



Connected Living

Hosted by



Connected Living Middle East Summit Mobile Operators and mGovernment unlocking the M2M opportunity Tuesday 19 to Wednesday 20 November 2013, Novotel World Trade Centre, Dubai, UAE

Day One: Tuesday 19 November

Venue: Novotel World Trade Centre, 9622 Zabeel Road 2nd, Dubai, United Arab Emirates

Agenda	
08:00 – 09:15	Registration, Coffee/tea
09:15 – 10:00	<p>Welcome Address: Connected Living and the M2M socio-economic opportunity for the Middle East</p> <p>By 2020, the total number of connected devices is expected to exceed 25 billion with a majority of these connections coming from new devices beyond handsets. This growth in connected devices will open up new revenue streams, facilitate new business models, drive efficiencies and improve the way existing services are delivered to create a global business impact worth as much as US\$4.5 trillion. This session will focus on the wider market opportunity and social-economic impact on the Middle East and North Africa Region.</p> <p>Speakers: Alex Sinclair, Chief Technology Officer, GSMA Khalifa AlShamsi, Chief Digital Services Officer, Digital Services, Etisalat Group</p>
10:00 – 10:30	<p>The importance of Government supporting 700mhz spectrum in the UAE</p> <p>Tariq Alawadhi, Head of Spectrum, UAE TRA</p>
10:30 – 11:00	Coffee/tea break
11:00 – 13:00	<p>mHealth solutions for diabetes in the Middle East – successes and challenges</p> <p>The burden of diabetes on the countries of the Middle East is already acute, and growing. Currently more than 34 million people in the region are diagnosed with the disease – 11% of the population, the highest prevalence of any region in the world. By 2030, the number of diagnosed patients will rise to 60 million. The cost of treating the disease is also staggering: Last year alone, 12 billion USD was spent on diabetes treatment.</p> <p>This panel session will demonstrate the successful work that has been done to date using mHealth to combat diabetes and invite an open discussion on what steps still need to be taken.</p> <p>Speakers: Dr. Salah El Badawi, Director Diabetes Control Program, Ministry of Health – UAE Santanu Biswas, eHealth Service Director, Du Irfan Goandal, Associate Director, Ooredoo (Qtel) Group Innovations Sahebzada Haider Khan, Director ICT Vertical Propositions, Etisalat Ayub Kalaff, Director of Business Development, Mobile Doctors</p>
13:00 – 14:00	Lunch

Agenda

14:00 – 15:30

Enabling Smart Cities: A global perspective

This session will give a high level overview of the GSMA Smart Cities project, its global approach and how through collaboration smart city projects are emerging. The city of Dubai will present a world class use case and how it is making the city smarter.

Speakers:

Mehdi Quraishi, Business Development & Marketing Executive, Etisalat

Zakaray Al Ashik, Senior Manager M2M, Etisalat UAE

Sougata Nandi, Chief Executive Officer, Pacific Control Systems LLC

George Galica, Head of Business Solutions, Vodafone Qatar

Dr. Marcus Dormanns, Senior Director Product Management, GSMA

15:30 – 16:00

Coffee/tea break

16:00 – 17:00

Smart Cities: Roundtable discussions

What constitutes a mobile Smart City?

The definition of a mobile smart city, and how it can differ between industries. Examples will be presented from around the world and the future of smart cities will be discussed.

Moderator:

Dr. Shane Rooney, Executive Director Smart Cities, Transport & mAutomotive, Connected Living programme, GSMA

Panel Members:

Zeeshan Ilyas, Director Solutions Design, Mobily

Erik Almqvist, Partner, Global Head of Operational Consulting, Analysys Mason

Abdulla Al Bastaki, IT Director, Road and Transport Authority Dubai

17:00 – 18:00

Smart Cities: Roundtable discussions

Effective and successful implementation of Smart City solutions

The key players required for effective implementation and the power of collective action. What are the barriers to successful implementation and what steps can be taken to overcome these. Examples will be presented of large scale roll-outs, and individual experiences.

Moderator:

Dr. Shane Rooney, Executive Director Smart Cities, Transport & mAutomotive, Connected Living programme, GSMA

Panel Members:

Sougata Nandi, Chief Executive Officer, Pacific Control Systems LLC

Marc Berchoud, Lead Solution Architect, Smart City – EEMEA, Orange

Mohammad Chowdhury, Telecom, Media and Technology Industry Leader, PricewaterhouseCoopers

18:30 – 22:00

Networking event

Pick up will be from the Novotel World Trade Centre at 18:30. 22:00 drop off back at the Novotel.

Sponsored by Pacific Control Systems, the evening event will be a two and a half hour Dhow Cruise in the heart of New Dubai leaving from the Dubai Marina.

The Dubai Marina is a canal city in the Venetian tradition, carved along a two mile stretch of Persian Gulf shoreline. The most prominent sights will be the illuminated sky scrapers of the new and exclusive Dubai Marina residences, the water promenade of the Dubai Marina Yacht club and the Dubai Marina mall.

The cruise will include welcome drinks on arrival, a five star international buffet and a Tanoura dance show.

Day Two: Wednesday 20 November

Venue: Novotel World Trade Centre, 9622 Zabeel Road 2nd, Dubai, United Arab Emirates

Pacific Controls Site Tour 1	
08:00	Depart Novotel
08:50	Arrive Pacific Controls There are two stops on the tour: <ol style="list-style-type: none">1. Pacific Controls2. Pacific Controls Cloud Services Data Centre (8 minutes' drive from PCS) Tour itinerary: Presentation at the Auditorium in PCS Quick tour of the Global Command Control Centre at PCS Travel to Middle East's Largest Data Centre Campus Tour of the Data Centre Campus Command Centre, and Plant room
10:50	Depart Pacific Controls
11:30	Arrive Novotel
Pacific Controls Site Tour 2	
11:10	Depart Novotel
11:50	Arrive Pacific Controls Itinerary as Tour 1
14:20	Depart Pacific Controls
14:40	Arrive Novotel

Agenda	
08:00 – 08:30	Registration, Coffee/tea
08:30 – 10:00	Connected Vehicles and Deployment in the Middle East This session will look at the global trends in mAutomotive and specifically cover the opportunities in the Middle East. An overview of the GSMA mAutomotive activities will be presented and how our work is relevant to the deployment of connected vehicles in the region. In market perspectives will be given from each stakeholder in the ecosystem; mobile operators, vehicle manufactures and after-market producers. Speakers: Dr. Shane Rooney , Executive Director Smart Cities, Transport & mAutomotive, Connected Living programme, GSMA Francesca Forestieri , Director mAutomotive, Connected Living programme, GSMA Marco Gatti , Director of Regulatory Economics, Etisalat Zaim Azrak , CEO, Location Solutions Ali Moidu , Chief Operating Officer, Dubai Technologies Alan Beveridge , Partnership and Business Consultant, Masternaut
10:00 – 11:00	Panel Discussion: The Growth of the Connected Car in the Gulf Region Moderator: Dr. Shane Rooney , Executive Director Smart Cities, Transport & mAutomotive, Connected Living programme, GSMA Panel Members: Ekow Nelson , Vice-President & Head of Consulting and Systems Integration, Ericsson Shady Saeed , Group VP M2M, Etisalat Digital Services, Etisalat Group Naveed Akram , Marketing Director for METNA region, Gemalto Muhammad Mudassar , Assistant Director, ICT Presales & Solutions, New Lines of Business, Ooredoo Ali Moidu , Chief Operating Officer, Dubai Technologies
11:00 – 11:30	Coffee/tea break

Agenda

11:30 – 13:30

Mobile VAS for Employability and Employment

Equipping young people throughout the Middle East and North Africa with the skills to enter the workforce through the use of mobile technology. This session will highlight how mobile technology can help support the development of skills, foster job creation, social engagement and stimulate innovation and youth entrepreneurship. With case studies presented and partnerships explored it will be an insightful session into the future of mEducation in the region.

Speakers:

George Held, Vice President of Commerce, Etisalat Group

Panellists:

Joe Yousr Battikh, Head of Corporate Responsibility, Ericsson

Yomna ElMeshad, Head of Mobile Learning - Middle East and North Africa, British Council

Lauren Dawes, Head of Mobile for Employment, GSMA

Chams Ouerdiane, CEO, PRO-INVEST

Yazeed Sheqem, Director of Business Development, SoukTel

George Held, Vice President of Commerce, Etisalat Group

11:30 – 13:30

mAutomotive Regional Connected Car Forum - Workshop Connected Vehicles and Deployment in the Middle East - discussion on relevant regional topics for further cross-industry engagement

KT Solution Provider (CLOSED MEETING INVITE ONLY)

13:30 – 14:30

Lunch

14:30 – 15:15

Telematics and NFC mTransport solution – Signing of MoU

Within a year, the RTA, together with operators Etisalat and Du will launch an mTransport solution using telematics units placed on buses and taxis. The units will provide a number of services including, real time updates and locations on buses, Wi-Fi provision with all taxis in Dubai, and in-App ticketing. An NFC solution will also be included to allow for on-location tags to provide online updates, and mobile payment services within buses and taxis. This will be a national roll-out as the service will be available to all end-users in the UAE.

Representatives:

Ana Tavares Lattibeaudiere, Head of Connected Living, GSMA

Adel Shakeri, Director of Transportation Systems, Roads and Transport Authority

Khalifa AlShamsi, Chief Digital Services Officer, Digital Services, Etisalat Group

Farid Faraidooni, Chief Operating Officer, du

14:30 – 17:00

mEducation in the MENA region: Building a sustainable business case

KT Solution Provider (CLOSED MEETING INVITE ONLY)

A hands-on workshop about developing a business case for mobile education in the Middle East and North Africa. It will look at the current state of the market and where the future opportunities lie.

15:15– 17:15

Unlocking the value of M2M – Mobile Operators as business partners

Mobile Operators play an increasingly pivotal role in delivering successful end to end M2M solutions. Operators, vendors and vertical industries working together in partnership are central to the successful growth of the M2M market. This session will focus how operators, working with partners, can deliver value at every point in the value chain from seamless reliable connectivity to the provision of advanced managed services.

Moderator:

Andrew Parker, Project Marketing Director, Connected Living programme, GSMA

Panellists:

David Evans, Business Analyst, Connected Living programme, GSMA

Mohammad Chowdhury, Telecom, Media and Technology Industry Leader, PricewaterhouseCoopers

Asif Aziz, Group Marketing Director, Espresso Telecom

Karabet Krikorian, Head of WEU M2M Solution Innovation, Huawei Technologies