

Day One

[www.terrapinn.com/2007/twr](http://www.terrapinn.com/2007/twr)

8.30 Registration and coffee

9.00 Chairman's opening remarks

#### DRIVING PROFIT IN THE RUSSIAN AND CIS TELECOMS MARKET

**9.10 Keynote address: exploiting liberalisation – seizing the optimum strategy for the Russian market**

- Building subscriber value through the deployment of leading edge technologies
- Analysing infrastructure investment trends – building a platform for full next gen service rollout
- Assessing the impact of Svyazinvest bill – responding to increased privatisation and competition
- Guaranteeing the positive impact of next gen technology deployment – building robust service portfolio value

Invited speaker:

**Alexander N. Kiselev**, General Director, **Svyazinvest**

**Sergey Lipatov**, President, **Transtelecom**

**Sergey Schebatov**, President, **Sistema**

**9.40 Keynote address: overcoming challenging market share dynamics for long distance carriers in a liberalized market**

- Using strategic partnering to build competitive advantage in new market sectors
- Determining the competitive advantage for a service provider in the near future
- Analysing which types of strategic partnerships make sense for service providers in the Russian and CIS marketplace

Invited speaker:

**Dmitry Yerokhin**, CEO, **Rostelecom**

**Sergey Omelchenko**, General Director, **Volgatelecom**

**10.10 Keynote address: enabling business growth in the face of new market entrants**

- Building a comprehensive service portfolio – move from capacity to integrated services
- Meeting the challenges of new competition through new service roll out
- How can incumbent carriers mitigate against fierce competition to revenues from new entrants?
- Meeting international and regional capacity demands

Invited speaker

**Alexander Isozimov**, General Director, **Vimpelcom**

10.40 Coffee break

#### MARKET LIBERALISATION

**11.20 Panel session: deregulation and liberalisation in the Russian and CIS marketplace**

- Evolving from state monopoly to a more competitive and complex market place
- Facilities based versus service based competition – enabling a level playing field
- Capitalising on the liberalisation of international and long distance carrier capacity

- Future challenges in market deregulation - gauging the incumbent's significant market power

Invited speakers:

**Leonid Reiman**, RF Minister of Information Technologies and Communications

**Anatoly Nikulin**, General Director, **Sibirtelecom**

**Vladimir A. Akulich**, General Director, **Northwest Telecom**

**Konstantin Solodukhin**, General Director, **MTT**

#### 12.00 The impact of liberalisation and privatisation on the mobile market

- Injecting new capital flows through privatisation – creating and improving local network infrastructures throughout Russia and CIS
- Assessing partnerships and alliances with local operators in a liberalised environment – building lucrative inter-operator relationships
- Facilitating fair competition for new entrants in the face of entrenched incumbents
- Understanding the regulatory environment of Ukraine and the CIS
- The generation of competition for voice services through liberalisation

Invited speaker:

**Marina Allagulova**, Head of Licensing and Legal Directorate, **Vympelcom**

**Oleg Popov**, Deputy CEO, **North-West Telecom**

**Gulnara Khasianova**, Deputy General Director, **MTT**

#### 12.30 Lunch

### OPTIMISING WHOLESALE STRATEGIES

#### 14.00 Panel session: developing the carrier services business – moving from capacity to integrated services

- Balancing wholesale and retail markets - can carriers have services utilising both?
- Evaluating the impact of market liberalisation on wholesale strategies
- Rolling out key applications that stimulate capacity demand - delivering new revenues
- Assessing the impact of market liberalisation partnerships and alliances with local operators

Invited speaker:

**Alexey Rokotyan**, senior vice-president, head of strategic analysis, **Transtelecom**

**Alexander Vinogradov**, President, **Golden Telecom**

**Semyon Rabovsky**, CEO, **Comstar-United Telesystems**

#### 14.45 Implementing effective partnering strategies – maximising network strengths and extending reach

- Evaluating the strengths and weaknesses of partnering versus building out your network
- Effective partnering to achieve economies of scale without significant investment
- Partnering strategies that will increase coverage and enable competition
- Essential requirements for potential business partners – ensuring your market visions and QoS requirements match

Invited speaker:

**Mikhail Poliantsev** Vice President, Carrier Relations, **Transtelecom**

**Kenneth Griffin** General Manager,, **Golden Telecom**

**Andrey Galenko**, CEO, **Eurasia Telecom**

#### 15.15 Building viable international access – optimising partnering strategies

- Extending service offerings and building robust partnerships between Europe and Russia

- Evaluating collaboration opportunities between Russian and international carriers
- Enabling access to Ukraine and the CIS

Invited speaker:

**Andrei Patoke**, Head of Regional Business, **Golden Telecom**

#### **15.45 Speed networking**

**Coffee break**

### **NETWORK INVESTMENT**

#### **16.40 Making the network a strategic asset – reacting to increased competition and changing business models**

- Watertight expenditure management - reducing CAPEX and OPEX through building out next generation networks
- Assessing the strategic advantages of reduced cost structures for service providers
- Reducing complexity and time to market for new revenue generating services

Invited speaker:

**Gennady Mescheriacov**, President, **OAO Svyazbank**

**Vladimir Borisov**, Head of Development, **Rostelecom**

**Aleksey Goltsov**, General Director, **MGTS**

#### **17.10 Evaluating wireless as a serious alternative access infrastructure**

- How good is wireless access technology – can it really compete?
- Delivering the bandwidth that future services will require over wireless access
- Delivering portable broadband - what are the opportunities?
- Identifying and overcoming the obstacles to the delivery of high bandwidth and reliability of service

#### **17.40 Close of day one**

#### **17.50 Networking cocktail party**

**Day Two**

**8.30 Registration and coffee**

**9.00 Chairman's opening remarks**

**DISRUPTIVE TECHNOLOGY SHOWCASE**

**9.10 Keynote address: establishing network modernisation as a key success factor in the highly competitive Russian telecommunications market**

- Facing the challenges of TDM to NGN migration
- Understanding the meaning of NGN triple play in terms of its impact on network service delivery, quality and profitability
- Evaluating the benefits of combining FMC and Triple Play
- NGN deployment – investing in long-term network development

**9.40 Keynote address: assessing the impact of VoIP on voice revenues in Russia and CIS**

- Analysing the impact of free VoIP on incumbent voice revenues
- Discovering how operators can effectively monetise the usage of VoIP services
- The financial drivers – is there a compelling business case for launching VoIP services?
- Assessing the increasing volumes of VoIP traffic – adopting intermediary strategies to benefit from both legacy and future voice traffic demands

Invited speaker:

**Ivan Shubin**, Deputy CEO, **VolgaTelecom**  
**Igor Vovkon**, CEO, **Hitlecom**

**10.10 Panel session: managing next generation networks – delivering service assurance for new IP services**

- Running all services over an IP network – what such a strategy means for your business
- Satisfying customer needs on an end to end basis – ensuring QoS and reliability
- OSS support for your next-generation IP network
- Leveraging the combined platforms, architectures and skills to effectively deliver content based services
- Capitalising on state programmes to stimulate broadband penetration and data usage

Invited speaker:

**Alexander Afonichev**, President, **IP-Net**  
**Grigory Novitsky**, President, **MTU Intel**  
**Valery Vasilev**, President, **Golden Line**

**10.50 Coffee break**

**11.30 Building seamless mobility through WiMAX**

- Offering cost-effective seamless mobility across various technologies
- Putting consumer experience at the heart of next gen network rollout
- Enhancing user experiences and enable new revenue opportunities for operators
- Enabling access across technologies - cellular, broadband wireless, WiFi, and wireline

Invited speaker:

**Dov Bar-Gera**, Chairman & CEO, **WiMAX Telecom**

**12.00 Panel session: enabling successful deployment of a WiMAX network**

- Combating the challenges to successfully implementing a WiMAX rollout
- Assessing the Russian and CIS demand for WiMAX networks – is there a market requirement for wireless data services?
- Fitting into the competitive landscape – the place of WiMAX for carriers, mobile operators and ISPs
- Balancing commercial viability and customer experience
- Assessing which customer segments benefit from the rollout of WiMAX services – facilitating consumer and enterprise services

Invited speaker

**Yuri Kozyrev**, General Manager, **MetroMAX**

**Uli Avater**, President, **Globetel**

**Robert Stubblebine**, CEO, **Infinet Wireless**

**Pavel Kaplunov**, President, **Start Telecom**

**12.40 Lunch**

**CAPITALISING ON THE MOBILE MARKET**

**14.00 Panel session: balancing the promise and reality of mobile data services**

- Assessing the future of mobile data services - meeting the demand for 'anywhere connectivity'
- The emergence of data services as a viable, robust revenue stream
- Identifying the impact of 3G roll out - growing mobile data service usage levels
- Assessing the demand for mobile content as a driver for implementing next gen mobile networks

Invited speaker:

**Valeriy Novik**, Products and Services Development Department Director, **MTS**

**Sergey Avdeev**, Executive Vice-President for Business Development in the CIS, Chief Technical Director, **Vimpelcom**

**Eric Franke**, CEO, **Comstar**

**Alexander Nesterov**, President, **Skylink**

**Igor Lytovchenko**, President, **Kyivstar**

**14.40 Reinforcing mobile voice revenues in a high penetration market**

- Overcoming the challenge to voice revenues of CPP regulations in Russia
- Increasing ARPU for pre paid and post paid customers
- Capitalising on CPP to drive subscription levels
- Consolidating service usage level and stimulating consumer engagement with data services
- Facilitating effective VAS rollout to compensate for stretched voice revenues
- Delivering mobile broadband – enabling high data capacity

Invited speaker:

**Andrey Kuznetsov**, Deputy General Director, **Uralsviazinform**

**Natalia Rudenko**, New Technologies and Planning Director, **Vimpelcom**

**Vasily Siderov**, President, **MTS**

**Adanm wojacki**, CEO, **Ukrainian Mobile Communications**

**15.10 Mobile VAS - Facilitating customer uptake**

- Identifying the key drivers for consumer usage of VAS
- Developing strategic guidelines that enable the development of a targeted mobile VAS portfolio

- Maximising VAS revenues – out competing competitors for price and quality
- Using VAS to reinforce consumer retention levels

Invited speaker:

**Vasiliy Kuzichev**, Deputy Commercial Director for Business Development, **Sonic Duo MegaFon**

**Mattias B. Hertzman**, Vice President, Chief Strategy Officer, **Vimpelcom**

**15.40 Coffee break**

**16.20 Satellite technology's role in a changing and increasingly demanding network environment.**

- Building satellite and terrestrial partnerships to meet the changing needs of Russia and CIS voice, video and data services markets.
- Assessing satellite solutions for rapid deployment of network services –
- Evaluating the value of integrating Wi-Fi networks with DVB-RCS/VSAT
- Increasing network capacity, reach, bandwidth & QoS?

Invited speaker

**Yuri Dizmailov**, Acting Director General, **RSCC**

**17.20 End of conference**