



DRAFT AGENDA

Day One | Tuesday 19 November

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

08:00 – 09:00 Registration, Coffee/tea

09:00 – 10:30 **Welcome Address: Connected Living and the M2M socio-economic opportunity for the Middle East**

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.

Speakers:

Ana Tavares Lattibeaudiere, Head of Connected Living, **GSMA**

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

10:30 – 11:00 Coffee/tea break

11:00 – 13:00 **mHealth solutions for diabetes in the Middle East – successes and challenges**

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.

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.

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**
Raouf Khalil, Chief Executive Officer, **Mobile Doctors**

13:00 – 14:00 Lunch

14:00 – 17:30 *mHealth closed meeting*

14:00 – 15:40 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:

Khalifa AlShamsi, Chief Digital Services Officer, Digital Services, **Etisalat Group**
Sougata Nandi, Chief Executive Officer, **Pacific Control Systems LLC**
Craig Aldridge, Smart Cities Project Manager, **GSMA**
Andy McFarlane, B2B Marketing Director, **Vodafone Qatar**
Marcus Dormanns, Senior Director Product Management, **GSMA**

14:00	Digital resolution in the gulf region, mGovernment announcement Khalifa AlShamsi, Chief Digital Services Officer, Digital Services, Etisalat Group
14:20	Emirates Energy Star Sougata Nandi, Chief Executive Officer, Pacific Control Systems LLC
14:40	Enabling smart city solutions through collaboration Craig Aldridge, Smart Cities Project Manager, GSMA
15:00	A City in Motion Mr Andy McFarlane, B2B Marketing Director, Vodafone Qatar
15:20	How Network APIs can enable mgovernment solutions in a smart city Dr Marcus Dormanns, Senior Director Product Management, GSMA

15:40 – 16:00 Coffee 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**
RTA – Speaker name to be confirmed

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**

Emaar – Speaker name to be confirmed

City of Dubai – Speaker name to be confirmed

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

08:10 Depart Novotel

08:50 Arrive Pacific Controls

There are two stops on the tour:

1. Pacific Controls
2. 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

14:00 Arrive Novotel

08:00 – 08:30 Registration, Coffee/tea

08:30 – 11:00 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:

Francesca Forestieri, Director mAutomotive, Connected Living programme, **GSMA**

Marco Gatti, Director of Regulatory Economics, **Etisalat**

Zaim Azrak, CEO, **Location Solutions**

Alan Beveridge, Partnership and Business consultant, **Masteronaut**

08:30 Welcome & Introduction

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

08:40 GSMA mAutomotive Activities

Francesca Forestieri, Director mAutomotive Workstream Connected Living programme, GSMA

09:00 Regulatory Context

Mr. Marco Gatti, Director Regulator Economics, Etisalat

09:20 Deploying After Market Solutions - Challenges & Opportunities

Mr Zaim Azrak, Chief Executive Officer (CEO), Location Solutions

09:40 The role of the MNO in the new generation of aftermarket telematics services

Alan Beveridge, Partnership and Business consultant – Masteronaut

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 Muhammad Ahmed, Assistant Director Presales & Solutions, **Ooredoo Qatar**

11:00 – 11:30 Coffee/tea break

11:30 – 13:30 mEducation for Skills Development and Employability

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, VP of Commerce, **Etisalat**

Panellists:

Andreas Krenn, Head of Marketing and Government & Industry Relations, RMEA, **Ericsson**

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

Lauren Dawes, Head of Mobile for Employment, **GSMA**

Chams Ouerdiane, **Proinvest Tunisiana partner**

Yazeed Sheqem, Director of Business Development, **Souktel**

George Held, Vice President of Commerce, **Etisalat Group**

11.30 Introduction, Adrian Godfrey, mEducation Director, GSMA

11.35 Keynote: Government Education Minister – tbc

11.55 George Held, Vice President of Commerce, Etisalat Group

12.10 Panel 1 – Designing & Developing mEducation for Employment

This session will examine the need for employment services in the region and the market for a mobile based approach. The panel will also discuss innovative approaches to service design and business models.

Panel members:

Andreas Krenn, Head of Marketing and Government & Industry Relations, RMEA - Ericsson

Yomna El Meshad, Head of Mobile Learning, British Council

Lauren Dawes, Head of Mobile for Employment and mEducation Regional Lead, Africa, GSMA

12.40 Panel 2 – Creating an Ecosystem of Partners to deliver mEducation for Employment

Our Panel will draw on practical experience to highlight good practice and illustrate the importance of strategic partnerships in delivering mobile for employment services. This session aims to start an important discussion and hopes to be highly interactive.

Panel members:

Mr Chams Ouerdiane, Proinvest/Tunisiana partner

Yazeed Sheqem, Director of Business Development, Souktel

George Held, Vice President of Commerce, Etisalat Group

13.10 Discussion

13.30 Session ends

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 mtg INVITE ONLY) *Breakout Room 2*

13:30 – 14:30 **Lunch**

14:30 – 17:00 **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**

Mohamed Tantawi, Telco Solutions Leader Middle East, **IBM**

Asif Aziz, Group Marketing Director, **Expresso Telecom**

14:30 – 17:00 ***mEducation in the MENA region: Building a sustainable business case***

KT Solution Provider (CLOSED mtg INVITE ONLY) *Breakout Room 2*

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.