

Pre-Conference Registration & Coffee

10:30 - 11:00

MASTERCLASS: How to Differentiate in a Competitive Market

11:00 - 12:20

Start-Up MVNO Masterclasses

Differentiate or die. It really is that simple. Offering a 'me too' service, a clone of an existing MNO's deal or slashing prices to gain share is never enough for MVNOs to secure long term sustainable growth.

Instead, it's essential to have a proposition that is built around your target customer. One which gives both value and addresses specific unmet customer needs.

In this masterclass 'How to differentiate your offer in a competitive market', we will review the top areas of focus for differentiation and look at global case studies that have delivered against the specific needs of different customers.

We will share our experience of launching and pivoting MVNOs, and explore a variety of interesting examples that demonstrate how a differentiated proposition can drive success.

By the end of the class, you will have a comprehensive set of insights that show the multiple ways creative MVNOs have differentiated in your market. Plus, you'll appreciate how critical the link between understanding the customer and success is, and have plenty of exciting use cases to refer to for inspiration.

Participants

James Gray - Managing Director, Graystone Strategy

Erick O'Connor - Associate, Graystone Strategy

WORKSHOP: How to Ensure a Successful Travel eSIM Strategy

11:00 - 12:10

Travel eSIM Workshop

Travel eSIM has picked up immense hype across the industry, as copious players have entered the ecosystem looking to capitalise on the latest consumer trend.

Kaleido has lead the discussion on Travel eSIM since 2021, underlying industry buzz with robust insights from extensive primary research with consumer and industry alike. Client have used this to underpin product launches, alternative strategies, strategic partnerships, investment decisions and related business decisions to ensure optimised, long term travel eSIM success.

During this workshop, Kaleido will lead participants on the various factors to consider to ensure their strategies are robust and future-proofed. Attendees will:

- Receive the clearest picture of the current Travel eSIM market, based on the industry's most utilised insights.
- Understand the drivers which are driving consumer adoption (it is not just price).
- Learn how to balance Travel eSIM against traditional roaming offerings for growth scenarios, avoiding cannibalisation.
- Understand the ecosystem, various providers and how the essential industry relationships needed, from an MVNO /MVNE perspective, to succeed.
- Receive recommendations for positioning/ growing their business.

This session is ideal for those already vested in the Travel eSIM ecosystem, those considering entry, and those considering M&A in this space.

Participants

Gilbert Relou - Head of Consultancy, Kaleido Intelligence

Nitin Bhas - Founder/Chief of Strategy & Insights, Kaleido Intelligence

Coffee & Networking

12:20 - 12:50

CHAIR'S OPENING REMARKS

12:50 - 13:00

Becoming AI-Native

Participants

Christoph Uferer - Partner, Arthur D. Little

MASTERCLASS: Creating win / win partnerships with your mobile operator

12:50 - 14:00

Start-Up MVNO Masterclasses

Getting the right wholesale partner is critical to the success and growth of any MVNO. It's crucial to find a partner who will be at your side as you navigate regulatory environments and local conditions, and will strike the right wholesale terms that will let the partnership flourish.

In our masterclass 'Creating win / win partnerships with your mobile operator', we unpick the motivations MVNOs have for pursuing a wholesale strategy, and how this determines the types of MVNOs they will work with. Understanding this will help shape your view of why prospective MVNOs are selected, and how this influences a successful negotiation.

We will share our collective experience of negotiating wholesale contracts and bringing exciting new MVNOs to market over the last 30 years. By the end of the class, you will understand the different approaches to wholesale, what MNOs look for in an MVNO partner and feel confident to use our pitch template to secure the best wholesale deal that drives joint commercial advantage.

Whether you're starting up, or about to renegotiate your terms, we guarantee this masterclass will give you the winning formula.

Participants

James Gray - Managing Director, Graystone Strategy

Erick O'Connor - Associate, Graystone Strategy

AI Agents: Revolutionising MVNO Growth & Efficiency

13:00 - 13:20

Becoming AI-Native

- Unveiling AI's Role: How AI agents fuel MVNO profitability and customer loyalty
- Proven Strategies: Best practices for seamlessly integrating AI agents into MVNO operations.
- Live Demo: See an AI-driven MVNO sales agent in action, boosting conversions.
- Actionable Insights: Leave with practical steps to implement AI for MVNO growth.

Participants

Patrick Tang - Head of Solutions Consulting and Professional Services, Pendula

FIRESIDE CHAT: AI for IoT MVNOs vs B2C MVNOs

13:20 - 13:50

Becoming AI-Native

- Comparing AI integration strategies for IoT-focused and consumer-focused MVNOs
- Discussing unique challenges and opportunities AI presents for these models
- Best practices for scaling AI solutions across various MVNO verticals

Participants

Moderator: Christoph Uferer - Partner, Arthur D. Little

Panellist: Siddhant Cally - Research Analyst, Counterpoint Technology Market Research

Lunch & Networking

14:00 - 15:00

PRESENTATION: From Data to Value: How AI and Cybersecurity are Transforming MVNOs

15:00 - 15:20

Becoming AI-Native

- How CrossMobile leverages AI & cybersecurity to differentiate in a competitive MVNO market
- Use case: Care4Kids – AI powered monitoring and parental control features
- The role of AI in predictive analytics, emotion intelligence, and customer interaction profiling
- Future applications of AI in MVNOs: from personalized services to new revenue streams

Participants

Jolanta Bigus - CEO, CrossMobile

Tom Tromer - Boardmember, CrossMobile

MASTERCLASS: Key Commercial Considerations for your MVNO Contract

15:00 - 16:10

Start-Up MVNO Masterclasses

Found your perfect wholesale partner? Now the difficult process of getting the right commercial deal starts. Assuring your long-term success as an MVNO will rest on striking those all important commercial terms whilst also balancing unique market considerations, even in markets where wholesale rates are regulated.

In this masterclass 'Key Commercial considerations for your MVNO contract', we will share our experience of negotiating and managing the different wholesale commercial offers made by MNOs and MVNAs, identify which technical set-ups and commercial models work best for different MVNO propositions and organisations, and highlight some of the most critical commercial principles that must be included in your contract.

By the end of the class, you will know the four key commercial models used by MNOs globally, understand which model will suit your MVNO best, understand other commercial charges and costs you must consider, and have a clear idea of how to set out commercial terms in your contract.

This course is a must for any MVNO negotiating an operator agreement or for existing MVNOs considering moving to drive better terms.

Participants

James Gray - Managing Director, Graystone Strategy

Erick O'Connor - Associate, Graystone Strategy

Tata Communications Roundtable: From MVNOs to mobile brands: how to facilitate the success of new types of MVNOs

15:00 - 16:30

Roundtable

Participants

Moderator: Dario Talmesio - Research Director, Omdia

PRESENTATION: From 0 to 100 in One Year: The Power of AI and Influencers for your MVNO

15:20 - 15:40

Becoming AI-Native

- Explore proven strategies to double growth using AI and influencer marketing
- Learn from real-world success stories and actionable, budget-friendly tactics
- Access easy-to-use tools to build a viral and profitable mobile brand
- Ideal for operators looking to scale through innovation without breaking the bank

Participants

Saul Armando Soltero - Founder, Digital Strategist, Visionary Communicator, Bromóvil

PANEL DISCUSSION: Transforming a Buzzword into an Innovative Tool

15:40 - 16:20

Becoming AI-Native

- Insights into AI applications in automating operations & optimizing network performance
- Exploring AI's potential to foster innovation in MVNO business models & service offerings
- Addressing challenges in AI adoption, including cost, infrastructure & regulatory hurdles

Participants

Panellist: Benedict Gromann - Senior Policy Manager, Connect Europe

Panellist: Christian von Bahns - Managing Director, Spusu UK & Italia

Moderator: Christoph Uferer - Partner, Arthur D. Little

Panellist: Simone Scholz - Independent, Former A1 Telekom Group

Welcome Drinks

16:30 - 17:30

End of Workshop Day

17:30 - 17:40

SCHEDULE

WORKSHOP DAY: AI-NATIVE & MASTERCLASSES (NO EXPO) - 12/05/2025

MVNOs World

Austria Trend Hotel Savoyen
Vienna, Austria

| TIME | START-UP MVNO MASTERCLASSES | TRAVEL ESIM WORKSHOP | BECOMING AI-NATIVE | ROUNDTABLE |
|-------|---|---|--|--|
| 10:00 | 10:30 - Pre-Conference Registration & Coffee | 10:30 - Pre-Conference Registration & Coffee | 10:30 - Pre-Conference Registration & Coffee | 10:30 - Pre-Conference Registration & Coffee |
| 11:00 | 11:00 - MASTERCLASS: How to Differentiate in a Competitive Market | 11:00 - WORKSHOP: How to Ensure a Successful Travel eSIM Strategy | | |
| 12:00 | 12:50 - MASTERCLASS: Creating win / win partnerships with your mobile operator 12:20 - Coffee & Networking | 12:20 - Coffee & Networking | 12:50 - CHAIR'S OPENING REMARKS 12:20 - Coffee & Networking | 12:20 - Coffee & Networking |
| 13:00 | | | 13:00 - AI Agents: Revolutionising MVNO Growth & Efficiency 13:20 - FIRESIDE CHAT: AI for IoT MVNOs vs B2C MVNOs | |
| 14:00 | 14:00 - Lunch & Networking | 14:00 - Lunch & Networking | 14:00 - Lunch & Networking | 14:00 - Lunch & Networking |
| 15:00 | 15:00 - MASTERCLASS: Key Commercial Considerations for your MVNO Contract | | 15:00 - PRESENTATION: From Data to Value: How AI and Cybersecurity are Transforming MVNOs 15:20 - PRESENTATION: From 0 to 100 in One Year: The Power of AI and Influencers for your MVNO 15:40 - PANEL DISCUSSION: Transforming a Buzzword into an Innovative Tool | 15:00 - Tata Communications Roundtable: From MVNOs to mobile brands: how to facilitate the success of new types of MVNOs |
| 16:00 | 16:30 - Welcome Drinks | 16:30 - Welcome Drinks | 16:30 - Welcome Drinks | 16:30 - Welcome Drinks |
| 17:00 | 17:30 - End of Workshop Day | 17:30 - End of Workshop Day | 17:30 - End of Workshop Day | 17:30 - End of Workshop Day |

SESSIONS

DAY 1 - 13/05/2025

MVNOs World

Austria Trend Hotel Savoyen
Vienna, Austria

Pre-Conference Registration & Coffee

08:00 - 08:50

Networking, Exhibition and Lounge Break

CHAIR'S OPENING REMARKS

08:50 - 09:00

Keynotes

Participants

James Gray - Managing Director, Graystone Strategy

ANALYST KEYNOTE: Disrupting the Status Quo – Global MVNO Trends in 2025

09:00 - 09:20

Keynotes

- Adapting to the rising demand for personalized services and the increasing popularity of eSIM
- Navigating changing policies around data protection, fair competition and spectrum allocation
- Monetizing niche markets, enhancing digital service offerings, and leveraging strategic partnerships to scale operations

Participants

Dario Talmesio - Research Director, Omdia

KEYNOTE: Revolutionizing Connectivity through an Ethical Approach

09:20 - 09:40

Keynotes

- How unique business models can provide affordable connectivity to low-income individuals
- Balancing profitability with ethical margins to ensure affordability without sacrificing long-term viability
- Leveraging relationships with partners to distribute services cost-effectively
- Moving customers to better plans as wholesale costs improve and maintaining customer retention with tailored offerings

Participants

Adrian Panozzo - Director, Better Life Mobile

Success Factors for Launching an MVNO in the US

09:40 - 10:00

Keynotes

Session Reserved for Plintron

Participants

Susan Sorensen - Sr. Director, Business Development, Plintron USA

PANEL DISCUSSION: eSIM Evolution and the Challenges & Opportunities in Global Connectivity

10:00 - 10:30

Keynotes

- Examining key challenges hindering faster eSIM adoption globally
- Identifying strategies for overcoming barriers & seizing new opportunities in the evolving eSIM landscape
- Exploring reasons behind the slower-than-expected profitability for some MVNOs offering travel eSIM

Participants

Moderator: James Gray - Managing Director, Graystone Strategy

Panellist: Robert Brock - Product Director, Slice Mobile

Panellist: Milenko Cvijanovic - CTO, MTel Austria

Panellist: Deepak Gusain - Global Head -Sales & Solutions, Mobility & IoT, Tata Communications

Panellist: Shamik Biswas - Sr Vice President & Head Marketing, Plintron

KEYNOTE: Shut Down to Scale Up: How one Exit Became a New Beginning

10:30 - 10:50

Keynotes

- When a promising MVNO hits the limits of reach and operational pressure—what comes next?
- A behind-the-scenes look at how shutting down EXiS became the catalyst for a more resilient, collaborative model.
- How transparency and creative partnerships can turn a hard stop into a strategic rebirth.
- Redefining MVNO success—why adaptability matters more than ever in today's landscape.

Participants

Natalia Saenz - CEO, Exis Telecom

Coffee & Networking

10:50 - 11:20

Book a knowledge-sharing conversation, best used to brainstorm and share expertise, with 1-4 individuals through our app prior to the conference.

PANEL DISCUSSION: Continuing the Conversation: Diversity and Inclusion in Telecoms

11:20 - 11:50

Keynotes

- How inclusivity and belonging fuel innovation and unlock commercial growth, positioning DE&I as a business enabler, not just a goal.
- Examining current initiatives to promote D&I within the MVNO industry
- Identifying gaps and opportunities to enhance representation and leadership diversity

Participants

Panellist: Angelina Severino - Group Design and UX Lead, Lebara

Panellist: Ellen Savory - Marketing Professional, BT

Panellist: Lisa Boyles - Head of Go To Market and Media, giffgaff

Panellist: Julie Mills - CEO, Support to Win & Train to Win

Panellist: David McGrath - Chief Marketing Officer, The Channel Islands Co-operative Society Limited

Moderator: Samantha Crowe - Associate - PR & Marketing, Graystone Strategy

KEYNOTE: An award-winning European MVNO success story: How iD Mobile has achieved rapid growth in a highly competitive market

11:50 - 12:10

Keynotes

- Examining how a customer-first approach led to strong loyalty and cost-effective growth.
- Discovering the technology and partnership driving this MVNO's competitive advantage.
- Understanding the technology foundations required for MVNOs to succeed in the digital/AI era.

Participants

John Haynes - Strategic Account Director, MDS Global

REGULATORY ROUNDTABLE: 5G Related Policy Considering MVNOs and the Role of International Standards

12:00 - 13:00
Roundtable

This roundtable will be based on the recently published technical report "[DSTR-STUDY_IMT2020MVNOs: 5G related policy considering MVNOs](#)" from the International Telecommunication Union, studying the various economic and policy aspects related to 5G technologies taking into consideration MVNOs.

In addition, it presents an overview of 5G deployment and MVNOs, a detailed review of MVNO conceptual models as well as drivers and barriers to MVNO rollout. The report also presents various case studies from Member States to inform best practices.

Questions and themes that will be addressed during the roundtable:

- Key challenges and opportunities for MVNOs with 5G technology
- How do existing regulatory frameworks affect MVNO success, and what regulatory standardization challenges are needed to support MVNOs in the 5G era and beyond?
- What are the priorities for the MVNO industry in international standard bodies?
- What innovative business models could MVNOs adopt to leverage the capabilities of 5G to stay competitive?
- What lessons can be learned from the case studies internationally on integrating MVNOs into the telecom ecosystem?

Participants

Emile Armour-Heselton - Member Relations & Business Development Manager, Strategic Engagement Division, ITU

Futoshi Sasaki - Coordination Director, Strategy and Business Development, MVNO, Internet Initiative Japan

KEYNOTE: Unleashing your MVNO/E Success

12:10 - 12:30
Keynotes

Participants

Salman Tariq - VP EMEA, Optiva

KEYNOTE CASE STUDY: Energizing Success - Red Bull Mobile Saudi

12:30 - 12:50
Keynotes

- Winning strategies: partnerships, branding and engagement
- Targeting digital-first, experience-driven customers
- Key metrics showcasing Red Bull Mobile Saudi's market success

Participants

Cedric Vansteenkiste - Chief Strategy Officer, Red Bull Mobile Saudi

Lunch & Networking

13:00 - 14:00

ANALYST ADDRESS: Beyond Traditional Roles in the MVNO Ecosystem: How the Convergence of Connectivity Changes the Game

14:00 - 14:20
MVNO 2.0

- MVNEs and MVNOs are converging as the traditional distinction between enablers and operators fades with integrated telecom-as-a-service solutions.
- Advanced tech capabilities like eSIM, IoT, and cloud-native platforms empower any brand (across industries) to embed connectivity, reshaping traditional telco models.
- The evolving landscape creates multiple pathways - collaboration, competition, or full convergence - that redefine market dynamics.
- Future success will depend on ecosystem-first, tech-driven strategies that leverage modular, platform-based connectivity solutions to scale across industries.

Participants

Daniel Guzmics - Manager, Arthur D Little

PRESENTATION: Branding & Design Excellence as a Strategy for New Entrants in a Crowded Space

14:00 - 14:20
Mastering MVNO Marketing

- Standing out in saturated markets with memorable branding and quality design
- Building loyalty through brand consistency and exceptional experiences from day one
- Blending data-driven insights with creativity
- Real-world success stories and lessons learned

Participants

Angelina Severino - Group Design and UX Lead, Lebara

CASE STUDY: The future of Fan Engagement

14:20 - 14:40
MVNO 2.0

- Revolutionizing Sports Connectivity - the ultimate MVNO for Fans
- Where Tech meets Fandom - elevating the game beyond the Field of Play
- Unleash the Power of Bundling - Mobile, Content and Fan engagement in One

Participants

Alois Widmann - Founder, Footballerista Mobile

Deepak Gusain - Global Head -Sales & Solutions, Mobility & IoT, Tata Communications

The End of Data Goldrush. The Rise of Digital Lifestyle

14:20 - 14:40
Mastering MVNO Marketing

- Why are telcos still peddling gigabytes?
- Learn how to monetise beyond the network
- Own the X-Sell catalog, partner ecosystem & customer's everyday digital life

Participants

Mathieu Horn - CEO, triPica

PRESENTATION: Empowering MVNOs for Success: Insights and Inspiration

14:40 - 15:00
MVNO 2.0

- Differentiate yourself
- Provide the best user journey
- Scale at your own pace

Participants

Francois Bogusz - Product Line Director for Mobile Connectivity Solutions, Thales

SESSIONS

DAY 1 - 13/05/2025

MVNOs World

Austria Trend Hotel Savoyen
Vienna, Austria

PRESENTATION: Revolutionizing the MVNO Ecosystem: Driving Growth with Customer-Centric Strategies, White-Label Solutions, and Multi-Brand Innovation

14:40 - 15:00

Mastering MVNO Marketing

- Explore how a customer-first approach reshapes the industry, leveraging white-label solutions and multi-brand strategies for sustained growth.
- Learn how focusing on specific customer segments builds brand loyalty and maximizes value, with real-life insights from PeruSIM, Cuy Móvil, and Guinea IoT.
- Dive into case studies that showcase the competitive edge of customer-centric strategies in the dynamic Latin American telecom market.
- Discover how tailored services and strategic brand diversification meet diverse customer demands, driving business success and market leadership.

Participants

Mariano de Osma - CEO & Co-Founder, Guinea Mobile

Coffee & Networking

15:00 - 15:30

PANEL DISCUSSION: From B2C to B2B

15:30 - 16:10

MVNO 2.0

- The challenges of moving from B2C to B2B MVNO services
- Cultural and legal compliance issues in this transition
- Brand consistency vs creating a distinct B2B offering
- Differences in running a B2B vs B2C business

Participants

Panellist: Martina Klingvall - Founder & CEO, Telness

Panellist: Kushal Shah - Business Development Director, BT Wholesale

Panellist: Vinicius Akio Ito - CMO & Founder, fluke

Moderator: Michel Zwijnenberg - Advisor & Entrepreneur, GlobeDigi

PRESENTATION: From Data to Decisions: Unlocking intelligence across Network and IT Systems

15:30 - 15:50

Mastering MVNO Marketing

- Why MVNOs struggle to differentiate: Lack of real-time visibility into customer interactions across network and IT systems.
- How integrated network and IT insights enable smarter decisions and faster, customer-centric actions.
- Using AI to power granular customer profiling, churn prediction, and personalized engagement strategies.
- Unlocking the full potential of 5G—regardless of MVNO type—to enable greater control and launch standout, next-gen services.

Participants

Sandeep Singh - SVP, GM, Digital Business Enablement, Mavenir

PRESENTATION: Up To Good: How giffgaff Built Sustainability and Responsibility into Their Media Planning

15:50 - 16:10

Mastering MVNO Marketing

- A case study in embedding sustainability into your marketing and media plans
- Demonstrating how a responsible approach is not only better for the planet, but more efficient too
- Actionable steps to get started within your own business

Participants

Lisa Boyles - Head of Go To Market and Media, giffgaff

PRESENTATION: Value of Network Leadership: Strategies, Secrets, and Smart Deals with MNOs

16:10 - 16:30

MVNO 2.0

- Explore the evolving dynamics between MVNOs and MNOs, and what defines true network leadership.
- Uncover negotiation secrets and practical strategies for securing favourable MVNO-MNO partnerships.
- Learn how leveraging MNO leadership can unlock new opportunities and drive MVNO growth.

Participants

Kushal Shah - Business Development Director, BT Wholesale

Networking Drinks

16:30 - 17:30

MVNOs Awards & Party

18:00 - 21:00

Address: Wipplingerstraße 34, 1010 Wien, Austria

2 x buses will wait outside of the Hotel Savoyen from 6pm onwards on a first come, first serve basis

Important note: The MVNOs awards venue dates back to the 1870s and while modernisation has clearly taken place over the years, due to the age of the building, it does not have step-free access.

If you feel you will require assistance to reach the event space, we ask that you please let us know in advance so that we can make the necessary arrangements

SCHEDULE

DAY 1 - 13/05/2025

MVNOs World

Austria Trend Hotel Savoyen
Vienna, Austria

| TIME | NETWORKING, EXHIBITION AND LOUNGE BREAK | KEYNOTES | ROUNDTABLE | MVNO 2.0 | MASTERING MVNO MARKETING |
|-------|--|---|-----------------------------|-----------------------------|-----------------------------|
| 08:00 | 08:00 - Pre-Conference Registration & Coffee | 08:50 - CHAIR'S OPENING REMARKS | | | |
| 09:00 | | 09:00 - ANALYST KEYNOTE: Disrupting the Status Quo – Global MVNO Trends in 2025 09:20 - KEYNOTE: Revolutionizing Connectivity through an Ethical Approach 09:40 - Success Factors for Launching an MVNO in the US | | | |
| 10:00 | 10:50 - Coffee & Networking | 10:00 - PANEL DISCUSSION: eSIM Evolution and the Challenges & Opportunities in Global Connectivity 10:30 - KEYNOTE: Shut Down to Scale Up: How one Exit Became a New Beginning 10:50 - Coffee & Networking | 10:50 - Coffee & Networking | 10:50 - Coffee & Networking | 10:50 - Coffee & Networking |
| 11:00 | | 11:20 - PANEL DISCUSSION: Continuing the Conversation: Diversity and Inclusion in Telecoms 11:50 - KEYNOTE: An award-winning European MVNO success story: How iD Mobile has achieved rapid growth in a highly competitive market | | | |

SCHEDULE

DAY 1 - 13/05/2025

MVNOs World

Austria Trend Hotel Savoyen
Vienna, Austria

| TIME | NETWORKING, EXHIBITION AND LOUNGE BREAK | KEYNOTES | ROUNDTABLE | MVNO 2.0 | MASTERING MVNO MARKETING |
|-------|---|---|---|--|--|
| 12:00 | | 12:10 - KEYNOTE: Unleashing your MVNO/E Success 12:30 - KEYNOTE CASE STUDY: Energizing Success - Red Bull Mobile Saudi | 12:00 - REGULATORY ROUNDTABLE: 5G Related Policy Considering MVNOs and the Role of International Standards | | |
| 13:00 | 13:00 - Lunch & Networking | 13:00 - Lunch & Networking | 13:00 - Lunch & Networking | 13:00 - Lunch & Networking | 13:00 - Lunch & Networking |
| 14:00 | | | | 14:00 - ANALYST ADDRESS: Beyond Traditional Roles in the MVNO Ecosystem: How the Convergence of Connectivity Changes the Game 14:20 - CASE STUDY: The future of Fan Engagement 14:40 - PRESENTATION: Empowering MVNOs for Success: Insights and Inspiration | 14:00 - PRESENTATION: Branding & Design Excellence as a Strategy for New Entrants in a Crowded Space 14:20 - The End of Data Goldrush. The Rise of Digital Lifestyle 14:40 - PRESENTATION: Revolutionizing the MVNO Ecosystem: Driving Growth with Customer-Centric Strategies, White-Label Solutions, and Multi-Brand Innovation |
| 15:00 | 15:00 - Coffee & Networking | 15:00 - Coffee & Networking | 15:00 - Coffee & Networking | 15:30 - PANEL DISCUSSION: From B2C to B2B 15:00 - Coffee & Networking | 15:30 - PRESENTATION: From Data to Decisions: Unlocking intelligence across Network and IT Systems 15:50 - PRESENTATION: Up To Good: How giffgaff Built Sustainability and Responsibility into Their Media Planning 15:00 - Coffee & Networking |

SCHEDULE

DAY 1 - 13/05/2025

MVNOs World

Austria Trend Hotel Savoyen
Vienna, Austria

| TIME | NETWORKING, EXHIBITION AND LOUNGE BREAK | KEYNOTES | ROUNDTABLE | MVNO 2.0 | MASTERING MVNO MARKETING |
|-------|---|------------------------------|------------------------------|--|------------------------------|
| 16:00 | 16:30 - Networking Drinks | 16:30 - Networking Drinks | 16:30 - Networking Drinks | 16:10 - PRESENTATION: Value of Network Leadership: Strategies, Secrets, and Smart Deals with MNOs 16:30 - Networking Drinks | 16:30 - Networking Drinks |
| 18:00 | 18:00 - MVNOs Awards & Party | 18:00 - MVNOs Awards & Party | 18:00 - MVNOs Awards & Party | 18:00 - MVNOs Awards & Party | 18:00 - MVNOs Awards & Party |

MVNOs 5KM Run

07:45 - 08:00

Networking, Exhibition and Lounge Break

Start the day right! Join us for a 5km run and you can find the route here - https://www.komoot.com/tour/2165205025?share_token=aENK1mYk3vL1S0P9DDY8Ai7D1eqR0F7Srm2nWdZtHkz8RyQz&ref=wdt

Pre-Conference Registration & Coffee

08:00 - 08:25

Networking, Exhibition and Lounge Break

Lifecycle Roundtable: From Start-Up to Scale Up: MVNO Growth Hacks

08:30 - 09:30

Breakfast Briefing

This roundtable brings together experts from world leading telecoms to discuss success factors of winning MVNOs.

Key topics include:

- The role of customer experience
- Capitalising on automation
- Consumer behaviour and needs
- Gen AI use cases

Participants

Moderator: Dario Talmesio - Research Director, Omdia

CHAIR'S OPENING REMARKS

09:30 - 09:35

Keynotes

Participants

James Gray - Managing Director, Graystone Strategy

KEYNOTE: New York Mobile – Born in New York, Built for Everyone

09:35 - 09:55

Keynotes

- Founders Story and introduction into what the numbers are and the reality aspect of the opportunity
- New York Mobile overview & mission statement
- Our unique value proposition, market positioning, and flexibility and customization around Services and Experience
- Where is New York Mobile today and where we are going. What we can offer Non-US participants (Providers, MVNOs, Consumers) and what we are looking for.

Participants

Giovanni Perone - Principal/Founder, New York Mobile

KEYNOTE: New Revenue, Best Network and Loyalty Retention

09:55 - 10:15

Keynotes

Session Reserved

Participants

Matthias X - Brand Ambassador, uCloudLink

PANEL DISCUSSION: Consolidation in Telecoms – How Can MVNOs Capitalise on a Shifting Landscape

10:15 - 10:45

Keynotes

- Exploring the strategic drivers behind major telecom mergers
- Implications for network access and MVNO partnerships
- Balancing benefits with competitive pressures in a consolidating market

Participants

Moderator: Martina Klingvall - Founder & CEO, Telness

Panellist: Michael Krammer - Managing Partner, Ventocom

Panellist: Klaus Steinmaurer - Executive Director Telecommunications and Postal Services, RTR

Panellist: Kushal Shah - Business Development Director, BT Wholesale

PANEL DISCUSSION: What Differentiates MVNOs in Future 5G Networks

10:45 - 11:15

Keynotes

- AI driven automation / Multi country operations
- Cloud-Native Core for MVNOs – centralized cloud-native control plane, solutions like single CNF Voice Core multi-tenancy / multi country SDL (regulatory requirements)
- Highly efficient local breakout (CMG-a2 appliances in different countries, efficient and simple deployment, and operations)

Participants

Moderator: James Gray - Managing Director, Graystone Strategy

Panellist: Erez Sverdllov - Vice President, Cloud and Network Services, Europe, Nokia

Panellist: Martin Nord - CTO & CPO, Com4

Panellist: Rajeev Roy - Associate Director, Mobility & IoT, MECAA, Tata Communications

Coffee & Networking

11:15 - 11:40

Challenges That Became Opportunities in Launching an MVNO in Nigeria

11:40 - 12:00

Keynotes

- Licensing MVNO and issuing several categories (Tiers) of MVNO licensing
- Constant regulatory interventions between Host Network Operators and MVNOs Tier 3-4
- Understanding market niches
- Raising funds in a relatively new market that needed regulatory clarification

Participants

Femisola Awosika - CEO, liv.ing

Amdocs & Omdia: Accelerating MVNOs Growth with AI- Practical use cases

11:40 - 13:05

Roundtable

PANEL DISCUSSION: Driving Sustainability in MVNOs – From Strategy to Execution

12:00 - 12:30

Keynotes

- Exploring eco-friendly practices like eSIM adoption and AI-driven operational efficiency
- Success stories including refurbished devices and circular economy models
- Positioning your MVNO as a leader in sustainability while maintaining profitability

Participants

Panellist: Steffen Oefner - VP Strategic Networking Partnering & Wholesale, Magenta Telekom

Panellist: Robert Staniszewski - Wholesale Department Director, Polkomtel

Moderator: James Gray - Managing Director, Graystone Strategy

Lunch & Networking

13:05 - 14:05

ANALYST PRESENTATION: Trends, Opportunities & Challenges for IoT MVNOs and eSIM

14:05 - 14:25

Connectivity Innovation: IoT MVNOs & eSIM

- Overview of IoT and enterprise connectivity growth
- The role of MVNOs in enabling IoT and global connectivity
- The emergence and impact of eSIM technology

Participants

Nitin Bhas - Founder/Chief of Strategy & Insights, Kaleido Intelligence

PRESENTATION: Creating Brand Loyalty from Day One: Segmentation

14:05 - 14:25

Mastering MVNO Marketing

Participants

Rocio Villanueva Cordero - CEO, Mujer Movil

From Data to Loyalty: How Real-Time Subscriber Insights Drive Retention

14:25 - 14:45

Connectivity Innovation: IoT MVNOs & eSIM

Participants

Martin Petkov - COO, Effortel

PRESENTATION: Improving MVNO Revenues with AI Based Customer Engagement

14:25 - 14:45

Mastering MVNO Marketing

Participants

Anirudh Radhakrishnan - Director, Plintron

PANEL DISCUSSION: Travel eSIM: A Sustainable Business Model or Temporary Trend?

14:45 - 15:25

Connectivity Innovation: IoT MVNOs & eSIM

- How MNOs are reacting to travel eSIM
- Cost, infrastructure and profitability challenges for MVNOs offering travel eSIM
- The role of partnerships in creating scalable travel eSIM solutions

Participants

Panellist: Joerg Henkel - Head of Wholesale EU, Deutsche Telekom

Panellist: Simone Keglovics - Senior Head of Wholesale, Legal & Regulatory, Drei

Panellist: Nitin Bhas - Founder/Chief of Strategy & Insights, Kaleido Intelligence

Panellist: Avitosh Sawhney - Founder, RoamFree

Moderator: Michel Zwijnenberg - Advisor & Entrepreneur, GlobeDigi

Panellist: Yannick Decaux - Senior Vice President of Mobile Wholesale & Interconnection, Orange Wholesale

PANEL DISCUSSION: Global Case Studies in MVNO Marketing

14:45 - 15:25

Mastering MVNO Marketing

- Insights from global campaigns: what worked, what didn't, and why
- Leveraging local partnerships to enhance brand presence and customer trust
- Addressing region-specific challenges such as competition, pricing and customer preference

Participants

Moderator: Sebastian Stecki - VP of Marketing & Communications, Telness Tech

Panellist: Gabriele Tubertini - Participated Business Director, Coop Italia

Panellist: Carlos Amaral Almeida - Head of Marketing, WOO

Panellist: Catarina Alves - Marketing Director, Lifecycle Software

PRESENTATION: Service-Rich & Furious: MVNOs Igniting the Digital Spark (eSIM Fuelled)

15:25 - 15:45

Connectivity Innovation: IoT MVNOs & eSIM

- MVNOs are evolving beyond basic connectivity into full-fledged digital service providers
- Explore offerings like media streaming, exclusive content, and subscription bundles
- Learn how eSIM technology is enabling more flexible and user-centric service models
- Discover how innovative MVNOs are driving deeper customer engagement and market disruption

Participants

Shahar Yaacobi - Head of Marketing, SaaS Platforms, Amdocs

PRESENTATION

15:25 - 15:45

Mastering MVNO Marketing

Coffee & Networking

15:45 - 16:15

PRESENTATION: Demystifying eSIM for IoT (SGP.32)

16:15 - 16:35

Connectivity Innovation: IoT MVNOs & eSIM

- Exploring new concepts
- Comparing Consumer eSIM to M2M eSIM
- Evaluating the flexibility introduced by eSIM for IOT to MVNOs and OEMs

Participants

Said Gharout - Chair of eSIM WG2 - Technical Specifications, GSMA

PRESENTATION: Unlocking Success: Launching a Low-Cost 100% Digital MVNO

16:15 - 16:35

Mastering MVNO Marketing

- Creating a unique brand & USP: differentiating your MVNO to gain a competitive edge
- Optimizing conversion flows: streamlining digital processes for maximum acquisition efficiency
- Churn reduction through loyalty: implementing embedded loyalty programs to retain customers effectively

Participants

Martin Gendron - General Manager, Fizz

SESSIONS

DAY 2 - 14/05/2025

MVNOs World

Austria Trend Hotel Savoyen
Vienna, Austria

FIRESIDE CHAT: Launching an MVNO in Nigeria and African region

16:35 - 16:55

Connectivity Innovation: IoT MVNOs & eSIM

Participants

Jimmy Eboma - Chairman and Founder, Emosim Nigeria

Karn Gulati - CEO, Emosim Nigeria

Moderator: Mohit Agrawal - Director AI & IoT, Counterpoint Technology Market Research

PANEL DISCUSSION: How to Optimize Marketing Budgets & Make Every Dollar Count

16:35 - 17:05

Mastering MVNO Marketing

- Budgeting for successful marketing campaigns
- How to prioritize spending
- Creative marketing strategies that maximise impact
- Case studies of budget-friendly yet effective campaigns

Participants

Panellist: Kamil Czternaścik - Chief of Data & Research, Mobile Vikings Polska

Panellist: Zea Westwick - Comms Planning & Campaigns Lead, Tesco Mobile

Moderator: Sebastian Stecki - VP of Marketing & Communications, Telness Tech

End of Conference

17:05 - 17:15

SCHEDULE

DAY 2 - 14/05/2025

MVNOs World

Austria Trend Hotel Savoyen
Vienna, Austria

| TIME | NETWORKING, EXHIBITION AND LOUNGE BREAK | BREAKFAST BRIEFING | KEYNOTES | ROUNDTABLE | CONNECTIVITY INNOVATION: IOT MVNOS & ESIM | MASTERING MVNO MARKET- ING |
|-------|---|--|---|---|--|-------------------------------|
| 07:00 | 07:45 - MVNOs 5KM Run | | | | | |
| 08:00 | 08:00 - Pre-Conference Reg- istration & Coffee | 08:30 - Lifecycle Roundtable: From Start-Up to Scale Up: MVNO Growth Hacks | | | | |
| 09:00 | | | 09:30 - CHAIR'S OPENING REMARKS 09:35 - KEYNOTE: New York Mobile – Born in New York, Built for Everyone 09:55 - KEYNOTE: New Rev- enue, Best Network and Loyal- ty Retention | | | |
| 10:00 | | | 10:15 - PANEL DISCUSSION: Consolidation in Telecoms – How Can MVNOs Capitalise on a Shifting Landscape 10:45 - PANEL DISCUSSION: What Differentiates MVNOs in Future 5G Networks | | | |
| 11:00 | 11:15 - Coffee & Networking | 11:15 - Coffee & Networking | 11:40 - Challenges That Be- came Opportunities in Launching an MVNO in Nige- ria 11:15 - Coffee & Networking | 11:40 - Amdocs & Omdia: Ac- celerating MVNOs Growth with AI- Practical use cases 11:15 - Coffee & Networking | 11:15 - Coffee & Networking | 11:15 - Coffee & Networking |

SCHEDULE

DAY 2 - 14/05/2025

MVNOs World

Austria Trend Hotel Savoyen
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|-------|--|-----------------------------|---|-----------------------------|---|--|
| 12:00 | | | 12:00 - PANEL DISCUSSION: Driving Sustainability in MVNOs – From Strategy to Execution | | | |
| 13:00 | 13:05 - Lunch & Networking | 13:05 - Lunch & Networking | 13:05 - Lunch & Networking | 13:05 - Lunch & Networking | 13:05 - Lunch & Networking | 13:05 - Lunch & Networking |
| 14:00 | | | | | 14:05 - ANALYST PRESENTA- TION: Trends, Opportunities & Challenges for IoT MVNOs and eSIM 14:25 - From Data to Loyalty: How Real-Time Subscriber In- sights Drive Retention 14:45 - PANEL DISCUSSION: Travel eSIM: A Sustainable Business Model or Temporary Trend? | 14:05 - PRESENTATION: Cre- ating Brand Loyalty from Day One: Segmentation 14:25 - PRESENTATION: Im- proving MVNO Revenues with AI Based Customer Engage- ment 14:45 - PANEL DISCUSSION: Global Case Studies in MVNO Marketing |
| 15:00 | 15:45 - Coffee & Networking | 15:45 - Coffee & Networking | 15:45 - Coffee & Networking | 15:45 - Coffee & Networking | 15:25 - PRESENTATION: Ser- vice-Rich & Furious: MVNOs Igniting the Digital Spark (eS- IM Fuelled) 15:45 - Coffee & Networking | 15:25 - PRESENTATION 15:45 - Coffee & Networking |
| 16:00 | | | | | 16:15 - PRESENTATION: De- mystifying eSIM for IoT (SGP.32) 16:35 - FIRESIDE CHAT: Launching an MVNO in Nige- ria and African region | 16:15 - PRESENTATION: Un- locking Success: Launching a Low-Cost 100% Digital MVNO 16:35 - PANEL DISCUSSION: How to Optimize Marketing Budgets & Make Every Dollar Count |

SCHEDULE

DAY 2 - 14/05/2025

MVNOs World

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|-------|--|---------------------------|---------------------------|---------------------------|--|-------------------------------|
| 17:00 | 17:05 - End of Conference | 17:05 - End of Conference | 17:05 - End of Conference | 17:05 - End of Conference | 17:05 - End of Conference | 17:05 - End of Conference |