World 2013 presented an outstanding opportunity for Huawei to communicate its vision and network with leading industry and government figures at the event.

—
Deputy Chairman and Rotating CEO, Huawei



Sponsorship

A range of sponsorship options extend top-level visibility opportunities onsite as well as online in four main areas:

Branding: from Registration to the exclusive LeaderSpace lounge, high-profile sponsorship of places is guaranteed to reach concentrated target audiences and raise brand awareness.

Networking: sponsor structured and unstructured social occasions and events spanning formal dinners to relaxed evening receptions all within a high-quality environment.

Content: target your message directly to our high-quality audience in a range of diverse ways: Co-hosted forum sessions, workshops, Visionary

Keynotes and Big Conversations all offer exceptional global positioning opportunities, platforms for thought leadership and the opportunity to make a major contribution to the conversation at ITU Telecom World 2014. Sponsorship of one of the five challenges of the Young Innovators Competition- which engages with socially relevant issues and invites crowdsourcing of innovative solutions through a collaborative engagement with the sponsor- also offers excellent visibility & opportunities to contribute to the conversation prior to and during the event.

Digital: Utilize a dynamic range of onsite and online digital tools to ensure your message reaches all delegates before, during & after the event.

Platinum

Opening Ceremony
ITU World
Club dinner
LeaderSpace
& refreshments
Leadership Summit

Gold

OpenSpace
Leaders Lunch
Welcome Reception
Ministerial
Roundtable +
Keynote
Speakers dinner

Silver

Big Conversation
Panel Lunch
Young Innovators
Competition partner

Selected
sponsorship
opportunities
include

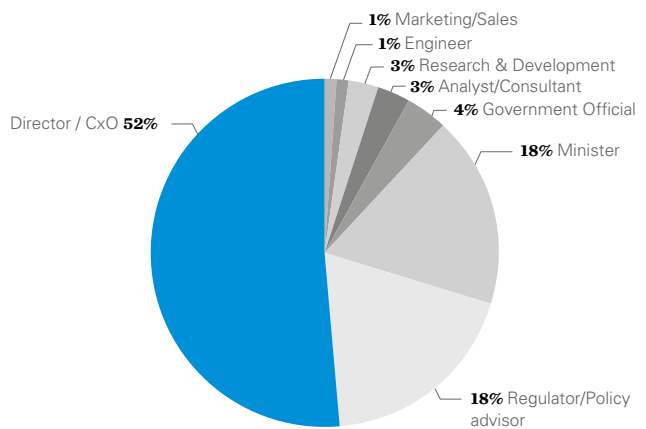
Bronze

MediaSpace
Networking Lunch
Event App

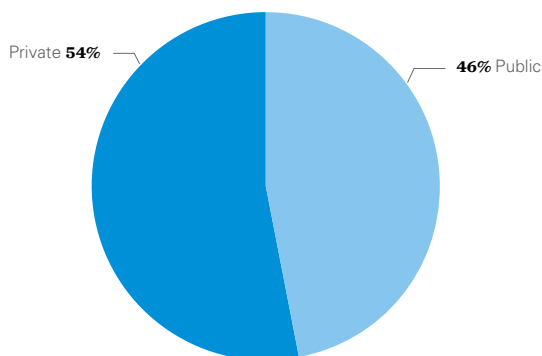
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Who you will meet

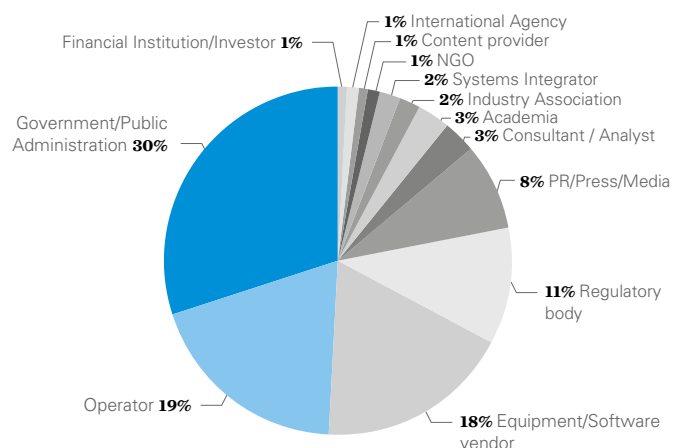
ITU Telecom World 2013 brought together 6000 attendees drawn from 153 nations to take part in 58 forum sessions. They experienced the showfloor with 166 organizations from 33 countries, including 22 national and thematic pavilions.



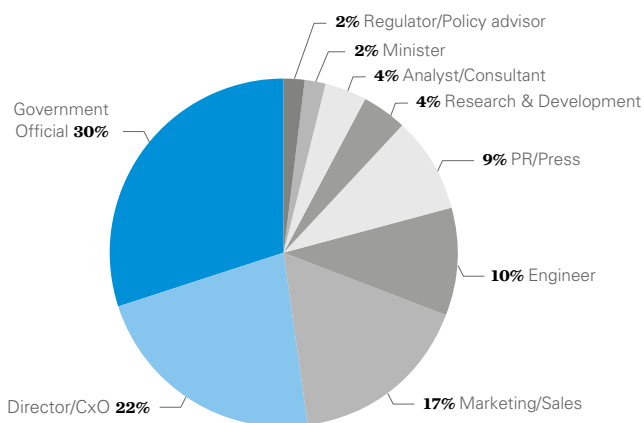
Leaders by job function



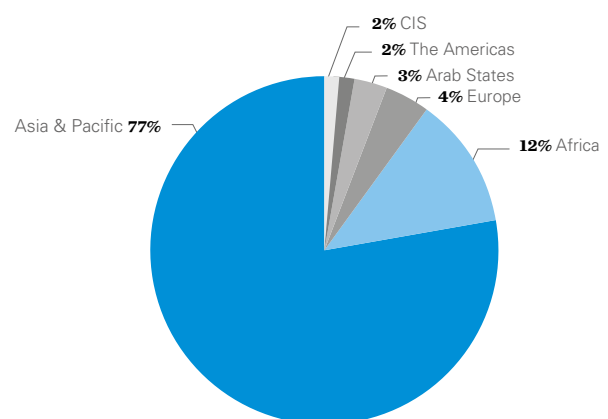
Participants by sector distribution



Participants by company type



Participants by job function



Participants by region
World 2013 in Bangkok



Be part of the **1**
conversation that matters.



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ITU Telecom is part of the International Telecommunication Union (ITU), the lead United Nations agency for information and communication technology. ITU Telecom organizes the annual influential ITU Telecom World event, bringing together key players from across the global ICT community in strategic debate, knowledge-sharing and networking at the highest level.