

Now in its 8th Year!

# Investing in West & Central Africa's Networks and Services to Maximise Growth

West & Central Africa  
Afrique Occidentale & Centrale

# Com

15-16 June 2011

Le Meridien,  
Dakar, Senegal



**FREE**  
to West & Central African Operators

## Ouvrir des portes...

Dans le marché africain des télécoms le plus dynamique et le plus concurrentiel

## Opening doors...

In the most competitive and dynamic African telecoms market ...

Benin | Burkina Faso | Cameroon | Cape Verde | Central African Republic | Chad | Congo (Brazzaville) | DR Congo | Equatorial Guinea | Gabon | Gambia | Ghana | Guinea Republic | Guinea Bissau | Ivory Cost | Liberia | Mali | Mauritania | Niger | Nigeria | Sao Tome & Principe | Senegal | Sierra Leone | Togo

## Investing in West & Central Africa's Networks and Services to Maximise Growth

Returning to Senegal, West & Central Africa Com is the only event dedicated to this region which includes the dynamic French speaking markets - some of the countries with the most potential of any in Africa

Investment has increased in West & Central Africa, and this trend is not likely to reverse in the years to come. The region still has relatively low penetration rate, a growing competitive environment, and great opportunities in mobile broadband and other value-added services. With Orange Group's expansion strategy in sub-Saharan Africa, and Bharti Airtel's acquisition of Zain Africa which has some of its strongest operations in the region, 2011 promises to be a good year for business.

West & Central Africa Com is a dual language event, covering virtually all of the French-speaking countries in Sub-Saharan Africa as well as other key markets such as Nigeria and Ghana. With a high-level programme and participation from the region's leading companies, it provides participants with a unique opportunity to learn, network and do business.

### A must-attend for anyone involved in West & Central African telecoms

- The best event to do business with telecom leaders in French-speaking Sub-Saharan Africa and other key markets
- A high-level strategic event supported by key governmental and telecom business stakeholders
- A unique location and superior venue to learn, network and do business in a relaxed environment

### Our unique operator-led conference agenda delivers the highest calibre speaker panels:



**Souleymane Ndéné Ndiaye,**  
Prime Minister  
of Senegal



**Gaïdy Ndaw,**  
Chief Commercial  
Officer,  
**Sonatel-Orange,**  
Senegal



**Tiemoko Coulibaly,**  
Chief Officer of French-  
Speaking Markets,  
**Airtel Africa**



**Ahmad Farroukh,**  
VP WECA Region,  
**MTN Group**



**Steven Evans,**  
CEO,  
**Etisalat Nigeria**



**Nazar H. Sahal,**  
Information  
Technology Director,  
**Expresso Telecom  
Group Ltd**

In 2010 leading telcos converged in Senegal for West & Central Africa's **ONLY** dedicated communications event:

- **600** Attendees through the door
- **50%** Operator delegate attendance
- **60%** C-Level/Director/Head level delegates
- **236** Companies
- **55** Operator companies
- **40** Countries represented



Network and do business with the leading operators and regulators from across the region, including:

**Africell Gambia** ■ **Airtel DR Congo** ■ **Airtel Ghana** ■ **Airtel Nigeria** ■ **Alink Telecom Cote d'Ivoire** ■ **Atlantique Telecom** ■ **Atlantique Telecom/Moov: Ivory Coast** ■ **Atlantique Telecom/Moov: Togo** ■ **Atlantique Telecom Centrafrique** ■ **Azur Gabon** ■ **BICS** ■ **Cable & Wireless Nigeria** ■ **Comium/Koz Ivory Coast** ■ **Comium Liberia** ■ **Comium Sierra Leone** ■ **Connecto Senegal** ■ **Etisalat Benin** ■ **Etisalat Nigeria** ■ **Expresso Senegal** ■ **G Cell Wireless Nigeria** ■ **Gabon Telecom** ■ **Gambia Cellular Company (Gamcel)** ■ **Geoidtel Ltd Nigeria** ■ **Glo Mobile** ■ **Huawei** ■ **HITS Equatorial Guinea** ■ **InterceI Guinea** ■ **ipNX Telecommunications Nigeria** ■ **Isocel Telecom Benin** ■ **Mattel Mauritania** ■ **Millicom DRC (Tigo)** ■ **Ministere Des Telecommunications Senegal** ■ **Moov** ■ **MTN** ■ **MTN Benin** ■ **MTN Cote d'Ivoire** ■ **MTN Cameroon** ■ **MTN Nigeria** ■ **MTN Guinea** ■ **Multi-Links Nigeria** ■ **Netplux Ltd Ghana** ■ **Nokia Siemens Networks** ■ **Nigerian Communications Commission** ■ **Onatel Burkina-Faso** ■ **Orange** ■ **Orange Cameroon** ■ **Orange Cote d'Ivoire** ■ **Orange Guinea** ■ **Orange Mali** ■ **Orange Niger** ■ **Orange Senegal** ■ **Qcell Gambia** ■ **Ringo Group Cameroon** ■ **Saconets Cameroon** ■ **Safaricom Ltd Kenya** ■ **Sentel GSM Senegal** ■ **Solarcom Senegal** ■ **Sonatel Senegal** ■ **Sotelgui Guinea** ■ **STA Cote d'Ivoire** ■ **Stcel Mauritania** ■ **Tigo Senegal** ■ **Tmais Sao Tomo and Principe** ■ **Togo Cellulaire** ■ **Togo Telecom** ■ **USAN Gabon** ■ **Vodacom DR Congo** ■ **Warid Congo SA** ■ **Zain Nigeria Ltd** ■ **Zoom Nigeria**

### Interested in contributing to the agenda?

Become a **Programme Partner** and position your company as a key player by leading a conference session relating to your solution.

**Programme Partnership** also includes a bespoke briefing opportunity - deliver a 1.5 hour briefing in a fully equipped private room during the conference to your target audience

Contact **Julie Rey**, [julie.rey@informa.com](mailto:julie.rey@informa.com)

+44 (0)207 017 5394 to discuss opportunities today!

### Our State-of-the-art Agenda:

#### Investing in West & Central Africa's Networks and Services to Maximise Growth

##### NEW format to maximise networking

- longer coffee breaks, lunch in the exhibition and networking drinks

##### Day 1

##### Operator Keynote: Grabbing West and Central Africa's Growth Potential

- Operator Group Strategies
- Market Overview and Forecasts



##### Broadband Developments

- Regional Connectivity
- LTE

##### Value Added Services

- Mobile Internet Services
- Innovative VAS: Messaging, Money, Content

##### Day 2

##### Strategic Keynote: Operators' Competition Strategies

- CEO Roundtable
- Innovating for Success



##### Efficiency and ROI Strategies

- Outsourcing and Managed Services
- Network and Infrastructure Sharing

##### Marketing, Pricing and Loyalty

- Pricing Models for maximum AMPU
- Reaching new customer segments and retaining existing ones

##### Closing Keynote: Future Growth Trends



**PLUS: Special Focus Workshops for more in-depth learning on key strategies**



**FREE**  
to Regional  
Operators and  
Regulators



*"You meet some very interesting people at a very senior level and get a real opportunity to have conversations you wouldn't otherwise have."*

STEVEN EVANS, CEO, ETISALAT NIGERIA



**Delegate Networking Zone**

All coffee and lunch breaks will be held within the exhibition area to maximise your exposure to the high level audience of operators in attendance.

**Delegate Lunch Area**

A buffet lunch is served in the exhibition for all attendees. An extended opportunity for you to network with the operators.

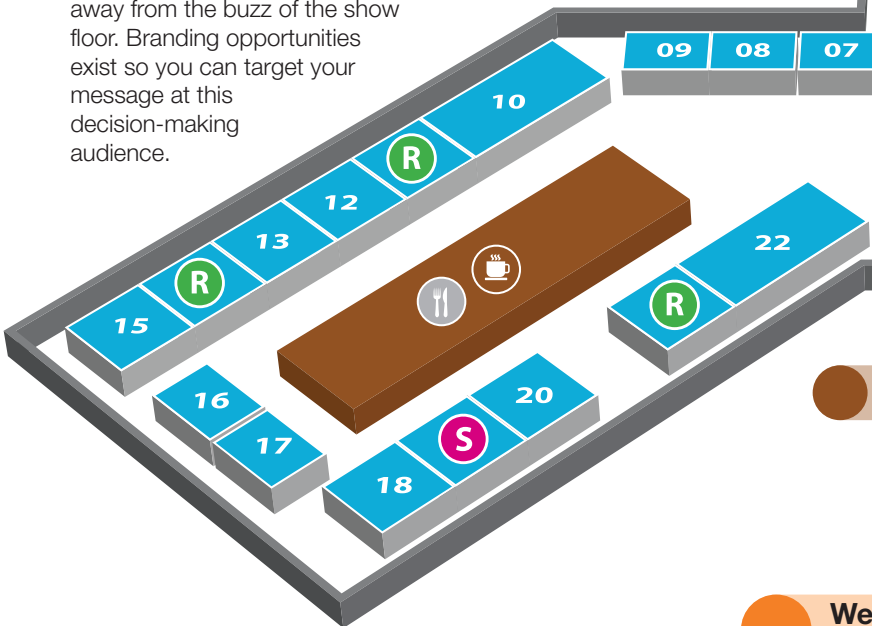


*"Senegal takes such a strong interest in meetings such as this one which brings together all the leaders of the sector to exchange information and above all to work towards equipping the country with the latest technology."*

SOULEYMANE NDENE NDIAYE, PRIME MINISTER, SENEGAL

**VIP Lounge**

A special area for our C-Level operator attendees to network away from the buzz of the show floor. Branding opportunities exist so you can target your message at this decision-making audience.



**Refreshment Point**

Located in the heart of the exhibition, the refreshment points offer focus areas for networking where participants will be able to meet informally.

**West & Central Africa Com: Delivering a Maximum ROI from your Investment:**

- ✓ Increase & advance your pipeline
- ✓ Ensure you are at the cutting edge of market developments
- ✓ Secure future business opportunities
- ✓ Learn from the innovations and solutions of market thought leaders
- ✓ Reinforce your dominant position
- ✓ Gain a full understanding of what your competitors are doing, and what your customers want
- ✓ Share and demonstrate your capabilities

**Join our online communities for year-round networking**

**LinkedIn**

West & Central Africa Com Telecoms Group  
[www.linkedin.com](http://www.linkedin.com)

**e**

Com World Series Blog  
[www.comworldseries.blogspot.com](http://www.comworldseries.blogspot.com)

**twitter**

AllAboutCom  
[www.twitter.com/allaboutcom](http://www.twitter.com/allaboutcom)

**YouTube**

ComWorldSeries Channel  
[www.youtube.com/user/comworldseries](http://www.youtube.com/user/comworldseries)

**Speaker enquiries: [julie.rey@informa.com](mailto:julie.rey@informa.com) or +44 (0)207 017 5394**





## Guaranteed fantastic reach into West & Central African telco markets and beyond:

- |                       |                     |                    |                      |
|-----------------------|---------------------|--------------------|----------------------|
| ■ Benin               | ■ Equatorial Guinea | ■ Kenya            | ■ South Africa       |
| ■ Burkina-Faso        | ■ France            | ■ Lebanon          | ■ Spain              |
| ■ Cameroon            | ■ Gabon             | ■ Luxembourg       | ■ Sweden             |
| ■ Canada              | ■ Gambia            | ■ Mali             | ■ Switzerland        |
| ■ Central Africa Rep. | ■ Germany           | ■ Mauritania       | ■ Togo               |
| ■ Chad                | ■ Ghana             | ■ Monaco           | ■ United Kingdom     |
| ■ China               | ■ Guinea            | ■ Nigeria          | ■ USA                |
| ■ Congo               | ■ Israel            | ■ S.Tome, Principe | ■ Utd. Arab Emirates |
| ■ DR Congo            | ■ Italy             | ■ Senegal          |                      |
| ■ Egypt               | ■ Ivory Coast       | ■ Sierra Leone     |                      |

**A SELL-OUT EVENT.**  
Contact us TODAY to ensure you don't miss out.

**SEE THE EVENT FOR YOURSELF**  
watch 2010 coverage and interviews on <http://bit.ly/WCAfricaTV>

**YouTube**

**"Very good event"**  
BAKARY DAGNOGO, CHEF SERVICE INTERVENTIONS REGIONS, ORANGE MALI

**NEW Programme Partner Opportunity**

**Extract even more value from your participation this year by becoming a Programme Partner -** Sponsor a conference session aligned with your product and specialism – raise your profile and deliver your key message.

**Programme Partnership -** also includes a bespoke briefing opportunity Partners will be given the opportunity to deliver a 1.5 hour briefing in a fully equipped private room during the conference.

**Contact Corrie Thompson to discuss opportunities today!**  
[Corrie.thompson@informa.com](mailto:Corrie.thompson@informa.com) +44(0) 207 017 5249

**CAREERS IN AFRICA COM WORLD SERIES**  
Annual Career Company and Interview Series

**New for 2011**

**Careers in Africa Recruitment Summit**

The Careers in Africa Recruitment Summit at West and Central Africa Com brings together high-calibre talent from across the world interested in developing their career with the leading telecoms and ICT companies in West and Central Africa.

It is a unique platform for professionals from the telecom and ICT field to network and interview with senior executives from the region's leading companies, in an aim to take their careers to the next level.

Recruit the best available talent and expose your brand as an employer of choice in most dynamic telecoms market in the world.

[www.careersinafrica.com/wac-africa-com](http://www.careersinafrica.com/wac-africa-com)

Our clients include

**Why Exhibit?**

**Meet decision makers from Africa's most dynamic market:** The most sought after keynote speakers attract 800 specific, targeted and high quality delegates to your stand. Your chance to do face-to-face business with those leading telecoms in West & Central Africa.

**Capitalise on established networking platforms:** with a Com World Series heritage of 18 years, this 8th annual event has many years of experience behind it, both in terms of database and content knowledge.

**Choose your level of presence:** From 9sqm exhibition stand to Senior Exhibition promotional opportunities and high level exposure Sponsorship to help you achieve a high ROI.

**Be part of the region's largest telecoms conference and exhibition:** Putting you in touch with global press coverage and benefiting from our huge promotional campaign.

**Position your company as a market leader:** Sponsorship offers you brand awareness in front of your target audience.

**Break into or develop your business in a growing market:** No other event can provide so many potential clients in one place over two days, shorten the sales process and generate more leads. The opportunity to demonstrate your products, answer questions and overcome objections is un-missable.

**NEW All your key operator clients guaranteed:** With a dedicated Informa Operator Account Manager continuously building relationships with all your key operators clients in the whole West & Central African region, no other event can deliver you with the exact target audience you want to meet & do business with.

**NEW Extract even more value from our participation this year by becoming our Programme Partner:** sponsor a conference session aligned with your product and specialism – raise your profile and deliver your key message within the conference programme. Programme Partnership includes a bespoke briefing opportunity - deliver a 1.5 hour briefing in a fully equipped private room during the conference.

## Meeting Rooms

In order to maximise the benefits of participating at the event, private meeting rooms are available for purchase. This is the ideal place to host senior delegates at the event. Having a private meeting room is a complement to a booth, but can also be purchased separately.

**"It is an excellent opportunity to have contact and share experiences with people from around the world in the business of telecoms."**

GANDENS ZOCLI, CHIEF SALES OFFICER, MTN BENIN



*"It is very interesting to hear service providers sharing the issues and challenges they are facing. We bring a lot of experience from other regions so this combination and exchange of information is very beneficial for service and solutions providers."*

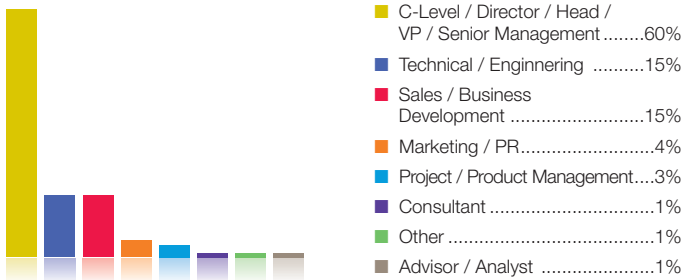


GIL EPSHTEIN, SENIOR PRODUCT MARKETING MANAGER, ECI TELECOM

Your Partner for Growth

**Shorten the sales process by speaking directly to the decision-makers**

Network with an exceptionally senior level attendance



*"It is an excellent opportunity to have contact and share experiences with people from around the world."*



GANDENS ZOCLI, CHIEF SALES OFFICER, MTN BENIN

**Who exhibits at and sponsors this event?**

- Alcatel-Lucent ■ Amphenol Jaybeam ■ Astellia ■ Aster ■ Aviat Networks
- Beotel Teletch LTD ■ Buongiorno ■ Cintel ■ Comfone ■ Comptel ■ Corning
- Dialogic ■ ECI ■ EDCH ■ Ellams ■ Emerson ■ Enersys ■ Ericsson
- Evolving ■ Ezetop ■ Flexenclosure ■ ForgetMeNot Africa ■ Gateway
- GEKA ■ Gemalto ■ Genetel ■ GS Com ■ Hobim ■ Horus ■ In Africa
- ITS ■ Linksoft ■ Memotec ■ Mer Telecom ■ Morpho ■ MTN
- Nitecrest ■ N-Soft ■ Oberthur Technologies ■ PCCI ■ Polykrome ■ Powerwave
- Qowiso ■ QUALCOMM ■ RASCOMSTAR-QAF ■ Seacom ■ Shijazhuang EagleFly Card
- Skyvision ■ Starhome ■ Surtelec ■ Swiss Post Solutions
- Sybase 365 ■ Syniverse ■ Telenity ■ Telenor Global ■ Tramigo
- Vizada Networks ■ Watchdata

*"It's always an event to look forward to because it has the greatest opportunity of having the experts in the industry coming together to rob minds on how to move the industry forward as well as solving problems arising in the sector. It is a wonderful experience!"*



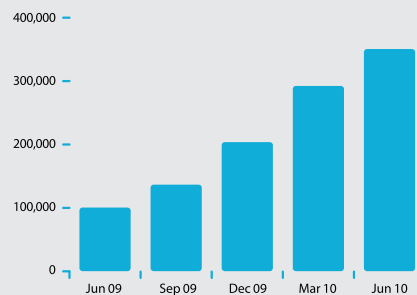
OLAYINKA OLUSHOGA, BRAND MARKETING MANAGER, HUAWEI TECHNOLOGIES,



**West & Central Africa – market dynamics continue to evolve as competition becomes more intense**

Within the 24 countries covered in West & Central Africa, there were 113 active mobile networks (as of end-August 2010). This illustrates the extremely competitive nature of the region's landscape – markets such as Benin, Gambia and Guinea Republic are home to 6 networks, whilst Cote d'Ivoire, the Democratic Republic of Congo and Ghana all have seven active networks and Nigeria is the most competitive with a total of 14 networks. This is driving rapid growth across the region's cellular markets with Informa Telecoms & Media forecasting over 300 million SIM subscriptions across all 24 markets by 2015, representing 130% growth since 2008.

**3G Subscription Growth in West & Central Africa**

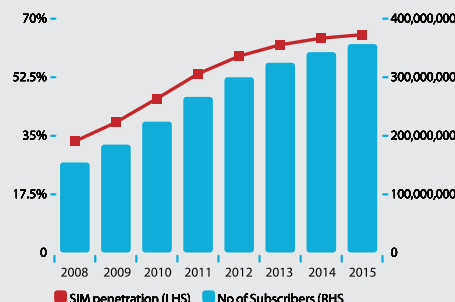


Although still dominated by carriers such as MTN, Orange, Millicom, Atlantique, Vodafone, Globacom, Comium and Africell, the region's competitive landscape will be shaken up by the entry of Bharti Airtel. With some elasticity over pricing plans, price wars are likely to follow, but Bharti's business model will be more sophisticated than just dropping its tariffs and is likely to be centred around sound financial management, tight control of its supplier relationships and network sharing initiatives.

Where there are opportunities for operators to differentiate from each other is over VAS offered to customers. Unlike elsewhere in Africa, mobile money has not become a feature of the region yet – this is likely to change. Mobile carriers are also hoping to increase messaging revenues by introducing more mobile email and instant messaging services and leveraging from the growing popularity of social networking. This comes at a time when carriers need to diversify revenue streams as voice revenues fall, and as the number of 3G subscriptions increases. Within a 12-month period, the number of 3G connections grew by 250% to reach approximately 3.5 million in West & Central Africa, with this number admittedly dominated by Nigeria.

The arrival of submarine cables alongside the migration to 3G/4G wireless technologies, greater investment in relevant VAS and the potential for FTTH rollout will all contribute to help transform the telecommunications sector across the region.

**Subscriber and Penetration Growth in West & Central Africa**





Opening doors in high growth telecoms markets



**29–30 March 2011**  
Conrad Hotel, Istanbul, Turkey  
[www.comworldseries.com/eurasia](http://www.comworldseries.com/eurasia)



**12–13 April 2011**  
The Kenyatta International Conference Centre, Nairobi, Kenya  
[www.comworldseries.com/eafrica](http://www.comworldseries.com/eafrica)



**15–16 June 2011**  
Le Meridien, Dakar, Senegal  
[www.comworldseries.com/wcafrica](http://www.comworldseries.com/wcafrica)



**6–7 July 2011**  
Sandton Convention Centre, Johannesburg, South Africa  
[www.comworldseries.com/vasafrica](http://www.comworldseries.com/vasafrica)



**20–21 September 2011**  
Eko Expo Centre, Lagos, Nigeria  
[www.comworldseries.com/nigeria](http://www.comworldseries.com/nigeria)



**11–12 October 2011**  
Sheraton Tunis Hotel & Towers, Tunis, Tunisia  
[www.comworldseries.com/nafrica](http://www.comworldseries.com/nafrica)



**9–10 November 2011**  
Cape Town Convention Centres, Cape Town, South Africa  
[www.comworldseries.com/africa](http://www.comworldseries.com/africa)



**28–29 November 2011**  
Dubai International Convention Centre, Dubai, UAE  
[www.comworldseries.com/me](http://www.comworldseries.com/me)