

### Building a successful pitch to secure your preferred mobile operator

10:45 - 12:15  
MVNO Masterclasses

In this masterclass we will cover the **critical components to building a winning wholesale pitch**. We'll highlight some of the errors that we have witnessed as leaders of wholesale teams, and we've experienced when reviewing MVNO pitches on behalf of operators.

This masterclass is ideal for new start-ups, and those who plan to launch in a market where new MVNOs are a regulatory requirement.

#### Key Topics we will cover:

- Why MNOs partner with MVNOs
- The critical preparation before the pitch
- How MNOs assess potential MVNOs
- The key components to a perfect pitch
- Getting the numbers right

*Delegates can ask questions throughout the session and there will be ample time for questions at the end as well as opportunity to have a confidential discussion afterwards*

### Coffee Break

12:15 - 12:30  
MVNO Masterclasses

### Turning a wholesale agreement into a long-term partnership: Key clauses for success

12:30 - 13:45  
MVNO Masterclasses

For every MVNO, their most critical partnership will be the one with their mobile network operator, mainly because it's the one that incurs the largest overhead each month.

In this masterclass, we'll share our **experience of writing contracts and building strategic relationships that work as partnerships**. We'll cover the critical elements a wholesale contractual agreement needs to have in place so both parties get value from the agreement.

#### Key topics we will cover:

- The four different wholesale strategies from MNOs
- The different wholesale pricing models
- The key costs an MVNO should expect
- Critical clauses for a successful wholesale partnership

*Delegates can ask questions throughout the session and there will be ample time for questions at the end as well as opportunity to have a confidential discussion afterwards.*

### Lunch

13:45 - 14:45  
MVNO Masterclasses

### Why success comes from differentiated proposition

14:45 - 16:00  
MVNO Masterclasses

In our view, MVNOs are customer focused marketing organisations. Unfortunately, in many cases, MVNOs often approach their go to market and launch phases as a technology project. This approach is doomed to failure.

In this masterclass we'll look at the **importance of segmentation and how it informs proposition design, explore the fundamental building blocks for a differentiated proposition for more successful outcomes**.

#### Key topics we will cover:

- The different MVNO segments
- The importance of understanding your target customer
- How to build the end-to-end proposition
- Why getting this right will improve the outcomes of commercial negotiations
- The key elements of bringing a proposition to market

*Delegates can ask questions throughout the session and there will be ample time for questions at the end as well as opportunity to have a confidential discussion afterwards.*

# SCHEDULE

MVNO START-UP MASTERCLASSES - JUN 24 -

MVNOs World Congress

The Event Lounge  
Brussels, Belgium

TIME	MVNO MASTERCLASSES
10:00	10:45 - Building a successful pitch to secure your preferred mobile operator
12:00	12:15 - Coffee Break 12:30 - Turning a wholesale agreement into a long-term partnership: Key clauses for success
13:00	13:45 - Lunch
14:00	14:45 - Why success comes from differentiated proposition

# SESSIONS

PRE-DAY: IOT CONNECTIVITY & B2B ESIM - 24/06/2024

MVNOs World Congress

The Event Lounge  
Brussels, Belgium

## Pre-Conference Registration & Coffee

10:30 - 11:00

## Market Overview: Global IoT & B2B eSIM Deployments

11:00 - 11:20  
IoT & eSIM for B2B

- Overview of players in the market and how can we learn from them
- Examining the momentum of growth within the market
- Delving into the roles that various verticals are playing in shaping the landscape

### Participants

**Neil Shah** - Vice President Research & Co-Founder, Counterpoint Technology Market Research

## The eSIM Opportunity for IoT MVNOs

11:20 - 11:40  
IoT & eSIM for B2B

- Benefits of Remote SIM Provisioning in IoT use cases
- Advantages of MVNOs vs MNOs when it comes to eSIM
- Securing the MVNO position

### Participants

**Roland Becker** - Co-Founder, DigitalSIM

## How International Numbering Resources are Supporting the Global IoT/M2M Industry

11:40 - 12:00  
IoT & eSIM for B2B

- How ITU-allocated international numbering resources work
- The benefits of 901 IMSI ranges and +882/+883 codes for MVNOs and MVNEs
- Evolving use cases

### Participants

**Emile Armour-Heselton** - Head, ITU-T Member Relations & Business Development, Strategic Engagement Division, International Telecommunication Union (ITU)

## Coffee & Networking

12:00 - 12:40  
IoT & eSIM for B2B

## Navigating the Impact of the New IoT & eSIM Standards

12:40 - 13:20  
IoT & eSIM for B2B

- Exploring the evolving landscape of IoT & eSIM Standards
- Dive into the specific implications and features of SGP.32
- Overcoming issues like data sovereignty & roaming bands
- The transformative potential of SGP.32 for the future of connected devices

### Participants

**Moderator: Michel Zwijnenberg** - Advisor and Entrepreneur, GlobeDigi

**Panelist: Sergio Cozzolino** - TIM. P.A. International & European Affairs GSMA SIM/eSIM Group Chairman, ISAG Deputy Chairman, TIM/GSMA

**Panelist: Georges-Harald BERNARD** - Founder, MVNO Global

**Panelist: Mohit Agrawal** - Associate Director, Counterpoint

**Panelist: Said Gharout** - Chair of eSIM WG2 - Technical Specifications, GSMA

## New Horizons for MVNOs Unleashed by Private Networks

13:20 - 13:40  
IoT & eSIM for B2B

- Analysing the reasons MVNOs are expressing interest in private networks
- Exploring the different industries that can benefit from MVNOs working with private networks
- Discussing instances of MVNOs successfully offering private networks

### Participants

**Panelist: Greig Paul** - Telecoms & Security Lead, Project DONE- University of Strathclyde

## Lunch & Networking

13:40 - 14:30

## Partner Roundtable with Tata Communications: Helping MVNOs create a differentiated experience for their subscribers.

14:30 - 16:00  
Roundtable

MVNO consumer and business customers alike expect a smooth onboarding experience, attractively priced bundles, fast connectivity, and access to services and apps that enrich their experience.

Delivering on this and reaping the revenue opportunity requires MVNOs to access robust global coverage and attractive wholesale roaming prices and gain insight into customer behaviour and preferences to tailor and target roaming bundles. The growing awareness and popularity of eSIM services also means that MVNOs need to ensure an ease digital onboarding experience for all types of customers.

In this interactive roundtable, we will discuss and share experience of:

- Technical and commercial challenges involved in developing roaming services and how to overcome them.
- What MVNOs should look for in their partners to develop compelling services that delight their consumers.
- Importance of end-to-end ecosystem (from SIM/eSIM to Digital Frontend, Mobile Apps, Policy Control, Online Charging etc.)
- How MVNOs can launch or scale ongoing operations without friction and at a global scale
- Navigating the complexity around eSIM onboarding and eKYC to deliver a seamless customer experience.
- Participant questions and feedback

### Invitation Only.

Please contact [Tom Hamblin](#) for more information

## Exploring New Commercial Opportunities with eSIM Technology

14:40 - 15:00  
IoT & eSIM for B2B

- eSIM booking & management tools for corporate travelers
- Telecom hardware as subscription (HWAAS)
- Single pane of glass multi-provider eSIMs

### Participants

**Guy Zbarsky** - CEO, DROAM

# SESSIONS

PRE-DAY: IOT CONNECTIVITY & B2B ESIM - 24/06/2024

MVNOs World Congress

The Event Lounge  
Brussels, Belgium

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## How eSIM is Set to Transform IoT

15:00 - 15:20

IoT & eSIM for B2B

- What are the unique considerations when it comes to Remote SIM Provisioning for the IoT?
- An introduction to SGP.32, a dedicated standard for remotely provisioning and managing IoT devices.
- Explanation of the new features SGP. 32 introduces and how these address unique IoT considerations that are expanding the adoption and benefits of eSIM technology.

## Participants

**Pierre Lassus** - TCA Representative, Trusted Connectivity Alliance

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## Drinks Reception

15:30 - 16:30

IoT & eSIM for B2B

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## End of IoT & eSIM for B2B Day

16:30 - 16:50

# SCHEDULE

PRE-DAY: IOT CONNECTIVITY & B2B ESIM - 24/06/2024

MVNOs World Congress

The Event Lounge  
Brussels, Belgium

TIME	IOT & ESIM FOR B2B	ROUNDTABLE
10:00	10:30 - Pre-Conference Registration & Coffee	10:30 - Pre-Conference Registration & Coffee
11:00	11:00 - Market Overview: Global IoT & B2B eSIM Deployments 11:20 - The eSIM Opportunity for IoT MVNOs 11:40 - How International Numbering Resources are Supporting the Global IoT/M2M Industry	
12:00	12:00 - Coffee & Networking 12:40 - Navigating the Impact of the New IoT & eSIM Standards	
13:00	13:20 - New Horizons for MVNOs Unleashed by Private Networks 13:40 - Lunch & Networking	13:40 - Lunch & Networking
14:00	14:40 - Exploring New Commercial Opportunities with eSIM Technology	14:30 - Partner Roundtable with Tata Communications: Helping MVNOs create a differentiated experience for their subscribers.
15:00	15:00 - How eSIM is Set to Transform IoT 15:30 - Drinks Reception	
16:00	16:30 - End of IoT & eSIM for B2B Day	16:30 - End of IoT & eSIM for B2B Day

# SESSIONS

DAY 1 - 25/06/2024

MVNOs World Congress

The Event Lounge  
Brussels, Belgium

## Registration & Coffee

08:00 - 08:45

## Chair's Opening Remarks & a note from our Charity Partner

08:45 - 09:00  
Keynotes

### Participants

**Mea Thompson** - Co-Founder, unconnected.org

**James Gray** - Managing Director, Graystone Strategy

## ANALYST KEYNOTE: MVNO Market Overview & the Neo-Telco

09:00 - 09:20  
Keynotes

- Trends, challenges and opportunities for MVNOs globally
- Defining the concept of a Neo-Telco and determining if your business aligns with this model

### Participants

**Dario Talmesio** - Research Director, Omdia

## AI & ML – The Next Frontier for MVNOs?

09:20 - 09:40  
Keynotes

- Accelerating operational efficiency across your business model with AI
- Mitigating churn risks through predictive modelling & tailored services
- Achieving cost effective operations by leveraging ML-optimized network resourcing

### Participants

**Darius Allen** - Founder & CEO, Roccstar Wireless

## Transforming Customer Engagement through Data-Driven Insights for MVNOs

09:40 - 10:00  
Keynotes

### Participants

**Anirudh Radhakrishnan** - Director, Plintron

## Enhancing Your Offering Beyond Connectivity

10:00 - 10:30  
Keynotes

- How can MVNOs differentiate with tailored data plans, IoT connectivity & specialised content bundles?
- Family group plans or personalized data options for diverse user needs
- Explore mobile financial services, multi-SIM plans and more as avenues for an enhanced customer experience

### Participants

**Moderator: James Gray** - Managing Director, Graystone Strategy

**Panelist: Martina Klingvall** - Founder, Telness

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

**Panelist: Jignesh Dave** - MD & CEO, Next Communications B.V., Netherlands

**Panelist: Liz Parry** - CCO, Lifecycle Software

**Panelist: Nick Wootten** - MVNO Director, BT Wholesale

## How will eSIM Unlock New Services and Opportunities for MVNOs Beyond their Domestic Market?

10:30 - 10:40  
Keynotes

- Worldwide data connectivity for travelers and distributed workforces
- Secure 4G/5G connectivity for enterprises laptops, tablets, and IoT devices
- Case study: Ubigi eSIM enabled by Transatel

### Participants

**Jacques Bonifay** - CEO, Transatel

## Coffee & Networking

10:40 - 11:10

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

## Empowering Connectivity: Nigeria's MVNO Revolution

11:10 - 11:30  
Keynotes

- Highlighting Nigeria's successful MVNO licensing, bolstering its economic stature in Africa.
- NCC's strategy to expand mobile services to remote areas, fostering competition and inclusion.
- MVNOs' potential to stimulate the economy, bridge the digital gap, create jobs, and offer innovative services at competitive prices.

### Participants

**Usman Mamman** - Head of Licensing Department, Nigerian Communications Commission

## Session Reserved for Sponsor

11:30 - 11:50  
Keynotes

## Fostering Diversity: Charting a Positive Course for the MVNO Industry

11:50 - 12:20  
Keynotes

- Exploring the landscape of female representation & overall diversity in the MVNO industry
- Internal programs & initiatives that support diversity & inclusion
- Identifying persistent challenges and potential solutions addressing these

### Participants

**James Gray** - Managing Director, Graystone Strategy

**Ellen Savory** - Marketing Professional, BT Wholesale

**Martina Klingvall** - Founder, Telness

## Dynamic IMSI Management for the Internet of Everything (IoE)

12:20 - 12:40  
Keynotes

- A truly global bootstrap connectivity using multiple IMSIs
- The most efficiency way to dynamically manage your IoE fleet under your own control
- Bundling a full stack of connectivity solutions to your IoT framework

### Participants

**Elena Ruiz** - Product Manager, Valid

# SESSIONS

DAY 1 - 25/06/2024

MVNOs World Congress

The Event Lounge  
Brussels, Belgium

## MVNOs as a Consolidation Remedy

12:40 - 13:10  
Keynotes

- Consolidation prospects across Europe
- Discussing the anticipated impact of MNO mergers on MVNO strategies & market dynamics
- Assessing whether these mergers will foster more or fewer MVNO entries into the market

### Participants

**Moderator: Dario Talmesio** - Research Director, Omdia

**Panelist: Steffen Oefner** - VP Strategic Network Partnering & Wholesale, Magenta Telekom

**Panelist: Gabriele Tubertini** - Director, Coopvoce

**Panelist: Franck Lethuaire** - Vice President of Sales, Mobile Operators and Partners, Orange

## Lunch & Networking

13:10 - 14:05

## Chair's Opening Remarks

14:05 - 14:10  
The Digital Experience

### Participants

**Gary Bhomer** - Principal, Tel-Consult

## Chair's Opening Remarks

14:05 - 14:10  
Consumer eSIM

### Participants

**Gilbert Relou** - Head of Consultancy, Kaleido Intelligence

## PRESENTATION: Beyond the Hype: Can AI Deliver for MVNOs?

14:10 - 14:30  
The Digital Experience

- Debunking AI Myths
- Understanding AI's Relevance to MVNOs
- Real-World AI Applications by triPica: Live Demo

### Participants

**Mathieu Horn** - CEO, triPica

## Green Telecom Breakthrough: A Case Study of Undo Mobile

14:10 - 14:30  
Consumer eSIM

### Participants

**Alex Hunte** - General Manager APAC, Effortel

**Laurent Bataille** - General Manager, UNDO

## MVNO Innovation and Business Models for the Future

14:30 - 14:50  
The Digital Experience

- Current standard MVNOs business models
- Examples of innovating MVNOs and new business models
- Value Added Services in MVNOs
- Fonia business case as example of innovation
- MVNOs market facing for the future.

### Participants

**Avi Magid** - CEO, Fonia

## Unravelling the Untapped Potential of eSIM for Consumers, Beyond Travel

14:30 - 14:50  
Consumer eSIM

- Discussing use cases where eSIM offers enhanced functionalities, beyond international roaming
- Analysing the correlation between consumer eSIM awareness and promotional initiatives undertaken by operators

### Participants

**Gerald Friessnegger** - Wholesale - Mobile Reselling Solution, A1 Telekom Austria

## PRESENTATION: Customer Happiness in Telco is Awful – But It Does Not Have to be That Way

14:50 - 15:10  
The Digital Experience

- Learnings from enabling one of the highest rated MVNOs in Europe
- "Best of breed" solutions – a race to the bottom
- Maximizing your potential through differentiation

### Participants

**Sara Rasmussen** - CCO, Telness Tech

## The Role of eSIM in Digital Transformation

14:50 - 15:20  
Consumer eSIM

- Changing the relationship between device, network and subscriber.
- Making the end-to-end eSIM experience seamless
- Maximising Data Analytics

### Participants

**Moderator: Gilbert Relou** - Head of Consultancy, Kaleido Intelligence

**Panelist: Mea Thompson** - Co-Founder, unconnected.org

**Panelist: Brad Coates** - EVP, Product & Engineering, Mobi

## Digital Inclusion for the Mass Market in SA

15:10 - 15:40  
The Digital Experience

### Participants

**Steven Greenspan** - Chief Executive Officer, Blue Label Connect

**Richard Anderson** - COO, C-Connect

## Coffee & Networking

15:40 - 16:00

## PRESENTATION: From Vision to Reality: Supercharging MVNOs with Enterprise Product Catalogue

16:00 - 16:20  
The Digital Experience

- Enhancing Business Transformation: Leveraging an Enterprise Product Catalogue to enable MVNOs to efficiently launch new bundles, promotions, and exclusive channel offers
- Real-Time Responsiveness: Exploring the significance of having control and agility in reacting to competitors and market dynamics
- Accelerating Time to Market: Comparing the conventional MNO scenario, where it takes months to introduce new offerings, with an Enterprise Product Catalogue, reducing it to a few hours

### Participants

**Nabil Nazar** - Enterprise Architect, Lebara Mobile

# SESSIONS

DAY 1 - 25/06/2024

MVNOs World Congress

The Event Lounge  
Brussels, Belgium

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## Omdia in collaboration with Amdocs: How to make your MVNO and sub-brands beat the competition

16:00 - 17:30  
Roundtable

### *Invitation Only.*

Learn from case studies of established MVNOs and new upcoming ones

Speakers: Omdia, Melon Mobile, Amdocs, AT&T\*, Fi Network, and more

Please contact [Tom Hamblin](#) for more information

\*Subject to final confirmation

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## Powering the Digital MVNO Innovation

16:20 - 16:40  
The Digital Experience

### Participants

Salman Tariq - VP Sales, EMEA, Optiva

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## Continuous Improvement: Learning from Customer Data Analytics Attained through AI

16:40 - 17:10  
The Digital Experience

- Delving into the advantages of digital onboarding, such as personalized services and tailored offers
- Harnessing data insights to pinpoint bottlenecks & areas of friction, mitigation frustration and reducing customer churn

### Participants

**Moderator:** Gary Bhomer - Principal, Tel-Consult

**Panelist:** Nico Girard - CEO & Co-Founder, OXIO

**Panelist:** Tanya Hyams-Young - CEO & Founder, Source AI

**Panelist:** Calvin Collett - CEO, Melon Mobile

**Panelist:** Marcos Oliveira Jr - CEO & Founder, fluke

**Panelist:** Paulo Zanotto - Head of Product, MDS Global

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## Networking Drinks

17:30 - 18:30

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## MVNOs Awards & Party

19:00 - 22:00

*The Award Ceremony will start at 8 PM on the dot.*

**Venue:** La Tricoterie, Rue Théodore Verhaegen 158, 1060 Bruxelles, Belgium



# SCHEDULE

DAY 1 - 25/06/2024

MVNOs World Congress

The Event Lounge  
Brussels, Belgium

TIME	KEYNOTES	THE DIGITAL EXPERIENCE	CONSUMER ESIM	ROUNDTABLE
08:00	<b>08:45</b> - Chair's Opening Remarks & a note from our Charity Partner <b>08:00</b> - Registration & Coffee	<b>08:00</b> - Registration & Coffee	<b>08:00</b> - Registration & Coffee	<b>08:00</b> - Registration & Coffee
09:00	<b>09:00</b> - ANALYST KEYNOTE: MVNO Market Overview & the Neo-Telco <b>09:20</b> - AI & ML – The Next Frontier for MVNOs? <b>09:40</b> - Transforming Customer Engagement through Data-Driven Insights for MVNOs			
10:00	<b>10:00</b> - Enhancing Your Offering Beyond Connectivity <b>10:30</b> - How will eSIM Unlock New Services and Opportunities for MVNOs Beyond their Domestic Market? <b>10:40</b> - Coffee & Networking	<b>10:40</b> - Coffee & Networking	<b>10:40</b> - Coffee & Networking	<b>10:40</b> - Coffee & Networking
11:00	<b>11:10</b> - Empowering Connectivity: Nigeria's MVNO Revolution <b>11:30</b> - Session Reserved for Sponsor <b>11:50</b> - Fostering Diversity: Charting a Positive Course for the MVNO Industry			
12:00	<b>12:20</b> - Dynamic IMSI Management for the Internet of Everything (IoE) <b>12:40</b> - MVNOs as a Consolidation Remedy			
13:00	<b>13:10</b> - Lunch & Networking	<b>13:10</b> - Lunch & Networking	<b>13:10</b> - Lunch & Networking	<b>13:10</b> - Lunch & Networking

# SCHEDULE

DAY 1 - 25/06/2024

MVNOs World Congress

The Event Lounge  
Brussels, Belgium

TIME	KEYNOTES	THE DIGITAL EXPERIENCE	CONSUMER ESIM	ROUNDTABLE
14:00		<p><b>14:05</b> - Chair's Opening Remarks</p> <p><b>14:10</b> - PRESENTATION: Beyond the Hype: Can AI Deliver for MVNOs?</p> <p><b>14:30</b> - MVNO Innovation and Business Models for the Future</p> <p><b>14:50</b> - PRESENTATION: Customer Happiness in Telco is Awful – But It Does Not Have to be That Way</p>	<p><b>14:05</b> - Chair's Opening Remarks</p> <p><b>14:10</b> - Green Telecom Breakthrough: A Case Study of Undo Mobile</p> <p><b>14:30</b> - Unravelling the Untapped Potential of eSIM for Consumers, Beyond Travel</p> <p><b>14:50</b> - The Role of eSIM in Digital Transformation</p>	
15:00	<p><b>15:40</b> - Coffee &amp; Networking</p>	<p><b>15:10</b> - Digital Inclusion for the Mass Market in SA</p> <p><b>15:40</b> - Coffee &amp; Networking</p>	<p><b>15:40</b> - Coffee &amp; Networking</p>	<p><b>15:40</b> - Coffee &amp; Networking</p>
16:00		<p><b>16:00</b> - PRESENTATION: From Vision to Reality: Supercharging MVNOs with Enterprise Product Catalogue</p> <p><b>16:20</b> - Powering the Digital MVNO Innovation</p> <p><b>16:40</b> - Continuous Improvement: Learning from Customer Data Analytics Attained through AI</p>		<p><b>16:00</b> - Omdia in collaboration with Amdocs: How to make your MVNO and sub-brands beat the competition</p>
17:00	<p><b>17:30</b> - Networking Drinks</p>	<p><b>17:30</b> - Networking Drinks</p>	<p><b>17:30</b> - Networking Drinks</p>	<p><b>17:30</b> - Networking Drinks</p>
19:00	<p><b>19:00</b> - MVNOs Awards &amp; Party</p>	<p><b>19:00</b> - MVNOs Awards &amp; Party</p>	<p><b>19:00</b> - MVNOs Awards &amp; Party</p>	<p><b>19:00</b> - MVNOs Awards &amp; Party</p>

# SESSIONS

DAY 2 - 26/06/2024

MVNOs World Congress

The Event Lounge  
Brussels, Belgium

## MVNOs 5KM Run

08:00 - 09:00

## Partner Roundtable with Lifecycle Software: Neo telcos: the rise of MVNOs and the future of connectivity

09:00 - 09:45  
Roundtable

*This roundtable brings together experts from world leading MNOs to discuss the opportunities and barriers shaping the telecom industry. Key topics include:*

- Can anyone become an MVNO?
- What is the impact of consolidation on network efficiency?
- How is eSIM affecting customer behaviour?
- Returning the investment from 5g using Wholesale
- Gen AI use cases and risks

### Invitation Only.

Please contact [Tom Hamblin](#) for more information

## Registration & Coffee

09:00 - 10:00  
Networking, Exhibition and Lounge Break

## Chair's Opening Remarks

10:00 - 10:05  
Keynotes

### Participants

**James Gray** - Managing Director, Graystone Strategy

## Brand as a Catalyst for Growth

10:05 - 10:25  
Keynotes

### Participants

**David Clyde** - Group Brand Director, Lebara Mobile

## Apple, Amazon, Google, Tesla – Why They Should or Shouldn't Become MVNOs

10:25 - 11:00  
Keynotes

- Overview of potential issues stopping them from becoming MVNOs?
- Discuss the prospective subscriber landscape and strategies they would use to attract and retain users in this space

### Participants

**Moderator: Dario Talmesio** - Research Director, Omdia

**Panelist: Benjamin Grimm** - Product Manager, Vice President, frenet, MVNO Europe

**Panelist: Futoshi Sasaki** - Deputy General Manager of Strategy and Business Development - MVNO, Internet Initiative Japan

**Panelist: Pascal Prot** - President, Legos

**Panelist: Innocenzo Genna** - European Digital Policy & Regulation, Brussels - Rome

## Impactful AI: Driving Disruption for MVNOs

11:00 - 11:20  
Keynotes

- Leveraging data to drive disruption and an unfair advantage
- Practical advice on AI adoption for MVNOs
- Find out Melon Mobile taps into the customer psyche using data

### Participants

**Tanya Hyams-Young** - CEO & Founder, Source AI

**Calvin Collett** - CEO, Melon Mobile

## Coffee & Networking

11:20 - 12:05

## SPONSOR KEYNOTE

12:05 - 12:25  
Keynotes

## MVNO EUROPE : The future of the EU telecoms framework and the EC White Paper on the future of European digital infrastructure needs

12:25 - 13:05  
Keynotes

- Discussing the present and future situation in Europe in terms of availability and security of its digital connectivity infrastructure
- Evaluating the impact this will have on MVNOs and small operators

### Participants

**Moderator: Alessandro Denaro** - Policy Officer, MVNO Europe

**Panelist: Kamila Kloc** - Director in Directorate B, DG Connect, European Commission

**Panelist: Cláudio Teixeira** - Legal Officer, Digital and Consumer Rights, BEUC – European Consumer Organisation

**Panelist: Laszlo Toth** - Head of Public Policy, GSMA

**Panelist: Donald Connor** - MVNO Europe Representative, MVNO Europe

## How to evolve from a stand-alone regional MVNO to a quadruple-play operator in 5 years

13:05 - 13:25  
Keynotes

- How to attract VC financing and exit through IPO
- How to build incremental value by aggregating more household & business products (fiber/content/support/energy) increasing clients' ARPU
- How to build value through acquiring & integrating other regional telcos, becoming a target in a consolidating market

### Participants

**Xavier Capellades** - CEO, Parlem

## Lunch & Networking

13:25 - 14:15

## Chair's Opening Remarks & Analyst Presentation

14:15 - 14:30  
5G, Wholesale and Roaming

### Participants

**Julian Watson** - Principal Analyst, Wholesale Telecoms, Omdia

# SESSIONS

DAY 2 - 26/06/2024

MVNOs World Congress

The Event Lounge  
Brussels, Belgium

## Chair's Opening Remarks & Analyst Presentation

14:15 - 14:30  
Emerging Markets

### Participants

Allan Rasmussen - Managing Director, YOZZO

## Beyond 2G/3G: Partnering for IoT growth

14:30 - 14:50  
5G, Wholesale and Roaming

### Participants

Kushal Shah - Business Development Director, BT Wholesale

## The Dawn of MVNOs in Nigeria

14:30 - 14:50  
Emerging Markets

- Exploring the nuances of MVNO-MNO agreements in Nigeria, and considerations that must be addressed to build mutually beneficial partnerships
- Examining the legal and regulatory frameworks surrounding the new MVNOs in the Nigerian market
- Addressing the challenge of differentiation amidst the launch of 42 new MVNOs, and the strategies needed for success in this competitive landscape

### Participants

Michael Mku - Director, ZNL Telecom

## How to Deal with Your Host Operator

14:50 - 15:20  
5G, Wholesale and Roaming

- Discussing common issues in the intricate MNO-MVNO relationship
- Explore effective collaboration strategies, legal considerations and innovation in this relationship; including successful case studies and best practices

### Participants

**Moderator:** Julian Watson - Principal Analyst, Wholesale Telecoms, Omdia

**Panelist:** Maciej Grzelak - Chief Product Officer, VikingCo Poland

**Panelist:** Robert Staniszewski - Wholesale Department Director, Polkomtel

**Panelist:** Kushal Shah - Business Development Director, BT Wholesale

**Panelist:** Joerg Henkel - Head of Wholesale EU, Deutsche Telekom

## Consumer Options Beyond SIMs and Numbers

14:50 - 15:20  
Emerging Markets

- Thailand's readiness to support more investments & commercial presence for MVNOs
- How the promotion of MVNOs can promote more options for consumers both in terms of increased competition in the market & the customised networks for specific target groups

### Participants

Sarana Boonbaichaiyapruck - Chairman, National Broadcasting and Telecommunications Commission (NBTC)

## Monetizing Trust: Unlocking Revenue with User-Centric Pricing, Unified Operations and AI Automation

15:20 - 15:30  
5G, Wholesale and Roaming

- Monetizing 5G in the era of automation and AI
- User centric and transparent pricing is essential to boost trust
- Unified and standardized operation is critical for competitiveness

### Participants

Issa Chini - VP Strategy and Growth, AvanteBSS

## Hyper-Personalisation in Emerging Markets

15:20 - 15:30  
Emerging Markets

### Participants

Anirudh Radhakrishnan - Director, Plintron

## Coffee & Networking

15:30 - 16:00

## BEREC Draft Report about M2M and Permanent Roaming

16:00 - 16:20  
5G, Wholesale and Roaming

### Participants

Ioanna Choudalaki - Co-Chair Roaming Expert Working Group, BEREC

## From License to Launch: 'A' Telecom's Path in Thailand's MVNO Landscape

16:00 - 16:20  
Emerging Markets

- Thailand & its counterparts
- The country's landscape & surprising facts
- Charting the course forward: A TELECOM's next leap!

### Participants

Ativat Asvasirayothin - Founder & CEO, "A" TELECOM COMPANY LIMITED (Thailand)

## Trade-In Services for MVNOs

16:20 - 16:40  
5G, Wholesale and Roaming

- Why trade-in services make sense for MVNOs
- Device circularity and the power of pre-owned devices
- Key pillars of a successful trade-in program

### Participants

Sandeep Shetty - CEO, Northladder

## Affordable Customer Data Analysis for Beginners

16:20 - 16:40  
Emerging Markets

- Customer analytics using Excel
- What are the main KPIs to look for at the start
- How to improve customer retention

### Participants

Marcos Oliveira Jr - CEO & Founder, fluke

## Does the Rise of Tower Network Companies and Software Defined Networks Suggest that MVNOs are the MNOs of the Future?

16:40 - 17:00  
5G, Wholesale and Roaming

### Participants

Julian Watson - Principal Analyst, Wholesale Telecoms, Omdia

Kostas Masselos - President, Hellenic Telecommunications & Post Commission

## End of Conference

17:00 - 17:10

# SCHEDULE

DAY 2 - 26/06/2024

MVNOs World Congress

The Event Lounge  
Brussels, Belgium

TIME	ROUNDTABLE	NETWORKING, EXHIBITION AND LOUNGE BREAK	KEYNOTES	5G, WHOLESALE AND ROAMING	EMERGING MARKETS
08:00	08:00 - MVNOs 5KM Run	08:00 - MVNOs 5KM Run	08:00 - MVNOs 5KM Run	08:00 - MVNOs 5KM Run	08:00 - MVNOs 5KM Run
09:00	09:00 - Partner Roundtable with Lifecycle Software: Neo telcos: the rise of MVNOs and the future of connectivity	09:00 - Registration & Coffee			
10:00			<p>10:00 - Chair's Opening Remarks</p> <p>10:05 - Brand as a Catalyst for Growth</p> <p>10:25 - Apple, Amazon, Google, Tesla – Why They Should or Shouldn't Become MVNOs</p>		
11:00	11:20 - Coffee & Networking	11:20 - Coffee & Networking	<p>11:00 - Impactful AI: Driving Disruption for MVNOs</p> <p>11:20 - Coffee &amp; Networking</p>	11:20 - Coffee & Networking	11:20 - Coffee & Networking
12:00			<p>12:05 - SPONSOR KEYNOTE</p> <p>12:25 - MVNO EUROPE : The future of the EU telecoms framework and the EC White Paper on the future of European digital infrastructure needs</p>		
13:00	13:25 - Lunch & Networking	13:25 - Lunch & Networking	<p>13:05 - How to evolve from a stand-alone regional MVNO to a quadruple-play operator in 5 years</p> <p>13:25 - Lunch &amp; Networking</p>	13:25 - Lunch & Networking	13:25 - Lunch & Networking

# SCHEDULE

DAY 2 - 26/06/2024

MVNOs World Congress

The Event Lounge  
Brussels, Belgium

TIME	ROUNDTABLE	NETWORKING, EXHIBITION AND LOUNGE BREAK	KEYNOTES	5G, WHOLESALE AND ROAMING	EMERGING MARKETS
14:00				<p><b>14:15</b> - Chair's Opening Remarks &amp; Analyst Presentation</p> <p><b>14:30</b> - Beyond 2G/3G: Partnering for IoT growth</p> <p><b>14:50</b> - How to Deal with Your Host Operator</p>	<p><b>14:15</b> - Chair's Opening Remarks &amp; Analyst Presentation</p> <p><b>14:30</b> - The Dawn of MVNOs in Nigeria</p> <p><b>14:50</b> - Consumer Options Beyond SIMs and Numbers</p>
15:00	15:30 - Coffee & Networking	15:30 - Coffee & Networking	15:30 - Coffee & Networking	<p><b>15:20</b> - Monetizing Trust: Unlocking Revenue with User-Centric Pricing, Unified Operations and AI Automation</p> <p><b>15:30</b> - Coffee &amp; Networking</p>	<p><b>15:20</b> - Hyper-Personalisation in Emerging Markets</p> <p><b>15:30</b> - Coffee &amp; Networking</p>
16:00				<p><b>16:00</b> - BEREC Draft Report about M2M and Permanent Roaming</p> <p><b>16:20</b> - Trade-In Services for MVNOs</p> <p><b>16:40</b> - Does the Rise of Tower Network Companies and Software Defined Networks Suggest that MVNOs are the MNOs of the Future?</p>	<p><b>16:00</b> - From License to Launch: 'A' Telecom's Path in Thailand's MVNO Landscape</p> <p><b>16:20</b> - Affordable Customer Data Analysis for Beginners</p>
17:00	17:00 - End of Conference	17:00 - End of Conference	17:00 - End of Conference	17:00 - End of Conference	17:00 - End of Conference