

PRESENTS

**GVF Satellite Business Course @
Digital Bridge Institute**

25 November 2005

GVF has developed a course for professionals who are engaged in or are thinking about starting a satellite communications business. The content is not highly technical, although business-relevant technical issues are covered in outline. Delegates include investors and business principals; management from marketing, sales, customer care, and implementation; financial and administrative management; government; telecommunications planners / management; non-government organisations; donor agencies; and anyone else interested in businesses which will rely on satellite technology.

Target Audience

Business people who are engaged in or are thinking about starting a business which is based on the use of Very Small Aperture (Satellite) Terminal Equipment – VSAT. The content of the course is not highly technical, although business relevant technical issues are covered in outline. Some basic understanding of the Information Technology and communications industries will be assumed, as will some basic understanding of business strategy, marketing and operations.

The course content is designed to be of interest to:

- Investors
- Business principals
- Marketing & Sales management
- Customer care management
- Implementation management
- Financial & Administrative management
- Government policy makers & regulators
- Telecommunications planners/management
- Internet Service Provider (ISP) management
- Corporate communications management
- Distance Education providers
- Telemedical services providers
- NGO management
- Donor Government agencies
- Anyone else interested in businesses which will rely on VSAT technology

Course/Workshop style

For each of the topic areas listed below there will be: presentations, opportunities for discussion/questions, handouts covering the topic, and resources for further study.

Objectives and expected outcomes

The course/workshop will cover business aspects of VSAT oriented businesses, including:

Structure of the communications industry and where VSAT fits; Regulatory frameworks; Types of VSAT-based businesses; Critical Success Factors; Core competences; Customer management; Business strategy & planning; Risk analysis; Outlook for the future; Where do we go from here?

The course/workshop will not cover: Detailed technical subjects; Financial planning; Issues specific to specific businesses.

Course topic components

Communications Industry

Broadcast; Internet; DSL; Cable; VSAT; Fixed line telephony; Cellular mobile; Satphone; Hybrids.

National Situation

Licensing; Terrestrial infrastructure within country; International connectivity; Urban vs rural connectivity.

VSAT Supply Chain

Satellite operators; hardware manufacturers; Network operators and VNOs; Integrators; Distributors; Dealers.

Critical Success Factors

The Market; Partnerships; Product/Service Packages; Implementation; Support; Scalability; Agility; Innovation; Administration; Logistics.

Skills

Business; Technical.

Expectation Management

Business Strategy & Planning

Market Segmentation; Positioning; Pricing; Innovation; Revenue Streams

Risk Analysis

Futurology

Resources, supplementary information & workshop appraisal

At the close of the course attendees will be provided with information to obtain further resources on all or part of the course content. Information about the GVF will be made available, as will a Glossary of relevant terminology and industry acronyms.

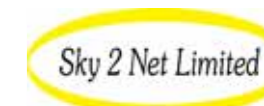
Further guidance will be provided to show attendees where further help, information and training may be obtained, including other GVF training programmes.

Finally, attendees will be given an opportunity to evaluate and give their appraisal of the course.

Presents

The West African Satellite Communications Conference & Exhibition

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DAY 1 • 23 November 2005

08:00 Registration and Coffee

09:00 Welcome and Introduction from the Conference Chair, Day 1

Martin Jarrold, Chief of International Programme Development, GVF

West Africa has taken centre stage in the telecoms arena. In recent months, the private sector in Africa have been seizing upon satellite-based voice, data and video solutions at an unprecedented rate. The public sector, meanwhile, has also been moving to facilitate service providers' efforts through liberalisation. Against this dynamic backdrop, the West African Satellite Communications Conference will be opened by Martin Jarrold – the GVF's Chief of International Programme Development – who will also take pleasure in introducing the keynote speaker.

09:10 Keynote Address: Nigeria and the Path to Broadband Satellite

Engr. Ernest Ndukwe, Chief Executive & Executive Vice Chairman, Nigerian Communications Commission (NCC)

Broadband satellite is a leading issue in Nigeria's development agenda. The keynote speaker will provide an overview of plans to promote satellite-based broadband services for domestic, as well as regional corporate and government applications.

09:30 Q&A

09:40 Regulators' Roundtable: IP-Satellite meets West Africa

Engr. Ernest Ndukwe, Chief Executive & Executive Vice Chairman, Nigerian Communications Commission (NCC)

Daniel Seck, Director General, ART, Senegal & Chairman, WATRA

Major John Tandoh, Director General & CEO, NCA, Ghana (Invited)

Mobido Camara, Director, CRT, Mali (Invited)

Cheikhbaye Cheikh, Director, ART, Mauritania (Invited)

Gilbert Adanusa, Regional Correspondent for Anglophone West Africa, GVF

The officials speaking in this session have something extraordinary in common: Their organisations are at the cutting edge of African reforms that will enable more extensive access to IP-based satellite communications. In a recent landmark agreement aimed at creating a harmonised information and communication technology (ICT) market, regulators from fifteen West African nations have agreed to a common regulatory framework for their national ICT markets, an agreement which marks a significant step forward for West Africa, which is seeking to create a single market based on the European Union model. In attending this session you will hear how and why governments throughout the region are helping facilitate the deployment of IP-based satellite services.

10:40 Q&A

10:50 Refreshment Break

11:20 The Truth about Satellite Competition

Ton Ebbenhorst, Managing Director Corporate Networks, Telenor Satellite Services (SHOWCASE PRESENTATION: Title to be announced)

Alain Ba Oumar, CEO & President, Internet Gabon

Lanre Oke, General Manager for Sales and Marketing, Accelon

Phillip Obioha, Executive Director, DCC Satellite & Networks (Invited)

Ed Mitcham, Managed Networks Division, ND Satcom

The ITU says it's good. The lawyers and consultants like it. But is liberalisation everything it's cracked up to be? This session will explore exactly what effect satellite liberalisation has had from the practical standpoint of promoting availability of communications.

12:20 Q&A

12:30 Luncheon

14:00 VoIP Via Satellite: The Industry Perspective

Morten Hald, Managing Director, Emperion

Prince Chidi Ajuzie, Chief Technical Officer, Konnett (Rainbownet)

Robert Feierbach, Executive Director, Skylogic

Renato Goodfellow, Satellite Services Initiatives, British Telecommunications

Albert Kamanou, Managing Director, Globalnet (Invited)

Perhaps no other telecom service generates more questions than Voice over IP (VoIP). But as demand increases, PTTs and other service organisations increasingly are relying upon satellite as a tool to move voice traffic. Attend this session to hear from leading VoIP experts how satellite can be used to strengthen service portfolios.

15:00 Refreshment Break

15:30 Applications: The Public Sector Education & the death of distance

Aminu Ibrahim, Coordinator, Nigerian ICT Forum & African Virtual University

Ilan Weichselbaum, Managing Director, Sky2Net

Selected Speaker, NetTel@Africa

Moctar Yedaly, Regional Correspondent for Francophone West Africa, GVF

16:00 Applications: The Private Sector Oil, Gas & VSATs

Frank Edozie, Regional IT Manager, Shell Exploration & Production

Engr. Femi Akinpelu, Information Technology Superintendent, Chevron Texaco

Alistair Grove-White, Manager Strategic Technologies, Schlumberger

Tom Loewhr, Sales Director, Taide

Dr Moses Amadasun, Telecom Manager, Total Nigeria

Engr. Linus Iro, Head of Satellite Networks, Nigerian National Petroleum Company (NNPC)

17:00 Banking on Satellites

James Nwabuisi, Head of IT, Capital Alliance Nigeria

Morten Hald, Managing Director, Emperion

S. S. Kumar, IT Systems Manager, Reliance Bank

Dotun Makinwa, Deputy General Manager, InfoSystems, Chartered Bank

17:40 From Internet Service Provision to e-Commerce

Olusanya Babatunde, IT Systems Manager, Cadbury Nigeria

Sam Adeleke, CEO, Steineng Limited

Lanre Ajayi, Director, ISPAN & Representative, AfriSPA

Martin Ahachi, Head of Telecomms, Nigerian Bottling Company (Coca-Cola)

Africa's private sector communications requirements – which demand reliability, flexibility, scalability, security and cost-effectiveness – necessitate the use of VSATs. Throughout West Africa, key companies in important vertical markets, depend on satellite communication for their mission critical operations, not least in the oil & gas industries, in financial services, and in Internet Service Provision.

18:15 Conference Adjourns

19:00 Evening Reception Hosted by Skylogic



DAY 2 • 24 November 2005

08:30 Registration and Coffee

09:00 Welcome and Introduction from the Conference Chair, Day 2

Sean Moroney, Chief Executive, AITEC Africa

09:10 Special Address: The Paths to Regulatory Advance in West Africa

Daniel Seck, Director General, ART, Senegal & Chairman, WATRA

The keynote speaker will provide an overview of the most recent developments in the policy and regulatory environment across the West Africa region, particularly in respect of increased movement towards harmonisation between the national administrations of the region.

09:30 Q&A

09:40 SatCom: The State of the Art

Uche Ochiogu, Director of Network Services, Telnet (SHOWCASE PRESENTATION: VSAT Deployment in Nigeria: A Systems Integrator's Perspective on Challenges and Opportunities)

André du Toit, Regional Manager, Southern Africa, ViaSat

Kannan Supramanien, Marketing Director Middle East and Africa, Hughes Network Systems

Felix Damiba, Director of Sales – Africa, Comtech EF Data

Omar Trujillo, International Sales Manager, Paradigm

Sandeep Jayaswal, Managing Director, Direct Sky

Geoffrey Daniell, Regional Correspondent, GVF & Chief Executive, Daniell Consulting

Unprecedented demand for IP-based applications is driving millions of potential end users toward satellite solutions. Billions of dollars have been invested to roll out next-generation fixed and mobile services. And broadband satellite portfolios have been tailored for small-to-medium enterprise, small-office/home-office, and residential markets, with a valuation well into the billions. Attend this session to learn what the global satellite communications manufacturers have to offer West Africa.

10:40 Q&A

10:50 Refreshment Break

11:20 The Satellite Operators Speak: National Markets in the Global Context

Jacques Couet, Director, RasComStar-QAF

Denis Descourtieux, Strategy and Global Marketing and Senior Regional Marketing Manager Africa Middle East, Intelsat

Theodore Asampong, Regional Sales Manager, West Africa, New Skies Satellite

Joaquim Pereira de Lima, Regional Sales Director, Sub-Saharan Africa, Eutelsat

Pelle Maerkedahl Larsen, Market Development Manager, Inmarsat

An increasingly rich regional supply of satellite capacity is parked above West Africa right now. National, regional and global satellite system operators have answered the call to provide versatile and reliable satellite links to, from and within the region. Hear from the operators how they are optimising their offerings for satellite operations and why telecom-based services are demanding an increasing share of transponder capacity.

12:20 Q&A

12:30 Luncheon

14:00 Does Broadband Satellite make Sense for West Africa?

Robert Feierbach, Executive Director, Skylogic

Moses Ida-Michaels, Manager, Corporate Affairs, Emperion

Ilan Weichselbaum, Managing Director, Sky2Net

Dawie de Wet, CEO, QKon

Nico Steenkamp, Manager, Business Development for Sub-Saharan Africa, Gilat

There is no longer any question: Satellite-delivered broadband communications are here to stay. Indeed, numerous analysts have shown that approximately 10% of all broadband communications in the world are already provided via satellite. But does broadband satellite have any relevance for West Africa? This session promises to provide answers.

15:00 Q&A

15:15 Refreshment Break

15:45 Interactive Roundtable: Concluding Perspectives from the End-User

Robert Feierbach, Executive Director, Skylogic

Adeyinka Basherun, Head of Global Information Systems (GIS), Exxon Mobile Nigeria

Osamudia Okundaye, Business Analyst, IT Systems, Nigeria LNG

This final, wrap-up session of the conference will provide end-user participants at NewCom WAFSAT the opportunity to give their closing thoughts and perspectives on the imperatives of broadband communication requirements in West Africa, and on the continuing dynamics of satellite service provision in meeting those requirements as national markets grow and the regional economy expands.

16:45 Close of Conference: Chairman's remarks

DAY 3 • 25 November 2005

Training Workshop

Please see overleaf for details.

