

The Secretary-General



Geneva, 23 July 2009

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Mr (Fouad) Brahim Boumakh
President & CEO
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United States

Subject: ITU TELECOM World 2009, Geneva, Switzerland, 5-9 October 2009

Dear Mr Boumakh,

We know that ICTs can provide an important stimulus to the economy and hence I am very pleased to confirm to you that despite the current financial disturbance ITU TELECOM WORLD 2009 will take place, as scheduled, from 5-9 October 2009 in Geneva. As usual, ITU TELECOM WORLD 2009 will have two major components, the exhibition and the Forum. The overall theme of ITU TELECOM WORLD 2009 is "Open networks; connected minds" and the Forum will develop its arguments around the theme of "ICTs for economic growth and sustainable development". This year we are introducing many changes to the event and, significantly, we have, for the first time, a number of Heads of State joining the event (to date more than 10 have confirmed) and many countries (about 40) are organizing national pavilions.

In view of the important role you have played in the ICT field I am delighted that we are able to offer you a speaking position as a panelist in the Forum on Thursday, 08 October - 14:30 - 16:00. The session is entitled "Device developments". A copy of the session in which you are invited to participate is attached, including the provisional list of your fellow participants and a draft text suggesting some of the key questions the panel will address. An overview of the Forum can be found at <http://www.itu.int/WORLD2009/forum/programme.html>.

Furthermore, I am pleased to extend to you an invitation to attend the ITU TELECOM WORLD 2009 Opening Ceremony and Official Reception on Monday 5 October 2009 and other activities of the Forum Programme. Further details will be available closer to the event.

As the opportunity to speak at the Forum is very limited I would highly appreciate it if you could confirm to me your acceptance, or regret, at your earliest convenience but by 14th August at the latest. In case you will accept my invitation, you will then receive precise guidelines to enable you to prepare for your participation in the Forum. You will also find details of local hotel accommodation at: http://www.itu.int/WORLD2009/visitor_info/trip_planner.html. I would advise you to reserve your flights and hotel room as soon as possible.

This invitation will give you an opportunity to raise the profile of your organization to a global audience. ITU Telecom WORLD 2009 is an opportunity for your company to promote its visibility through the exhibition or sponsorship. For your information, there are a number of sponsorship opportunities remaining details of which can be seen at <http://www.itu.int/WORLD2009/visibility/sponsorship.htm>. I encourage you to take this opportunity to raise further the visibility of your company at the Event.

Please feel free to contact Professor Howard Williams (contact details above) for any further information you may need.

I look forward to receiving your positive reply to this invitation at your earliest convenience.

Yours sincerely,

Dr. Hamadoun I. Touré

Enc.



Business models

BUS.4 : Device developments
Thursday, 08 October 2009, 14:30 - 16:00,

Our interaction with advanced networks depends on the devices we use, from large video screens to netbooks and smartphones. Consumers face difficult choices for home and personal devices, not only between brands, but in deciding between classes of device. Enterprise users want longer-lasting devices, with guarantees of service. - How has the global financial crisis affected the adoption of new devices? - Do device manufacturers and service providers compete or collaborate?

Moderator

* [Mr Dean Buble](#), Founder and Director, Disruptive Analysis, United Kingdom

Panellists

* [Prof. Mike Short](#), Vice President R&D, Telefonica O2 Europe plc, United Kingdom

* [Mr Steve Bell](#), President, KeySo Global, United States

* [Mr Jon S von Tetzchner](#), CEO, Opera Software, Norway

[Mr Alex Jinsung Choi](#), Vice President, Head of MCTR Lab, LG Electronics, Korea (Rep. of)

[Mr \(Fouad\) Brahim Boumakh](#), President & CEO, Nano-Techpower, Inc/digital Wireless Telecom Inc., United States

[Mr Dan Moloney](#), President, Motorola's Home & Networks Mobility Business, United States