

# Submarine networks 2006

## Speaker Highlights Include:



Ali Amiri  
 Executive Vice President - Operations  
 Etisalat



Ahmed El-Sakkary  
 Senior Manager - International Capacity  
 Management  
 VSNL International (Teleglobe Canada)



Christie Alwis  
 Chief Network Officer  
 Sri Lanka Telecom



Srinivasa Addepalli  
 Head of Corporate Strategy  
 VSNL International



Abdulla Al Mutawa  
 Manager Capacity Planning - Operations  
 Etisalat



Calvin Lee  
 Vice President, Asia Pacific and Middle East  
 Deutsche Telekom International  
 Carrier Sales & Solutions (ICSS)



Jamal Sedag  
 Controller of International Links  
 Ministry of Communication (Kuwait)



Abdul Haris  
 Director - Business & Networks  
 PT Telkom

## Take advantage of this rare opportunity to:

- Overcome key market challenges to develop future submarine networks for Middle East
- Stimulate and manage bandwidth demands effectively with innovative services
- Examine the suitable financing models for future submarine infrastructure
- Optimize your ROI from planning to operation with good design, construction, operation and maintenance
- Lower the bandwidth prices through better capacity planning

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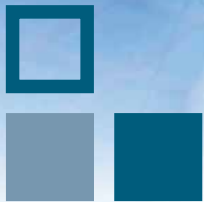


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### Organized By





Ali Amiri > Executive Vice President - Operations > **Etisalat**

“ The increasing demand for high capacity bandwidth is changing the international communications infrastructure worldwide and also in the Middle East. We recognize the need to serve the region’s exploding growth economies better through our strategic investments in the suitable submarine cable systems and leveraging on our strategic partnerships with other international carriers. Etisalat is committed to reduce the bandwidth glut more cost effectively for our customers and we look forward to this common platform where industry players can share and discuss the related industry experiences, views, plans and technologies to help us boost our international undersea connectivity. ”



Join Mr Ali Amiri and other international carriers to overcome the following key challenges with your industry peers:

- 1) How can the industry drive the bandwidth prices down?
- 2) What is the best way to route your international traffic?
- 3) How can you be more confident in delivering your SLAs?
- 4) How can you optimize your ROI from time of planning to operation of your cables?
- 5) What are the different capabilities of the various submarine cables?

**Join us at Submarine Networks 2006 today to move Middle East a step closer to better cope with the bandwidth demands!**

## ■ Pre-Conference Workshops

Our workshops are in-depth and concise training to give you real world, practical insights through interactive exercises, discussions and case study analysis.

Customize your conference experience with these interactive workshops

**Sunday  
25 June 2006**

08.30 - 11.30

Christie Alwis > Chief Network Officer > **Sri Lanka Telecom**

**A**

### Examining the Key Risk and Financing Considerations for Your Submarine Networks

- \* Examining Middle East and Asia over land and submarine cables plus comparison with Europe
- \* Analyzing the different financing and business models
- \* Considering the legal and regulatory differences for various scenarios
- \* How to leverage on risk on various models?
- \* Implementation of undersea cables for various scenerios: Considering the special financing discipline



Christie is trained as a professional engineer and has more than 30 years of telecoms experience covering fields such as Switching, Transmission, Out Side Plant, Maintenance and Planning, Billing and Collection, Regulations and Interconnections. Previously, he was the Director of Customer Services and was also involved in new connections and network rollout. Recently he was instrumental in providing rapid network rollout through CDMA technology. Today, he is the Chairman of Financial & Administrative Sub Committee of SEA-ME-WE 4 Project. Also, he has worked as a Senior Expert in ITU, APT as well as in Commonwealth Telecommunication Organization.

12.00 - 15.00

Ahmed El-Sakkary > Senior Manager, International Capacity Management > **VSNL International (Teleglobe Canada)**

**B**

### A Carrier's Perspective: Gaining Key Technical Know-How to Optimize the Commercial Potential of Your Submarine Networks

- \* Gaining the basic technical knowledge to make the best of your outsourced arrangements
- \* How to negotiate a comprehensive Construction & Maintenance agreement?
- \* Key SLA consideration to protect yourself in times of outages
- \* Managing with systems and networks diversity
- \* Key learning from previous projects



Ahmed received his Ph.D. degree in the area of systems and control engineering from McGill University, in 1981. He worked as a faculty member at the Department of Systems Engineering of King Fahd University of Petroleum and Minerals in Dhahran, Saudi Arabia from 1981 to 1990. Ahmed was a Senior Scientist with MPB Technologies from 1989 to 1993, during which he worked on submarine cable systems design, implementation and training. Ahmed has been with Teleglobe Canada (now VSNL International) since 1994. Some of his current responsibilities include submarine systems engineering, capacity management, operations and maintenance.

15.30 - 18.30

David Ross > Founder & President > **David Ross Group**

**C**

### New Issues and Opportunities in Regional Infrastructure Development

In this interactive workshop, participants will discuss the challenges and opportunities currently facing system developers in the Region. Among the matters to be discussed are:

- \* Feasibility and financeability
- \* Alternative technologies and alternative network developments
- \* Route selection and route diversity
- \* Demand drivers
- \* Global Network Access and Peering Points
- \* Maintenance and Restoration
- \* Network commercialization





David has 35 years experience in telecommunications technology and its commercial applications, with a primary focus on undersea fiber optic networks. He founded The David Ross Group Inc. (DRG) to provide guidance and hands-on assistance in the development of international networks, and has built a world-class team of experts to do so. Since 2000, DRG has provided business planning, design, procurement, implementation, and operational services to network owners throughout the world. Prior to founding DRG, David held executive management positions with Tyco Submarine Systems, AT&T, and Bell Laboratories.



08.30	Registration	12.00
09.00	<p>Welcome Speech from Etisalat: Ali Amiri <i>Executive Vice President - Operations</i> Etisalat</p>	
09.15	<p>Chairman's Opening Michael Rieger <i>Vice President of Sales and Marketing</i> Tyco Telecommunications</p> <p>Mike has been with Tyco Telecommunications since May, 2000. In his current position, Mike manages the company's Sales &amp; Marketing organization in addition to Project Management and Strategy. Prior, he was the Solutions Executive at IBM where he managed the Network Management Solutions business unit for IBM's Telecommunications and Media Business Unit. While at IBM, Mike was a board member of the Network Management Forum. Mike has also held the positions of Senior Software Engineer for Bellcore (Now Telcordia) and Analyst for Merrill Lynch Capital Markets.</p>	
09.30	<p><b>What are the Key Market Challenges to Develop the Future Submarine Network Infrastructure for Middle East Telecom Needs?</b></p> <p>Moderator: Ali Amiri <i>Executive Vice President - Operations</i> Etisalat</p> <p>Amiri joined Etisalat in 1981 after graduating from London University (King's college) with a BSc. Engineering in Electronic Elec. Since then, he has held various posts in engineering and technical fields. In 1991, he was the Chief Engineer Transmission for Fixed Mobile/Paging Network. He then moved on to be responsible for Transmission and Switching Networks in 1993. Afterwards, between July 1995 and 1999, he was the Manager - Operations. Since Jan 2000 till date, he was promoted to be the Executive Vice President Operations, actively involved in various corporation's strategic activities both locally and internationally.</p> <p>Panelists: Christie Alwis <i>Chief Network Officer</i> Sri Lanka Telecom</p> <p>Srinivasa Addepalli <i>Head of Corporate Strategy</i> VSNL International</p>	12.30
		14.00
10.00	<p><b>Ensuring Seamless Global Connectivity for the Middle East</b></p> <ul style="list-style-type: none"> <li>* Examining the future market drivers and bandwidth demand</li> <li>* Balancing between demand and supply</li> <li>* Identifying the key market gaps</li> <li>* What are the supply side challenges?</li> </ul> <p>Srinivasa Addepalli <i>Head of Corporate Strategy</i> VSNL International</p> <p>Srinivasa is responsible for strategy formulation and execution. He manages all new strategic initiatives, including growth plans, entry into new markets and M&amp;A activities. He is a Director on the Board of VSNL Singapore, the holding company for all of VSNL's international businesses. He has considerable experience in developing strategies and business plans, particularly in the Indian telecom sector, both wireless and broadband. His previous experience includes a business consulting stint with the Tata Strategic Management Group (TSMG), focusing on the telecom and media industries. Subsequently, Srinivasa joined the Tata Group Chairman's Office, with the responsibility for co-ordinating the various telecom activities within the Tata Group.</p>	
10.45	Morning Refreshments & Networking	
11.15	<p><b>Implications of New Technologies and Bandwidth-Hungry Applications on your Network</b></p> <ul style="list-style-type: none"> <li>* Key Market Trends - new technologies and applications</li> <li>* How the latest technology offerings are changing the industry</li> <li>* Is the existing global infrastructure sufficient to address bandwidth-hungry content applications</li> <li>* Are high bandwidth applications creating new opportunities and stimulating growth</li> </ul> <p>Calvin Lee <i>Vice President, Asia Pacific and Middle East</i> Deutsche Telekom International Carrier Sales &amp; Solutions (ICSS)</p> <p>Calvin is responsible for Deutsche Telekom carriers' carriers business, International Carriers Sales &amp; Solutions (ICSS), for the Asia Pacific &amp; Middle East region. He joined the Deutsche Telekom in Singapore 1997. Since then, he has steered the growth of the business and increased local presences in the region with set-up of sales offices in Singapore, Japan and Hong Kong. Under his lead, sales have quadrupled. Prior, he was with Corporate Access, where he was involved in international VSAT service satellite communication for enterprise and carriers in the South and South East Asia regions. He started his career in sales with IBM Singapore for IBM's Global Services.</p>	15.30
		16.15
		16.30
		17.30



12.00	<p><b>Examining Key Developments in the Effective Management of Submarine Technologies</b></p> <ul style="list-style-type: none"> <li>* Taking advantage of the repeated and unrepeated technologies and performance</li> <li>* Novel offshore connectivity approaches</li> <li>* Optimizing submarine networks technology and performances</li> </ul> <p>Marc Fullenbaum <i>Product Marketing Group Manager (Optical Networks Division)</i> Alcatel</p> <p>Marc started his career at the IBM TJ Watson Research Center (Yorktown Heights, New York), carrying out research in microscopy for alignment purposes. He then joined the French Delegation of Armaments, looking after trajectory systems as a project engineer. Afterwards, Marc worked for Com Dev Space (Ontario, Canada) where he was involved in the optical and RF inter satellite link fields, moving from an engineering to a marketing position. He joined Alcatel Submarine Networks in 2000 and is currently in charge of Product Marketing.</p>
12.30	Networking Lunch
14.00	<p><b>Why do we need an undersea cable project?</b></p> <ul style="list-style-type: none"> <li>* Cost difference between undersea cable to overland cable</li> <li>* Why should we consider Middle East and Asia?</li> <li>* Examining Middle East and Asia over land and submarine cables plus comparison with Europe</li> <li>* Analyzing the different financing and business models</li> <li>* Considering the legal and regulatory differences for various scenarios</li> </ul> <p>Christie Alwis <i>Chief Network Officer</i> Sri Lanka Telecom</p> <p>(Check out Workshop A as Christie will detail the risk and financial considerations for your submarine cable project)</p>
14.45	<p><b>Synergizing Submarine and Terrestrial Networks to Route Traffic in a More Cost Effective Manner</b></p> <p>Moderator: Michael Rieger <i>Vice President of Sales &amp; Marketing</i> Tyco Telecommunications</p> <p>Jamal Sedaq <i>Controller of International Links</i> Ministry of Communication (Kuwait)</p> <p>Jamal is the Assistant Project Manager for FOG submarine cable system and Kuwait-Iran submarine cable system. Also, he plays the roles of Project Manager for several cable systems like the International SDH backbone network, Kuwait-Iraq terrestrial fiber link and Expansion of Kuwait-KSA terrestrial fiber links.</p> <p>Jean-Louis Parmentier <i>CEO</i> Med Cable</p> <p>Jean-Louis is the Managing Director of Med Cable, a submersible cable system linking Marseille in France to Algeria and other Northern African countries. He also doubles up as the Managing Director of M-Link, Orascom Telecom's international carrier providing voice and data traffic between Africa, the Middle East and the rest of the world. Prior to M-Link, he was the Managing Director of Afrilink and was specialized in international services with sub-Saharan African countries within Telecel. He has held several technical and commercial management positions with SAIT, a Belgian telecommunication company in the field of radio transmission systems as well as of international space related programs for the benefit of the European Space Agency.</p> <p>Ahmed El-Sakkary <i>Senior Manager - International Capacity Management</i> VSNL International (Teleglobe Canada)</p>
15.30	<p><b>Optimizing Your ROI - Good Design, Construction, Operation and Maintenance</b></p> <ul style="list-style-type: none"> <li>* Design: Careful cable rout planning, survey and engineering</li> <li>* Construction: The ABCs of on-time completion</li> <li>* Operation: Outlining the critical operational framework to minimize outages</li> <li>* Maintenance: Key negotiation techniques and Quality of Service considerations</li> </ul> <p>Ahmed El-Sakkary <i>Senior Manager - International Capacity Management</i> VSNL International (Teleglobe Canada)</p> <p>(Sign up for Workshop B to gain key technical know-how to optimize the commercial potential of your submarine networks)</p>
16.15	Chairman's Closing
16.30	You're Invited! - Networking Cocktail Reception Hosted By:
	 
17.30	End of Conference Day 1





08.30	Re-Registration	14.00
09.00	Chairman's Opening Speech	
09.15	<p><b>Undersea Cable Systems Evolving Markets</b></p> <p><b>- Assigning Value to Good Communications</b></p> <p>Over the past 30 years, the trend in oil and gas exploration has been to move the rigs significantly further offshore, into the deepest waters. The growth in exploration has required upgraded telecommunications to increase revenue, profitability, oilfield yield, and improve many safety and environmental factors. Improved efficiency, technology advances and increases in commodity prices have made this production economically feasible, leaving oil and gas platforms to seek new telecommunications technologies to meet their needs.</p> <p><b>- Identifying the Appropriate Architecture</b></p> <p>There are many interesting similarities between the architectures of traditional telecommunications cables and those used for offshore oil and gas platforms. Similar to traditional telecom systems, there is a strong preference for repeaterless cables. However, to cover distances that can not be accommodated by repeaterless spans or in architectures that require amplified transmission, repeated transmission lines are a simple solution. Repeaters with powered sub-sea in-line amplifiers have been deployed in dozens of applications.</p> <p><b>- Alternative Undersea Communications Applications</b></p> <p>Non-traditional users of undersea communications cables are not limited to the oil and gas industry. A wide variety of ocean bottom sensors have been installed using traditional telecom technology for scientific and government users, i.e. multi-use observatories and harbor protection.</p> <p>Jeffrey Stark <i>Managing Director EMEA</i> <b>Tyco Telecommunications</b></p>	14.30
10.00	<p><b>Is VoIP Ready for Middle East?</b></p> <ul style="list-style-type: none"> <li>* State of the art of VoIP services and trends</li> <li>* Addressing the reliability and suitability issues</li> <li>* Teleglobe's VoIP deployment experience</li> <li>* Is VoIP a viable offering for the Middle East?</li> </ul> <p><i>Senior Representative (Confirmed)</i> <b>VSNL International, Middle East</b></p>	15.00
10.45	Morning Refreshments & Networking	
11.15	<p><b>Assessing the Different Vendor Models and Requirements to Optimize Your Submarine Network Performance</b></p> <ul style="list-style-type: none"> <li>* Deriving the vendor requirement and support</li> <li>* Examining the different financing options</li> <li>* Making your vendors work magic for your submarine networks</li> </ul> <p>Abdul Haris <i>Director - Business &amp; Networks</i> <b>PT Telkom</b></p> <p>With more than 20 years of telecom experience, Haris' career with PT Telkom spanned from planning and development, marketing, regional divisional head and network business.</p>	16.30
12.00	<p><b>Orascom Telecom's Cable Systems</b></p> <ul style="list-style-type: none"> <li>* Emerging networks in the Middle East</li> <li>* Med cable project update</li> <li>* TWA-1 project update</li> <li>* Future roadmap</li> </ul> <p>Jean-Louis Parmentier <i>CEO</i> <b>Med Cable</b></p> <p>Kamran Malik <i>Chief Operating Officer</i> <b>Transworld Associates</b></p> <p>Kamran joined TWA in January 2005 after his 5 year stint at the Saif Group as Executive Director Business Development in Pakistan. Prior to that, he was the Chief Operating officer for Global One. During his career, which spans over 16 years, he has served in senior management positions in the telecom and IT sector both in Pakistan and abroad. He started his career in 1989 at Telstra and has worked in various management positions in both Australia and Pakistan. He also played a key role in setting up Supernet as the first data network company in Pakistan.</p>	17.00
12.30	Networking Lunch	

**SEA-ME-WE 4: Achieving Maximum Bandwidth at the Minimal Cost**

- \* Outlining a brief system overview and state of the art technologies
- \* Network operation and maintenance to deliver real-time support and delivery of high bandwidth traffic
- \* Repair efforts in times of outages
- \* Future roadmap

Abdulla Al Mutawa  
*Manager Capacity Planning - Operations*  
**Etisalat**

For the last 13 years, Abdulla has been managing the traffic planning in Etisalat involving restoration and network forecast. He has been managing Etisalat's international investments in various submarine cable systems landing in UAE. He handled FLAG and SMW3 project since their inceptions and was involved in finalizing the technical and financial issues. He also monitors the quality of service for the telephony and data, expansion for national and international routes and Tele-traffic Engineering in addition to the activities concerning international carriers.

**Developing the Right Partnerships to Deliver Your Data, Internet and Telephone Services Reliably**

- \* A discussion on effective partnership model and the value that can be achieved with the right partner
- \* Challenges in delivering value-added connectivity services and the role of partnerships in overcoming these challenges
- \* An outline of FLAG's partnership model and an overview of the successes so far achieved

Maan Al Sabi  
*Head of Marketing & Business Development*  
**Flag Telecom**

Maan has spent more than 8 years working in the ISP industry in various functional roles that include network management, infrastructure development and program management, product development & management, and more recently strategic marketing. Maan is now looking to build on FLAG's position in the Middle East as the premium provider of international capacity services for carriers in and out of the region. He is helping FLAG to diversify its business and to move the company more into managed services and other value adds.

Afternoon Networking

**Fibre Optic Gulf 2 (FOG2) - Linking Iraq, Saudi Arabia and UAE**

- \* Project update
- \* Expanding coverage with other cable systems
- \* Future Roadmap

Reserved for Ministry Of Communications, Iraq

**Eastern Africa Submarine Cable System (EAASy)**

- \* Project update
- \* Working out the financial advisory and legal counsel
- \* Appointing the independent project management services

Reserved for the EAASy Project Secretariat

End of Conference

**“ Thank you very much for your terrific event. You had all the right people at the event and I look forward to it next year ”**

Tom Gruba,  
*Director Of Marketing & Customer Support*  
**Motorola: Canopy™, Wireless Broadband Group**





“I enjoyed the conference very much and would be pleased to participate in another Telecom IQ conference in the future.”

Eric Hamilton, *Chief Technical Officer*  
Unwired Australia

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Alcatel provides communications solutions to telecommunication carriers, Internet service providers and enterprises for delivery of voice, data and video applications to their customers or employees. Alcatel brings its leading position in fixed and mobile broadband networks, applications and services, to help its partners and customers build a user-centric broadband world. With sales of EURO 13.1 billion and 58,000 employees in 2005, Alcatel operates in more than 130 countries. As the world leader in optical networks since 2001, Alcatel has played a key role in the development and implementation of the most important submarine cable networks in operation today with more than 450,000 km of submarine cable networks deployed. For more information, visit Alcatel on the Internet: <http://www.alcatel.com>



*Telecommunications*

Tyco Telecommunications, a business unit of Tyco Electronics, is the industry pioneer in undersea communications technology and marine services. Drawing on its heritage of technical innovation and industry recognized performance, the company delivers the most reliable, high-quality solutions to organizations with undersea communications needs vital to their core mission. Based in Morristown, NJ, Tyco Telecommunications is dedicated to providing organizations around the world with total solutions and support for undersea optical systems. For more information visit [www.tycotelecom.com](http://www.tycotelecom.com)

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# Submarine networks 2006

Conference: 26 - 27 June 2006 | Pre-Conference Workshops: 25 June 2006  
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