



Andre Popov of du speaks with Neoedge Telecoms & Research about the upcoming MOBILE BROADBAND FOR EMERGING MARKETS event.

>How is the evolution of Mobile Broadband happening in the Middle East?

The Mobile Broadband sector has a tremendous opportunity to capture a dominant share of the overall broadband market. In some other markets, more people access the Internet over their mobiles and via mobile broadband connections than via fixed broadband, because the fixed infrastructure is limited. In the Middle East, mobile broadband providers have a limited window of opportunity to capture the broadband opportunity. Can they react quickly enough?

>What are the keypoints that you will be discussing in the upcoming Mobile Broadband event in Dubai?

- *In a few years, more people might access the Internet over their mobiles than on their PCs.*
- *However, today, the cost of mobile broadband services are too high. Operators need to adjust their pricing to capture the broadband opportunity.*
- *But who will reap the economic benefits of the mobile broadband opportunity? OTT players have relegated connectivity providers to dumb pipes.*
- *Are mobile broadband providers in the Middle East doomed to become dumb pipes as well?*

>Who are the people you would like to meet at the Conference?

- *Telco operators, particularly Marketing, VAS, and Technology executives*
- *Media companies developing content and services for broadband*

*** The international gathering of Mobile Broadband experts will happen on the 17th, 18th and 19th of January 2011 at **TRADERS HOTEL DUBAI**.

Pre-Conference Workshop – 17th January 2011, Monday
The Evolution of Mobile Broadband to be led by *TELKOM*
INDONESIA

Main Conference Day 1 – 18th January 2011, Tuesday

Chairman: Andre Popov, du, UAE

Main Conference Day 2 – 19th January 2011, Wednesday

Chairman: Sherif Hamoudah, Acision UAE