



1st Annual

# TELECOMS REGULATORY AFFAIRS ASIA 2013

Future Policy Frameworks to Foster Next Generation Growth

**1 – 3 JULY 2013 | SHERATON TOWERS, SINGAPORE**

## Expert Insights & Experience from:

### WHO



**Heru Sutadi**  
Commissioner,  
**Indonesian Telecom  
Regulatory Authority,**  
Indonesia



**Chris Perera**  
Senior Director Spectrum Policy  
& Regulatory Affairs Asia Pacific,  
**GSMA, Hong Kong**



**Prof. Rohan Samarajiva**  
Founding Chair and CEO,  
**LIRNEasia, Sri Lanka**



**Simon Smith**  
Director Regulatory Affairs,  
**Pacnet, Singapore; President –  
Asia Pacific Carriers' Coalition**



**Rajeev Agrawal**  
Secretary,  
**Telecom Regulatory  
Authority, India**



**Robert David Borthwick**  
Vice President Group  
Regulatory Affairs,  
**Axiata Group Bhd, Malaysia**



**Elaine Chow**  
Head of Regulatory Affairs – Asia  
Pacific, Middle East & Africa,  
**BT Global Services, Hong Kong**



**Dr. Suthiphon  
Thavechaiyagarn**  
Commissioner, **National  
Broadcasting and  
Telecommunications  
Commission, Thailand**

### WHY

## YOUR MUST ATTEND EVENT THIS YEAR:

- ➔ Asia's **FIRST and ONLY Telecoms Regulatory event** bringing together regulators, operators and ICT providers
- ➔ **Meet the NRAs** in the region on collaboration towards a healthy competitive environment
- ➔ Hear latest updates on regional policies and government incentives for **Next Generation Access Deployment**
- ➔ Gain unpublished insights into **Spectrum Auction and Management** strategies and Spectrum Refarming practices
- ➔ Learn about developments in **regulating OTT services and Net Neutrality**
- ➔ Examine user-centric **QoS regulation** framework and the possibility of transforming Asia into a free **roaming region**
- ➔ PLUS Case Studies on regulatory challenge in NBN roll out in Australia; lessons learned from Spectrum Auction in Singapore and Thailand and many more...

## Regulatory Perspectives from Industry including:

- ➔ **Stuart Chiron**, Head of Group Regulatory Affairs, **PCCW, Hong Kong**
- ➔ **Dr. Markus Steingröver**, Managing Partner, **Detecon International GmbH, Thailand**
- ➔ **Steven Soon**, Head of Regulatory, **DiGi Telecommunications, Malaysia**
- ➔ **Peter Waters**, Partner, **Gilbert & Tobin, Australia**
- ➔ **Ashok Sharma**, National Head – Regulatory, **Aircel, India**
- ➔ **Dr John Ure**, Executive Director, **Asia Internet Coalition; Director, TRP, University of Hong Kong; Director TRPC Singapore**
- ➔ **Valerie Tan**, Director, Government & Regulatory Affairs Asia Pac, **Skype, Singapore**
- ➔ **Patrick Chu**, Regulatory Director – Asia Pacific, **Orange Business Services, Singapore**

**NOT TO BE MISSED**  
Post-Conference Workshop | 3 July 2013:

**Broadband Policy and  
Regulatory Issues in Emerging  
Markets**

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8:30 **Registration & Morning Coffee/Tea**

9:00 **Chairperson's Opening Remarks**  
**Prof. Rohan Samarajiva**, *Founding Chair and CEO, LIRNEasia, Sri Lanka*

**REGIONAL REGULATORY OUTLOOK AND COUNTRY SPOTLIGHTS**

9:10 **APAC Moving Towards The Next Digital Age**

- Reviewing Asia Pacific's Telecommunity Strategic Plan
- Promoting industry investment and innovation for sustainable growth
- Building open-market policies and regulatory communications frameworks in the region
- Harmonization to overcome regulatory barriers

**Robert David Borthwick**, *Vice President Group Regulatory Affairs, Axiata Group Bhd, Malaysia*

9:45 **Leaping into Broadband Internet**

**Country Spotlight INDONESIA**

- The challenges of establishing regulatory autonomy to upgrade infrastructures
- Indonesia's deployment of its national broadband plan: a strategic tool for national development
- Regulation of VoIP and IPTV services licensing and OTT in general
- Lessons learned from the results of 3G spectrum released and upcoming spectrum auction and usage in 2013

**Heru Sutadi**, *Commissioner, Indonesian Telecom Regulatory Authority, Indonesia*

10:20 **Fastest Growing Telecoms Market In The World**

**Country Spotlight INDIA**

- New Telecoms Policy 2012 and its effect on regulatory regime
- Will the proposition to abolish roaming charges have an adverse impact on telcos?
- Status of fixed line rollout initiatives and broadband internet penetration
- How would TRAI take away the uncertainty in future spectrum auction process?

**Rajeev Agrawal**, *Secretary, Telecom Regulatory Authority, India*

10:55 **Morning Refreshments**

11:25 **Catching Up With International Standards**

**Country Spotlight THAILAND**

- Current development in Thai Telecommunications Law to accelerate the reforming pace
- Network investment and evolution of interconnection mechanism
- Impact of the recent 3G spectrum auction
- Promoting free and fair competition by eliminating all anticompetitive behaviors

**Dr. Suthiphon Thaveechaiyagarn**, *Commissioner, National Broadcasting and Telecommunications Commission, Thailand*

**PROMOTING SUSTAINABLE MARKET COMPETITION**

12:00 **Hearing The Industry Voice to Establish a Good Roadmap for a Healthy Competitive Environment**

**PANEL DISCUSSION**

- Are regulations struggling to keep up with market trends?
- Disruptive impact to service cost and quality due to industry consolidation
- Which options should regulations base on: Service or facility based competition?
- Is there an optimum combination of Ex-Ante and Ex-Post regulation of the market to foster healthy competition?

Moderator:  
**Peter Waters**, *Partner, Gilbert & Tobin, Australia*

Panelists:  
**Robert David Borthwick**, *Vice President Group Regulatory Affairs, Axiata Group Bhd, Malaysia*

**Stuart Chiron**, *Head of Group Regulatory Affairs, PCCW, Hong Kong*

**Elaine Chow**, *Head of Regulatory Affairs – Asia Pacific, Middle East & Africa, BT Global Services, Hong Kong*

12:45 **Networking Lunch**

2:00 **LIRNEasia Research: Managing Telcos-Customer Relationship: What Regulators and Operator Can Do Better**

- What are the current practices in CRM adopted by telcos, and what operators should do to differentiate based on CRM?
- What should regulators do, and what could happen when regulators pay attention to customer satisfaction (examples from Broadband Quality of Service)
- How can customers be empowered?

**Prof. Rohan Samarajiva**, *Founding Chair and CEO, LIRNEasia, Sri Lanka*

**INFRASTRUCTURE AND NEXT GENERATION NETWORK**

2:35 **The Key Success in Infrastructure Sharing : Joint Effort Between Operators and Regulators**

- Throughout the sharing process, to what extent should the regulator intervene?
- Developing an incentive-based policy to develop and grow sharing agreements on a level playing field
- What are the key organizational and legal problems of sharing?
- Keeping track of actions undertaken and verifying the need for potential regulatory audit or simple review
- Leveraging the right to request authority intervention for settling disputes to reach positive conclusion

**Elaine Chow**, *Head of Regulatory Affairs – Asia Pacific, Middle East & Africa, BT Global Services, Hong Kong*

3:10 **The Regulatory Concerns Over Interconnection**

- Understanding the pricing and costing of interconnection are matters of survival
- What is the role of regulation and instruments that are used by regulators to monitor interconnection agreements?
- Supportive interconnection policies which do not discriminate, while accelerating competition
- Should IP telephony providers be subject to interconnection obligations?
- Good practises of interconnection agreements

**Simon Smith**, *Director Regulatory Affairs, Pacnet, Singapore; President, Asia Pacific Carriers' Coalition*

3:45 **Afternoon Refreshments**

4:15 **Regional Policy Challenge in Deployment of Next Generation Access**

- What are the government incentives and support for full national rollout of NGAs in APAC?
- Understanding types of risk and uncertainty over a regulator's future approach that operators need to consider
- Establishing regulatory measures that ensure return for operator investment and benefit the consumer
- Case study of recent NGA deployment success around the world

**Scott William Minehane**, *Managing Director, Windsor Place Consulting, Australia*

4:50 **Telstra Involvement in NBN Roll Out and Its Regulatory Debate**

**CASE STUDY**

**Peter Waters**, *Partner, Gilbert & Tobin, Australia*

5:25 **Chairperson's Remarks and End of Day One**



9:00 **Chairperson's Opening Remarks**  
**Prof. Rohan Samarajiva**, *Founding Chair and CEO, LIRNEasia, Sri Lanka*

**REGIONAL COUNTRY REGULATION UPDATE**

9:10 **Learning From Asia's Most Connected Country**  
**Country Spotlight SINGAPORE**

- Process of new regulation of OTT services in Singapore
- Overview on Net Neutrality policy
- Singapore's spectrum auctions and achieving high penetration of superfast mobile broadband
- Fostering growth of QoS and promoting effective competition
- Recent development in Singapore's Next Generation Network (NGN) regulatory framework

**Invitation to Infocomm Development Authority, Singapore** (pending confirmation)

9:45 **Positioning As a Leading Digital City**  
**Country Spotlight HONG KONG**

- How has technological convergence been shaping the regulation model in Hong Kong?
- The new competition law and its impact on the telecom industry
- OFCA vision and plan for the looming spectrum scarcity
- Additional regulatory measures to address the deployment of Next Generation Networks

**Invitation to Office of the Communications Authority, Hong Kong** (pending confirmation)

**SPECTRUM AUCTION AND MANAGEMENT**

10:20 **Spectrum Management: Keeping Abreast of International Developments**

- Updates on EU and APT spectrum harmonization
- What is the impact that spectrum management policies can have on mobile penetration?
- Identifying spectrum requirements and developing a spectrum policy roadmap that includes mid and long-term arrangements
- Case study of refarming existing spectrum in Asia

**Chris Perera**, *Senior Director Spectrum Policy & Regulatory Affairs Asia Pacific, GSMA, Hong Kong*

10:55 **Morning Refreshments**

11:25 **Winning Play in Competitive Spectrum Auction**  
**CASE STUDY**

- Reviewing legal and regulatory framework of auctions in the region and beyond
- Analyzing academic theories behind common auction formats and designs
- Identifying technical decisions that need to be made and applied by regulators to the resulting licenses
- Pitfalls to avoid in valuing the spectrum process and advice on bidding strategies
- Case Study: Experience from spectrum auction projects in Singapore and Thailand

**Dr. Markus Steingröver**, *Managing Partner, Detecon International GmbH, Thailand*

12:00 **Regulatory Challenges of Spectrum Scarcity and Fast Changing Wireless Technology Standards**  
**PANEL DISCUSSION**

- Will spectrum sharing be the long-term remedy for the scarce resource?
- How to marginalize the entry barrier in terms of Spectrum Fee for different wireless technologies?
- When will Asia find a flexible regulation that could support the harmonized allocation for low-frequency mobile spectrum?

Moderator:

**Dr. Markus Steingröver**, *Managing Partner, Detecon International GmbH, Thailand*

Panelists:

**Chris Perera**, *Senior Director Spectrum Policy & Regulatory Affairs Asia Pacific, GSMA, Hong Kong*

**Stuart Chiron**, *Head of Group Regulatory Affairs, PCCW, Hong Kong*

**Steven Soon**, *Head of Regulatory, DiGi Telecommunications, Malaysia*

12:45 **Networking Lunch**

2:00 **Spectrum Auctions, Spectrum Prices: What Game Theory Doesn't Teach You**  
**CASE STUDY**

Why do so many spectrum auctions have surprising or unexpected results? A number of cases will be examined to show how unexpected developments can affect the prices of spectrum auctions; CCA methodology will be discussed as well as other forms of multi-band, multi-region spectrum release. Cases include:

- A Latin American auction where the winning bid was almost \$100 million higher than the next highest bid and erroneously thought to be irrational
- An Asian auction with very elaborate rules and precautions where bidders went away with very attractive spectrum at the reserve price
- An auction in the Middle East in which Asian, European and North American operators led the bidding teams and were involved in a security breach
- An auction where one of the incumbent operators unexpectedly dropped out, with another incumbent overpaying for the license

**Dr. Kas Kalba**, *President and CEO, Kalba International, USA*

**OTT REGULATION AND NET NEUTRALITY**

2:35 **Discussing the Grey Areas in Regulating OTT Services**

- What is the impact of OTT players in the region and how much revenue will telcos expect to lose in the future?
- Updating global NRAs responses to the advent of OTT services and the challenge of regulating this newcomer
- What can be expected of future policy developments?
- Choosing the battleground to fight the invasion: SMS, Voice, and Media

**Dr John Ure**, *Executive Director, Asia Internet Coalition; Director, TRP, University of Hong Kong; Director, TRPC, Singapore*

3:10 **The Saga of Telcos vs OTT players**  
**PANEL DISCUSSION**

- OTTs and Net Neutrality debate in the global context
- Is OTT the right term; for customers are they just another service provider with an innovative proposition?
- A successful partnership instead of fruitless legal arguments: The remedy for the long run
- What are benefits for both parties in these collaborations?
- Regulatory concerns that may arise

**Dr John Ure**, *Executive Director, Asia Internet Coalition; Director, TRP, University of Hong Kong; Director, TRPC, Singapore*

**Valerie Tan**, *Director, Government & Regulatory Affairs Asia Pac, Skype, Singapore*

**Patrick Chu**, *Regulatory Director – Asia Pacific, Orange Business Services, Singapore*

3:45 **Afternoon Refreshments**

4:15 **Reaping the Benefits of QoS Strategies**

- Determining QoS regulatory objectives and how countries are regulating quality of service in telecoms?
- Reviewing different key performance indicators and measurement methods for fixed-line telephony, universal service, mobile telephony and Internet
- Finding the user-centric QoS regulation framework
- How could telecom companies utilize QoS to gain competitive advantage?

**Ashok Sharma**, *National Head – Regulatory, Aircel, India*

4:50 **VoIP: The Regulatory Challenges and Opportunities**

- Addressing diversity in government policies and laws toward VoIP
- Diagnosing the factors that make regulatory treatment of VoIP undefined
- What are the regulatory developments for enterprise users?
- Working with regulators to deploy converged PSTN and VoIP network infrastructures

**Patrick Chu**, *Regulatory Director – Asia Pacific, Orange Business Services, Singapore*

5.25 **Chairperson's Closing Remarks & End of Conference**

## POST-CONFERENCE WORKSHOP

3 July 2013, Wednesday | 9am – 12.30pm

Registration begins at 8.30am; refreshment break included

## Broadband Policy and Regulatory Issues in Emerging Markets

Led by:

**Prof. Rohan Samarajiva**, *Founding Chair and CEO,*  
**LIRNEasia, Sri Lanka**

Many were surprised by the rapid take-up of voice in emerging markets. Broadband adoption appears to pose greater challenges for operators as well as for governments that have identified greater use of Internet services by citizens as a priority objective.

This workshop examines the challenges of identifying and executing effective supply-side and demand-side interventions in the specific conditions of emerging markets. Lessons drawn from the success of voice for broadband will be emphasized.

### Workshop Objectives:

To gain an understanding of broadband policy and regulatory solutions appropriate for emerging market conditions

### Workshop Agenda:

- Why voice succeeded: The Budget Telecom Network (BTN) business model
- What is needed for broadband to succeed?
- Supply-side and demand-side interventions
- What works in emerging markets

### About Your Workshop Leader:



**Rohan Samarajiva** is founding Chair of LIRNEasia, an ICT policy and regulation think tank active across emerging economies in South and South East Asia, and the Pacific. He was its CEO until 2012. He has served on the Boards of Communication Policy Research South (an organization that seeks to develop intellectuals who will contribute evidence to policy and regulatory processes in the Asia Pacific), Research ICT Africa and the Lanka Software Foundation.

*“Today, it’s hard to argue that there’s a dire need for a land line telephone connection in every home, because of how people use wireless services. And it’s also clear that 20th Century regulatory policies are ill equipped to address the proliferation of new means of communication, especially wired and wireless broadband services.”*

*Forbes Article, 2012*

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The Asia Pacific telecom industry remains the most dynamic and diverse in the global market. Policy and regulation play critical roles in shaping the future, services and technologies that increasingly define the economic and social environment of future information societies.

Being the first of its kind, informa's **Telecoms Regulatory Affairs Asia** will establish a joint platform for national policy-makers, regulators and operators to promote learning through discussions, presentations and exchange. Keep abreast of technology advances and facilitate developments to meet the fast growing demands of business and public users.

### HIGHLIGHTED DISCUSSIONS INCLUDE:

- ➔ Regional Regulatory Outlook and Country Update
- ➔ Spectrum Auction and Management in the Region and Beyond
- ➔ Latest Developments Across Roaming Regulation & Policies
- ➔ Establishing a User-centric QoS Regulation Framework
- ➔ Regional Policy Challenges in Deployment of Next Generation Access
- ➔ Interconnection and Infrastructure Sharing
- ➔ Debate in Regulating OTT Services and Net Neutrality
- ➔ Building a Healthy Competitive Environment

#### This event will most benefit:-

- CEO/ Senior Director
- Head of Regulatory Affairs
- Government Affairs
- Regulatory Specialist
- Telematics Regulation Proposal Specialist
- Policy Researcher
- Head of Public Policy
- Regulatory Policy
- Frequency Officer
- Head of Spectrum
- Head of International Roaming
- Policy Advisor

#### From:-

- Mobile Operators
- Wholesale Carriers
- ISPs
- Wireless Network Systems Vendors
- Handset Client Developers
- Mobile Handset/PDA Manufacturers
- Telecom Regulators

#### By Industry

- National Regulators **20%**
- Mobile Operator and wholesale Carriers **25%**
- ISPs **15%**
- Network Service and Technology Vendors **20%**
- Equipment Manufacturers **5%**
- Regulatory Consultant **15%**



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