

# SESSIONS

## MVNO START-UP MASTERCLASSES - JUN 24

MVNOs World Congress

The Event Lounge  
Brussels, Belgium

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

10:00 - 11:30  
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

11:30 - 11:45  
MVNO Masterclasses

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

11:45 - 13:00  
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

13:00 - 14:15  
MVNO Masterclasses

### Why success comes from differentiated proposition

14:15 - 15:30  
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

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Brussels, Belgium

TIME	MVNO MASTERCLASSES
10:00	10:00 - Building a successful pitch to secure your preferred mobile operator
11:00	11:30 - Coffee Break 11:45 - Turning a wholesale agreement into a long-term partnership: Key clauses for success
13:00	13:00 - Lunch
14:00	14:15 - 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

09:00 - 10:00

## Market Overview: Global IoT & B2B eSIM Deployments

10:00 - 10:20  
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

10:20 - 10:40  
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

## Session Reserved for Sponsor

10:40 - 11:00  
IoT & eSIM for B2B

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

11:00 - 11:40  
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

**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

## Coffee & Community Connect

11:40 - 12:30

*Take the opportunity to network with MVNOs, MNOs and sponsors who will be attending the event for the next three days.*

## Session Reserved for Sponsor

12:30 - 12:50  
IoT & eSIM for B2B

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

12:50 - 13:10  
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)

## Lunch & Networking

13:10 - 14:10

## Exploring New Commercial Opportunities with eSIM Technology

14:10 - 14:30  
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

## Session Reserved for Sponsor

14:30 - 14:50  
IoT & eSIM for B2B

## New Horizons for MVNOs Unleashed by Private Networks

14:50 - 15:30  
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

## End of IoT & eSIM for B2B Day

15:30 - 15:50

# SCHEDULE

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

MVNOs World Congress

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Brussels, Belgium

TIME	IOT & ESIM FOR B2B
09:00	09:00 - Pre-Conference Registration & Coffee
10:00	10:00 - Market Overview: Global IoT & B2B eSIM Deployments 10:20 - The eSIM Opportunity for IoT MVNOs 10:40 - Session Reserved for Sponsor
11:00	11:00 - Navigating the Impact of the New IoT & eSIM Standards 11:40 - Coffee & Community Connect
12:00	12:30 - Session Reserved for Sponsor 12:50 - How International Numbering Resources are Supporting the Global IoT/M2M Industry
13:00	13:10 - Lunch & Networking
14:00	14:10 - Exploring New Commercial Opportunities with eSIM Technology 14:30 - Session Reserved for Sponsor 14:50 - New Horizons for MVNOs Unleashed by Private Networks
15:00	15:30 - 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

## KEYNOTE : TBC

09:40 - 10:00  
Keynotes

### Participants

**Anirudh Radhakrishnan** - Founder's Office, 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: Kushal Shah** - Business Development Director, BT Wholesale

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

## Coffee & Networking

10:30 - 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

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

## Session Reserved for Sponsor

12:20 - 12:40  
Keynotes

## 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

## Lunch & Networking

13:10 - 14:05

## Chair's Opening Remarks

14:05 - 14:10  
The Digital Consumer

### Participants

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

## Chair's Opening Remarks

14:05 - 14:10  
Consumer eSIM

### Participants

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

# SESSIONS

DAY 1 - 25/06/2024

MVNOs World Congress

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**Session Reserved for Sponsor**

14:10 - 14:30  
The Digital Consumer

**Session Reserved for Sponsor**

14:10 - 14:30  
Consumer eSIM

**MVNO Innovation and Business Models for the Future**

14:30 - 14:50  
The Digital Consumer

- Current standard MVNOs business models
- Examples of innovating MVNOs and new business models
- Valus 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**

14:50 - 15:10  
The Digital Consumer

**Session Reserved for Sponsor**

14:50 - 15:10  
Consumer eSIM

**Digital Inclusion for the Mass Market in SA**

15:10 - 15:30  
The Digital Consumer

**Participants**

Steven Greenspan - Managing Director, Blue Label Connect

Richard Anderson - COO, C Connect

**The Role of eSIM in Digital Transformation**

15:10 - 15:40  
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

**Coffee & Networking**

15:40 - 16:00

**Digital Payment Method Offerings for MVNOs: In or Out?**

16:00 - 16:20  
The Digital Consumer

- Assessing MVNOs as potential early adopters of digital payment methods compared to their MNO counterparts.
- Evaluating the ROI of software investments for MVNOs seeking diversification in their payment offerings
- Should you provide customers with the option for 'purchase now, pay later' systems?

**Joining the eSIM Race: A Strategic Move for Travel & Hotel Companies?**

16:00 - 16:20  
Consumer eSIM

- Exploring the anticipated \$10 billion value of the Travel eSIM market by 2028 and the potential to leverage this opportunity
- Allowing for enhanced connectivity, personalised services and even room access through digital keys.
- Maintaining competitiveness through developing a hotel/travel eSIM add-on

**Powering the Digital MVNO Innovation**

16:20 - 16:30  
The Digital Consumer

**Participants**

Salman Tariq - VP Sales, EMEA, Optiva

**Session Reserved for Sponsor**

16:20 - 16:40  
Consumer eSIM

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

16:30 - 17:00  
The Digital Consumer

- 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

**Networking Drinks**

17:00 - 18:00

**MVNOs Awards & Party**

19:00 - 21:30

# SCHEDULE

DAY 1 - 25/06/2024

MVNOs World Congress

The Event Lounge  
Brussels, Belgium

TIME	KEYNOTES	THE DIGITAL CONSUMER	CONSUMER ESIM
08:00	08:45 - Chair's Opening Remarks & a note from our Charity Partner 08:00 - Registration & Coffee	08:00 - Registration & Coffee	08:00 - Registration & Coffee
09:00	09:00 - ANALYST KEYNOTE: MVNO Market Overview & the Neo-Telco 09:20 - AI & ML – The Next Frontier for MVNOs? 09:40 - KEYNOTE : TBC		
10:00	10:00 - Enhancing Your Offering Beyond Connectivity 10:30 - Coffee & Networking	10:30 - Coffee & Networking	10:30 - Coffee & Networking
11:00	11:10 - Empowering Connectivity: Nigeria's MVNO Revolution 11:30 - Session Reserved for Sponsor 11:50 - Fostering Diversity: Charting a Positive Course for the MVNO Industry		
12:00	12:20 - Session Reserved for Sponsor 12:40 - MVNOs as a Consolidation Remedy		
13:00	13:10 - Lunch & Networking	13:10 - Lunch & Networking	13:10 - Lunch & Networking
14:00		14:05 - Chair's Opening Remarks 14:10 - Session Reserved for Sponsor 14:30 - MVNO Innovation and Business Models for the Future 14:50 - PRESENTATION	14:05 - Chair's Opening Remarks 14:10 - Session Reserved for Sponsor 14:30 - Unravelling the Untapped Potential of eSIM for Consumers, Beyond Travel 14:50 - Session Reserved for Sponsor
15:00	15:40 - Coffee & Networking	15:10 - Digital Inclusion for the Mass Market in SA 15:40 - Coffee & Networking	15:10 - The Role of eSIM in Digital Transformation 15:40 - Coffee & Networking
16:00		16:00 - Digital Payment Method Offerings for MVNOs: In or Out? 16:20 - Powering the Digital MVNO Innovation 16:30 - Continuous Improvement: Learning from Customer Data Analytics Attained through AI	16:00 - Joining the eSIM Race: A Strategic Move for Travel & Hotel Companies? 16:20 - Session Reserved for Sponsor
17:00	17:00 - Networking Drinks	17:00 - Networking Drinks	17:00 - Networking Drinks
19:00	19:00 - MVNOs Awards & Party	19:00 - MVNOs Awards & Party	19:00 - MVNOs Awards & Party

# SESSIONS

DAY 2 - 26/06/2024

MVNOs World Congress

The Event Lounge  
Brussels, Belgium

## MVNOs 5KM Run

08:00 - 09:00

## Registration & Coffee

09:00 - 09:25

## Chair's Opening Remarks

09:25 - 09:30  
Keynotes

## Participants

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

## Brand as a Catalyst for Growth

09:30 - 09:50  
Keynotes

## Participants

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

## Session Reserved for Sponsor

09:50 - 10:10  
Keynotes

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

10:10 - 10:40  
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, freenet, MVNO Europe

## Session Reserved for SourceAI

10:40 - 11:00  
Keynotes

## Participants

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

**Calvin Collett** - CEO, Melon Mobile

## Coffee & Networking

11:00 - 11:30

## Session Reserved for Sponsor

11:30 - 11:50  
Keynotes

## MVNO EUROPE : Update on Big Tech Network Fees & the Digital Networks Act

11:50 - 12:30  
Keynotes

## Inflation Dynamics & Geopolitical Shifts: Unravelling Their Impact on Pricing Strategies

12:30 - 12:50  
Keynotes

- The implications of rising interest rates, inflation and global geopolitical conflicts on pricing models
- Evaluating optimal approaches in response to the above challenges
- Valuable insights and lessons learned from the past year

## Lunch & Networking

12:50 - 13:40

## Chair's Opening Remarks

13:40 - 13:45  
5G, Wholesale and Roaming

## Participants

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

## Chair's Opening Remarks

13:40 - 13:45  
Emerging Markets

## ANALYST PRESENTATION

13:45 - 14:05  
5G, Wholesale and Roaming

## Participants

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

## ANALYST PRESENTATION

13:45 - 14:05  
Emerging Markets

## Session Reserved for Sponsor

14:05 - 14:25  
5G, Wholesale and Roaming

## Participants

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

## The Dawn of MVNOs in Nigeria

14:05 - 14:25  
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

14:25 - 15:05  
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



# SESSIONS

DAY 2 - 26/06/2024

MVNOs World Congress

The Event Lounge  
Brussels, Belgium

## The Prominence of Vertical Markets as the Driver for MVNOs in Africa

14:25 - 15:05

Emerging Markets

- Exploring the use of banks to enhance digital offering
- Overview of opportunities in the most prominent verticals
- Analysing the utilisation of MVNOs as a loyalty tool to enhance customer engagement

### Participants

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

## Session Reserved for Sponsor

15:05 - 15:25

5G, Wholesale and Roaming

## Session Reserved for Sponsor

15:05 - 15:25

Emerging Markets

## Coffee & Networking

15:25 - 15:55

## BEREC Draft Report about M2M and Permanent Roaming

15:55 - 16:15

5G, Wholesale and Roaming

### Participants

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

## Thai MVNO

15:55 - 16:15

Emerging Markets

### Participants

**Ativat Asvasirayothin** - Chairman of the Board, A Telecom Company

## Session Reserved for Sponsor

16:15 - 16:35

5G, Wholesale and Roaming

## The Role MVNOs are Playing in Reshaping the Telecom Landscape in Asia Pacific

16:15 - 16:55

Emerging Markets

- Exploring the role 5G and IoT play in driving the overall expansion of the MVNO Market in APAC
- Key APAC markets to watch, and what to learn from them
- The role regulation plays in the nuances of the APAC MVNOs market

## Slicing up the Wholesale Market: 5G & MVNOs

16:35 - 17:05

5G, Wholesale and Roaming

- Is network slicing really 'the key to monetizing 5G investment'? If so, how?
- Exploring the diverse ranges of MVNO propositions that can be delivered per slice
- Investigating whether a distinct business model is needed to fully capitalize on the advantages of network slicing?

### Participants

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

## End of Conference

17:05 - 17:15

# SCHEDULE

DAY 2 - 26/06/2024

MVNOs World Congress

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TIME	KEYNOTES	5G, WHOLESALE AND ROAMING	EMERGING MARKETS
08:00	08:00 - MVNOs 5KM Run	08:00 - MVNOs 5KM Run	08:00 - MVNOs 5KM Run
09:00	09:25 - Chair's Opening Remarks 09:30 - Brand as a Catalyst for Growth 09:50 - Session Reserved for Sponsor 09:00 - Registration & Coffee	09:00 - Registration & Coffee	09:00 - Registration & Coffee
10:00	10:10 - Apple, Amazon, Google, Tesla – Why They Should or Shouldn't Become MVNOs 10:40 - Session Reserved for SourceAI		
11:00	11:30 - Session Reserved for Sponsor 11:50 - MVNO EUROPE : Update on Big Tech Network Fees & the Digital Networks Act 11:00 - Coffee & Networking	11:00 - Coffee & Networking	11:00 - Coffee & Networking
12:00	12:30 - Inflation Dynamics & Geopolitical Shifts: Unravelling Their Impact on Pricing Strategies 12:50 - Lunch & Networking	12:50 - Lunch & Networking	12:50 - Lunch & Networking
13:00		13:40 - Chair's Opening Remarks 13:45 - ANALYST PRESENTATION	13:40 - Chair's Opening Remarks 13:45 - ANALYST PRESENTATION
14:00		14:05 - Session Reserved for Sponsor 14:25 - How to Deal with Your Host Operator	14:05 - The Dawn of MVNOs in Nigeria 14:25 - The Prominence of Vertical Markets as the Driver for MVNOs in Africa
15:00	15:25 - Coffee & Networking	15:05 - Session Reserved for Sponsor 15:55 - BEREC Draft Report about M2M and Permanent Roaming 15:25 - Coffee & Networking	15:05 - Session Reserved for Sponsor 15:55 - Thai MVNO 15:25 - Coffee & Networking
16:00		16:15 - Session Reserved for Sponsor 16:35 - Slicing up the Wholesale Market: 5G & MVNOs	16:15 - The Role MVNOs are Playing in Reshaping the Telecom Landscape in Asia Pacific
17:00	17:05 - End of Conference	17:05 - End of Conference	17:05 - End of Conference