

# Wanted: Open & Inquiring Minds: Challenge ICT industry's top names and explore future visions at ITU TELECOM WORLD 2009 Forum

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## PRESS ACCREDITATION IS NOW OPEN

Geneva, 2 July 2009 — As the Internet and mobile phones become increasingly accessible and available worldwide, how can we best deliver broadband to emerging markets? What will be the next mobile broadband innovation? Where are revenues coming from in a world where consumers don't pay? How can the ICT industry continue to shape our responses to climate change? How do we leverage ICT investments to the benefit of the broader information society? Find the answers to these and other critical questions facing today's ICT industry in the Forum at the upcoming ITU TELECOM WORLD 2009, which takes place from 5-9 October in Geneva, Switzerland.

At the event you can interact with stakeholders from across the ICT industry, including Heads of ITU Member States, Ministers, Regulators, CEOs and many more to tackle the issues that will help shape tomorrow's ICT industry. Confirmed participants include Sunil Bharti Mittal, Chairman and group CEO, Bharti Enterprises; Jianzhou Wang, Chairman and CEO, China Mobile; John T. Chambers, Chairman and CEO, Cisco Systems; Carl-Henric Svanberg, President & CEO, Ericsson; Chiaki Ito, Vice Chairman, Fujitsu; Michael Hill, General Manager, IBM; Eugene Kaspersky, CEO, Kaspersky Lab; Ryuji Yamada, President and CEO, NTTDoCoMo; Paul Reynolds, CEO, Telecom NZ; Efthimios E. Mitropoulos, Secretary-General, IMO; and Francis Gurry, Director-General, WIPO.

Under the broad-reaching theme of "ICT for economic recovery and sustainable development," the Forum will focus on a number of key areas, or tracks, each of which will encompass a number of different sessions:

- Technology foresight: Technologies that are shaping the future of ICT
- ICT and economic growth: ICT as a growth engine
- Development: The Forum explore core issues relating to ICT and development
- New Regulatory Models: Meeting the challenges of regulation in today's world and re-thinking regulation in emerging markets
- Cybersecurity: The challenges of keeping our networks secure for us and future generations
- ICT and climate change: What's the way forward for Green ICT practices?

The Forum leads with a special summit open to all and in the presence of Heads of State and other key VIPs, which will look at how ICT can help growth and contribute to sustainable development worldwide. The Forum will also include a host of exciting round-table discussions bringing together CEOs and CTOs from across the industry to share their views on hot issues, such as globalization and localization or adaptation to today's business circumstances.

Sessions will feature thematic discussions, allowing participants to hear a wide range of expert views. Participants are encouraged to put forward questions via a range of innovative formats to foster free and open debate and to provide as many opportunities as possible for meeting and networking among stakeholders from across the industry and from all corners of the world. ITU welcomes inputs from the

participants prior or during the sessions.

#### Media accreditation

Accreditation for media and for industry analysts for ITU TELECOM WORLD 2009.

All journalists and industry analysts who wish to gain full access to information and benefit from media services for this event need to be accredited.

For more information, please visit [www.itu.int/WORLD2009/](http://www.itu.int/WORLD2009/) or contact:

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