

# VOIP Asia/Middle East 2006

**"QUADRUPLE-PLAY, SIP, WIMAX VOIP, FIXED-MOBILE CONVERGENCE.....  
MOVING WITH THE WAVE OF THE FUTURE IN VOIP"**

**JW MARRIOTT KUALA LUMPUR, MALAYSIA**

**28<sup>TH</sup> & 29<sup>TH</sup> AUGUST 2006**

*"Convergence is finally becoming a reality as next-generation networks with all IP cores are making it possible to have services flow over the same network"*

**Gain a thorough understanding of the voice and data markets in Asia with focus on operator strategy, product portfolio, convergent technologies, applications and regulatory frameworks**

## DISTINGUISHED SPEAKERS

**Datuk Dr Halim Shafie**  
Chairman  
**Malaysian Communications & Multimedia Commission (MCMC)**

**Dr Madanmohan Rao**  
Chair  
**Asia Media and Information Communication Centre**

**Victor Liu**  
Research Analyst  
**In-Stat**

**JJ Disini**  
Managing Partner  
**Disini & Disini Law**

**Dean Bublely**  
Founder  
**Disruptive Analysis**

**Gilbert Fung**  
Director, Wireline  
Voice Portfolio  
**Nortel Networks**

**Roy Wakim**  
Director, Converged Solutions & Analysts Relations  
**Avaya**

**Pandya Madhusudan**  
Chief Technical Officer, SEA  
**Lucent Technologies**

**Puneet Gupta**  
Head, Mobility & Wireless  
**Infosys Technologies**

**Diarmid Massey**  
Managing Director, APAC  
**Nextone Asia**

**Areehan Abdullah**  
Head, VoIP Wholesale & Clearinghouse  
**TM Global Telecom Malaysia**

**Kevin Sutherland**  
Manager, Communications Engineering  
**Australian Communications and Media Authority (ACMA)**

**Varun Vig**  
Business Development Manager, Global Telecom Markets SEA  
**BT Global Services**

**Devan Parinpanayagam**  
Director, Advanced Technologies  
**Cisco Systems**

**Jonathan Zar**  
Secretary & Outreach Chair  
**VOIPSA, USA**

**Paul Christensen**  
Vice President, Asia Pacific  
**IDT Asia**

**Rhee Dong Won**  
Service Planning Business Unit, VoIP Division  
**Korea Telecom**

**Ilya Ustinov**  
Head of Sales, Services and Applications Platform  
**MERA Systems, Inc**

## Distinguished Keynote Address

**Datuk Dr Halim Shafie**  
Chairman  
**Malaysian Communications & Multimedia Commission**



**Suruhanjaya Komunikasi dan Multimedia Malaysia**  
Malaysian Communications and Multimedia Commission

## ATTENDING AUDIENCE

*Directors, VPs, International Business Directors, Carrier Wholesale Division Sales, CEOs, CFOs, CTOs, CIOs, Product Managers of IP Telephony & Broadband, MDs, Analysts, NGN Consultants, Engineers, Technicians*

## ATTENDING INDUSTRIES

*Carriers, Telco Companies, ISPs, Cable & Broadband Service Providers, VoIP Providers, Government Regulatory Bodies*

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Network Without Limits

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**UNI**

UNIVERSAL NETWORK INTELLIGENCE

## FEATURED AT THIS CONFERENCE:

- A look at the State of VoIP Development in Asia and Middle East, looking at new opportunities and Challenges.
- A detailed look into MyICMS886 – Malaysia's blueprint for ICT Development into 2010.
- A Look at how Australia and the Philippines handle VoIP Regulation.
- See how **TM** has integrated the latest VoIP technologies into their NGN architecture.
- **KT's** VoIP service strategies and how they have kept themselves at the top of the Korean market.
- **IDT Asia's** perspective on the best strategies to keep profitable in today's VoIP market.
- Understand **BT's** strategy to fuse fixed and mobile services.
- A look at NGN and future IMS-based technologies and how to create a business supporting VoIP today.
- Designing Networks for Convergence with Best-Developed Convergence Strategies.
- Understand Strategies for Network Management and Maintaining QOS.
- Best Security Architectures for Converged Networks.
- Triple and Quadruple Play Content Development
- Mobile and Fixed-Mobile Convergence
- Wifi, Wimax & WiBro over IP.

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08:30 *Registration & Morning Coffee.*

09:00 *Welcome & Opening Address.*

09:05 **A LOOK INTO MYICMS886 - MALAYSIA'S BLUEPRINT FOR ICT DEVELOPMENT INTO 2010**

**Datuk Dr Halim Shafie**  
Chairman  
**Malaysian  
Communications  
& Multimedia  
Commission (MCMC)**

**KEYNOTE PRESENTATION**

09:45 **THE STATE OF VOIP DEVELOPMENT IN ASIA AND THE REGION**

- Stages of evolution of the internet in Asia.
- Impact of new mobile and wireless technologies.
- Challenges of convergence and multiple overlays.
- Metrics and success strategies.

**Dr Madanmohan Rao**  
Chair  
**Asia Media & Info  
Communication Centre**

10:30 **VOIP AND NGN: IS EVERYTHING COMING TOGETHER?**

A look at how Malaysia's leading carrier has integrated VoIP into its NGN architecture.

- Is everything coming together?
- Convergence, what we can expect in terms of products and services

**Areehan Abdullah**  
Head, VoIP Wholesale  
& Clearinghouse  
**TM Global Telecom  
Malaysia**

**OPERATOR CASE EXAMPLE**

11:15 *Morning Refreshments and Networking.*

11:40 **'EVERYTHING OVER IP' - NEXT GENERATION HUBBING BUSINESS MODELS**

- How to create a business supporting VoIP today?
- NGN and future IMS-based technologies.
- Technical issues and limitations in an interconnect model.
- Business opportunities and migration paths from today's networks.
- Illustrations of case studies from leading regional telcos.

**Diarmid Massey**  
Managing Director, APAC  
**Nextone Asia**

12:15 **NETWORK MANAGEMENT & MAINTAINING QOS**

**Ilya Ustinov**  
**MERA Systems**

13:00 *NETWORKING LUNCHEON.*

"...VoIP industry players face new challenges in an increasingly competitive communications arena, and they need to adapt quickly..." industry analysis

14:00 **PANEL DISCUSSION SESSION**

Currently Spam over IP has become pervasive over the years. Is this form of advertising controllable? What are some of the implications and drawbacks of this trend. Ultimately will this affect your bottom line when customers voice their concerns

*Speakers of the Day*

14:20 **NEW DEVELOPMENTS AND UPDATES ON VOIP**

- Mobile VoIP.
- Fixed Mobile Convergence.
- Quadruple-Play Security & P2P.

**Jonathan Zar**  
Secretary & Outreach  
Chair  
**VOIPSA, USA**

15:00 **CARRIER VOIP SECURITY**

- A vision of a secured converged network.
- Security architecture for converged networks.
- Security design and integration services for VoIP.
- Key carrier VoIP security challenges & solution.
- A Layered Defense Approach.

**Gilbert Fung**  
Director, Wireline  
Voice Portfolio  
**Nortel Networks**

15:40 *Afternoon Refreshments and Networking.*

16.00 **WAVE OF THE FUTURE IN VOIP: FIXED-MOBILE CONVERGENCE, VoWLAN SIP-CAPABLE MOBILE PHONE wVOIP**

This session explores the most current challenges which the industry is facing and what are some of the obstacles which industry players have successfully overcome.

**Dean Bubley**  
Founder  
**Disruptive Analysis**

17:00 **CLOSE OF DAY 1.**

**SPONSORSHIP OPPORTUNITIES**

A limited amount of exhibition space is available at the conference. Sponsorship opportunities covering lunch and documentation are also available.

For further details please contact Sponsorship Division on **(65) 6825 9553** or email [marcus@uninetintelligence.com](mailto:marcus@uninetintelligence.com)

08:30 Morning Coffee

09:00 Welcome &amp; Opening Address

**09:05 BUSINESS STRATEGIES FOR OPERATORS (CARRIER OPERABILITY ISSUES)**

How do carriers remain profitable as margins are increasingly being thinned by current technology?

An operator's perspective of how business trends are set to continue with shrinking profits. What are the best strategies employed today?

**Paul Christensen**  
VP Asia Pacific  
IDT Asia

**OPERATOR CASE EXAMPLE****09:45 WIMAX OVER IP**

Wimax is fast becoming the medium of choice for voice applications over IP, what falls short of breadth of coverage is easily made up with ease of use. We explore the current trends and applications of Wimax and forecast what's in store in the very near future.

**Victor Liu**  
Research Analyst  
In-Stat

10:15 *Morning Refreshments***10:45 THE VOICE OF NEXT GENERATION TELEPHONY: CONVERGENCE STRATEGIES & EVOLVING BUSINESS MODELS**

How the Asian Telecom industry is poised to drive the next industry trend that will dominate the market in the years to come. How Asia is leading the way into the future with realistic vision and optimised moves to VoIP/NGN.

What are some plays employed to generate massive growth in the Telecoms industry? This session will provide insights to underlying technologies, network infrastructure and business models.

**Pandya Madhusudan**  
Chief Technical  
Officer, SEA  
Lucent Technologies

**11:20 VOIP AS A DRIVER FOR FIXED / MOBILE CONVERGENCE**

- Designing networks for convergence
- Aligning your strategy for the different types of convergence
- Successfully launching and sustaining a converged service
- Best developed convergence strategies

**Roy Wakim**  
Director, Converged  
Solutions & Analysts  
Relations  
Avaya

**11:50 MANAGED BUSINESS VOICE**

**Devan Parinpanayagam**  
Director,  
Advanced Technologies  
Cisco Systems

**12:20 PANEL DISCUSSION**  
VoIP Opportunities & Developments in the Middle East & Africa

13:10 *NETWORKING LUNCHEON.*

"...With the acceleration of large scale projects by carriers to upgrade their packet networks, we will see visible continued growth of VoIP worldwide..."

**INDUSTRY NEWS MAR 06**

**14:10 VOIP OVER WIRELESS: TRENDS & OPPORTUNITIES**

Rapid technological changes are facilitating the convergence between WiFi and mobile networks. The technological trend is expected to grow in the very near future.

However there are a number of technical and operational issues which have yet to ironed out before the technology becomes widespread. This session explores the current opportunities and challenges.

**Puneet Gupta**  
Head, Mobility & Wireless  
Infosys Technologies

**14:40 KT'S BUSINESS STRATEGIES**

A background look into why KT has invested so much into VoIP and it's related services to its customers, given current market restrictions and regulations that the company has to deal with on various turfs.

This session will study how KT has managed to stay on top of the competition in an ever increasing competitive market by emphasizing on customer needs and new technologies.

**Rhee Dong Won**  
Service Planning  
Business Unit,  
VoIP Division  
Korea Telecom

**OPERATOR CASE EXAMPLE****15:10 BT FUSION: THE WORLD'S COMBINES FIXED AND MOBILE PHONE SERVICE**

**Varun Vig**  
Business Development Manager  
Global Telecom Markets SEA  
BT Global Services

**OPERATOR CASE EXAMPLE**15:40 *Afternoon Refreshments***16:00 REGULATORY ISSUES & TRENDS**

Regulatory trends in Asia vary from country to country. The regulators in developing countries are mainly concerned with licensing and market entry, while more developed ones are faced with post entry issues like numbering resources, QoS obligations and payment of regulatory fees.

**JJ Disini**  
Managing Partner  
Disini & Disini Law

**16:30 A REGULATOR'S PERSPECTIVE ON NEW VOIP ISSUES**

- Overview of the VoIP market targeted to residential consumers and SMEs.
- Take-up of services.
- Network and access arrangements.
- VoIP Policy & Regulation.
- How VoIP is different to PSTN Services.

**Kevin Sutherland**  
Manager, Communications  
Engineering  
Australian Communications  
and Media Authority (ACMA)

**REGULATOR CASE EXAMPLE**17:00 **CLOSE OF CONFERENCE**

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Please complete this form immediately and fax back to

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Organisation: \_\_\_\_\_

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## Authorisation

Signatory must be authorised to sign on behalf of contracting organisation.

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This booking is invalid without a signature.

## Cancellations/Substitutions

If you are unable to attend, a substitute delegate is always welcome at no additional charge. All bookings carry a 50% liability immediately after a fully completed sales contract has been received by the UNI office. Please note that a written notice of the cancellation must be received via mail or fax 3 weeks prior to the event date in order to obtain the balance of the event fee as a credit to be applied against another UNI conference, summit or training course. All fees are inclusive of an 18% service charge, which is completely non-refundable and non-creditable. Cancellation of any event with less than 3 weeks notice prior to the event date carry a 100% liability, however the delegate will still be entitled to a complete set of course documentation. Payment must be made within 5 working days upon registration and in agreement, UNI will not be able to mitigate its losses for less than 50% of the contract value in case of dispute with the client or cancellation of this contract by any one party. UNI reserves the right to cancel or make any other changes to the content and timing of the events or speakers for reasons beyond its control. If for any reason UNI decide to amend these conferences, summits or training courses, UNI is not responsible for covering airfare, hotel or other costs incurred by registrants. In the event that UNI cancel the event, UNI reserves the right to transfer this booking to another event or to provide a credit of an equivalent amount to another event to be held within the following twelve months.

**INDEMNITY:** Should for any reason outside the control of UNI, the venue or speakers change, or the event be cancelled due to an act of terrorism, extreme weather conditions or industrial action, UNI shall endeavour to reschedule but the client hereby indemnifies and holds UNI harmless from and against any and all costs, damages and expenses, including attorney fees, which are incurred by the client. The construction, validity and performance of this Agreement shall be governed in all respects by the laws of Singapore to the exclusive jurisdiction of whose Courts the Parties hereby agree to submit.

## Venue and Date

**JW Marriott Kuala Lumpur, Malaysia**

**Conference: 28th & 29th August 2006**

## Registration

### Contact Karyn/Evangeline

Direct Line : (65) 6825 9593/573.

Email : events@uninetintelligence.com

### Universal Network Intelligence

61 Robinson Rd

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Singapore 068893

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## Conference Fee

USD 1,995 per delegate

USD 1,595\*per delegate

\*For Group bookings of 3 or more from the same organisation\*

\*\*The above payment is net of withholding taxes or any other taxes if any.

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## Hotel Accommodation

Accommodation is not included in the conference fee. To make a reservation for accommodation at the conference venue at our corporate rate, please contact the hotel.

**Event Code: SGC 86**