



Budapest, September

# BETTER

# SOONER

ITU Telecom World 2019

The global event for governments, corporates and tech SMEs.  
Accelerating ICT innovation to improve lives faster.

September, Budapest, Hungary

# ITU Telecom World 2019



Hosted by the government of Hungary, the event focuses on innovation, policy and strategy for smarter digital development.

It's a **global platform** for leaders, policy makers & regulators to meet industry experts, investors, SMEs and investors, to **exhibit solutions, share knowledge and network** at the highest level.

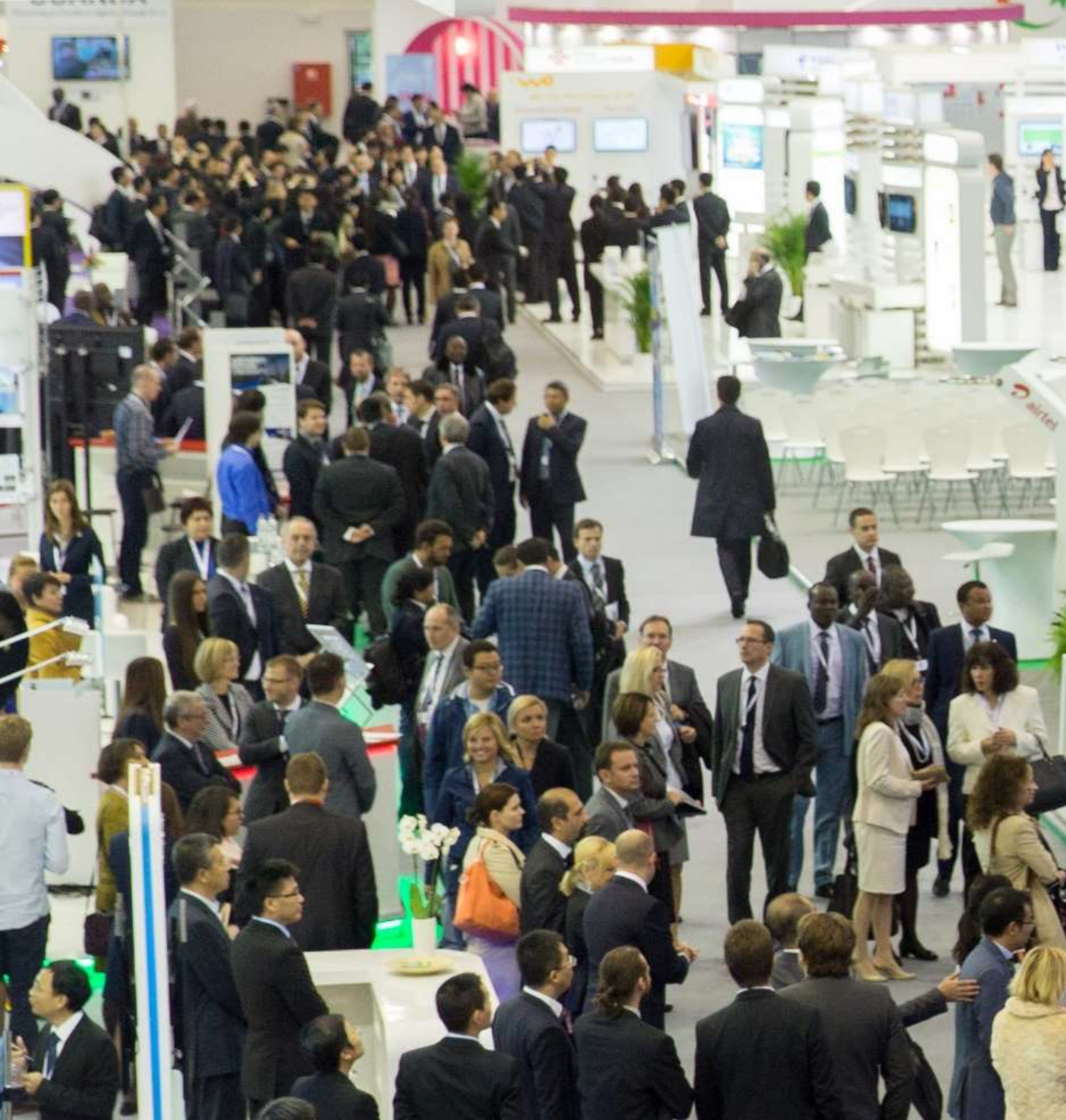
# influential audience

- Heads of state and government, heads of international organizations
- Ministers and regulators of ICT and other related sectors including finance, transport and health
- C-level industry executives from companies across the industry ecosystem
- Small and medium enterprises (SMEs), entrepreneurs and innovators
- Academia and consultants
- Digital visionaries
- Global media



exhibition





Exhibiting at World 2019 offers international visibility, partnership, business and networking opportunities with our powerful global audience

- National Pavilions
- Independent Stands
- Thematic Pavilions
- SMEs





# National Pavilions

ITU  
TELECOM  
WORLD

2019

Budapest, September 2-4

As the UN specialized Agency for ICT issues, ITU is proud to feature National Pavilions from around the world.

Governments invite regional operators, selected local SMEs and innovation entities to join the exhibition within their National Pavilions.

- **Highlight** your country's innovative tech SMEs, services, projects and investment potential
- **Access and network** with decision-takers and policy makers from emerging and developed markets
- **Explore** partnership opportunities, business deals and high-quality leads

# Japan @ ITU Telecom World Events







## Independent Stands

Options for companies of all sizes, from fully-customizable raw space to cost-effective, practical turnkey solutions:

- **Highlight** key services, projects, tech SMEs and investment potential
- **Access** decision-takers and policy makers from emerging and developed markets
- **Explore** partnership and business opportunities
- **Network** with governments, industry & peers in targeted activities



# Thematic Pavilions

Bringing together associations, companies, organizations and SMEs focused on a key sector of the ICT ecosystem, such as satellites or cybersecurity.

- **Highlight** key projects, innovations and investment potential
- **Connect** your sector experts or association membership to the broader tech ecosystem
- **Explore** partnership and business opportunities
- **Network** with governments, industry & peers

# sponsorships & onsite advertising





The ideal way to reach and engage with global decision makers. Choose from sponsorship of:

- **Networking** events including Leaders Lunch, Networking Breaks and the Opening Ceremony
- **Branding, advertising and spaces** including Registration & Lanyards, LeaderSpace & Refreshments and the Event App
- **Content-related activities** including Co-hosted Sessions, Plenary Sessions and the SME Programme



Speak to us directly to find the option that best fulfils your objectives

# sme programme



SMEs joining the event can benefit from a programme of targeted activities to foster skills, make connections and grow business:

- Capacity-building masterclasses led by investors
- Pitching development and sessions
- Business matchmaking and networking
- SME-focused Forum debates
- Entering the ITU Telecom World Awards



forum

# FORUM SUMMIT

ITU  
TELECOM  
WORLD  
'19  
Budapest, September



World-class speakers, international perspectives and expert opinions on the power of innovation in technology, policy and strategy to drive a smarter world.

Key topics include:

- New business models for new technologies in IoT, 5G, Industry 4.0
- Digital literacy, education and content
- Future use scenarios and challenges of AI
- Smart sustainable solutions for cities and businesses
- Innovation in spectrum policy and regulatory frameworks
- Digital citizenship, data security and e-skills
- Innovative ecosystems and digital entrepreneurship hubs

LEADING  
WITH IDEAS,  
INFLUENCE  
AND  
INSPIRATION.

## Forum Sessions

- Ministerial roundtables
- Panel sessions
- Industry experts/regional CEOs roundtables
- Plenary sessions
- Partner sessions
- Workshops



[Call for speakers  
now open!](#)



# business matchmaking networking





## Business Matchmaking

The professional B2B and B2G matchmaking Service at ITU Telecom World connects event participants:

- Online registration for targeted matchmaking
- Dedicated showfloor matchmaking zone
- Explore potential partnerships, leads, investments and collaborations between public and private sectors internationally





## High-level networking

Networking spaces and tools including the Event App, LeaderSpace and InnovationSpace, alongside networking events such as:

- Opening Ceremony
- Leaders Lunch
- Networking Lunches & Breaks
- Dinners, Receptions & Happy Hours
- Business Matchmaking Service

# itu telecom world awards



The ITU Telecom World Awards celebrate innovative ICT-based SMEs and corporate initiatives with real social impact — offering UN recognition, global visibility, partnership and networking opportunities

- ★ ITU Telecom World Global SME Award
- ★ ITU Telecom World Corporate Award
- ★ ITU Telecom World Government Award
- ★ ITU Telecom World Host Country SME Award
- ★ ITU Telecom World Recognition of Excellence





The ITU Telecom World Awards celebrate innovative ICT-based SMEs and corporate initiatives with real social impact — offering UN recognition, global visibility, partnership and networking opportunities

- ★ ITU Telecom World Global SME Award
- ★ ITU Telecom World Corporate Award
- ★ ITU Telecom World Government Award
- ★ ITU Telecom World Host Country SME Award
- ★ ITU Telecom World Recognition of Excellence



## Japan, winner of the ITU Telecom World Awards

- ★ Japan Battery Regeneration, Winner, Recognition of Excellence, ITU Telecom World Awards 2015
- ★ NexTech, Winner, Recognition of Excellence certificate, ITU Telecom World Awards 2016
- ★ Melody International Ltd., Winner, Recognition of Excellence, ITU Telecom World Awards 2017

"It is a great opportunity for us to take our ideas and innovations to a global market. This is a unique event for bringing together such a wide selection of countries to one site."

**Tomomi Takagi, CFO, Melody International Ltd, Winner, Recognition of Excellence Award, 2017**

"Receiving an award helped a lot for our business. We are a small venture company and receiving an award from ITU triggered a final decision from the top management of Nippon Express logistics company, so that after more than one year of discussion, they finally decided to use our technology for their business. So receiving the ITU Telecom World award gave us reputation, credibility and reliability for our company and our technology, so we really appreciate it."

**Hiroshi Tominaga, General Manager, Japan Battery Regeneration, Winner, Recognition of Excellence Award, 2015**





# itu telecom world 2018

## in figures





---

**+200**

leaders from 74 countries



---

**33** ministers  
**34** regulators



---

**300**

exhibitors from 32 countries,  
including 125 SME exhibitors



---

**157**

speakers from 47 countries



---

**65**

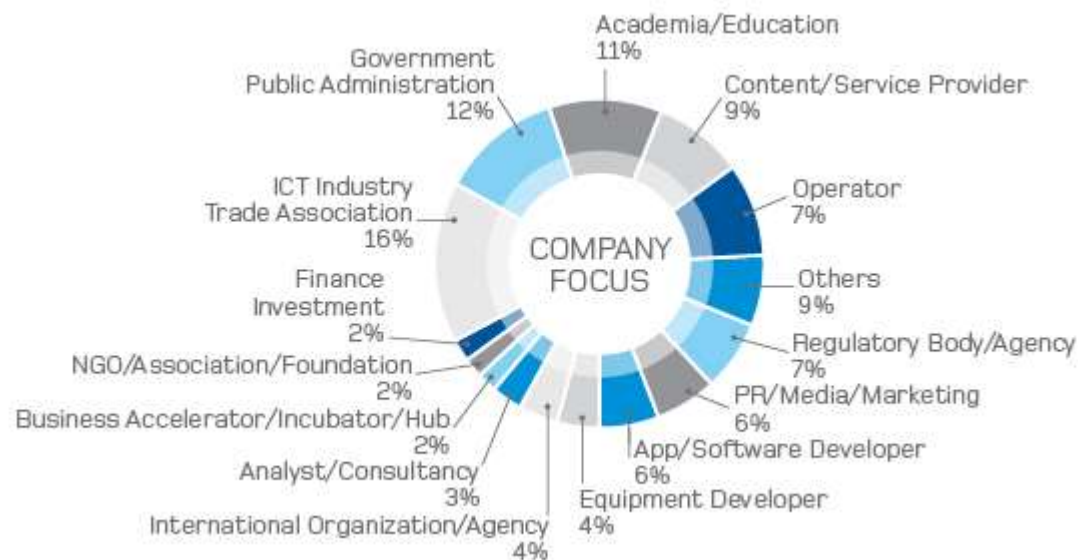
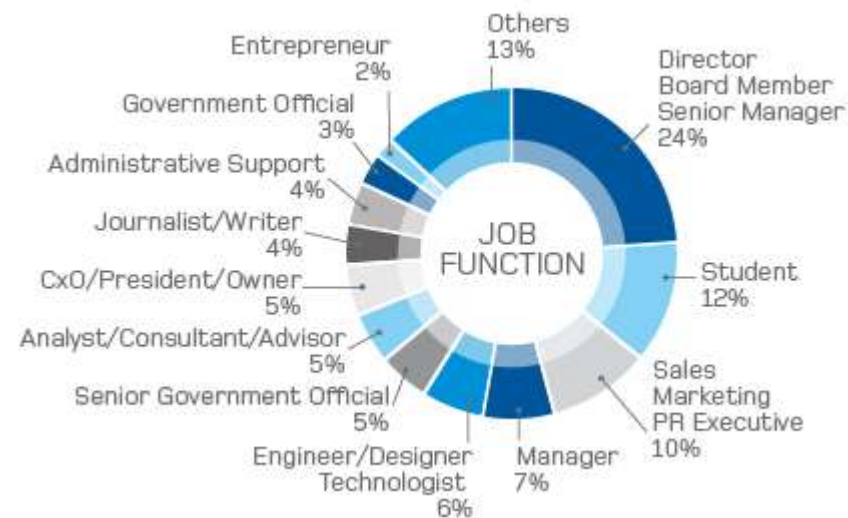
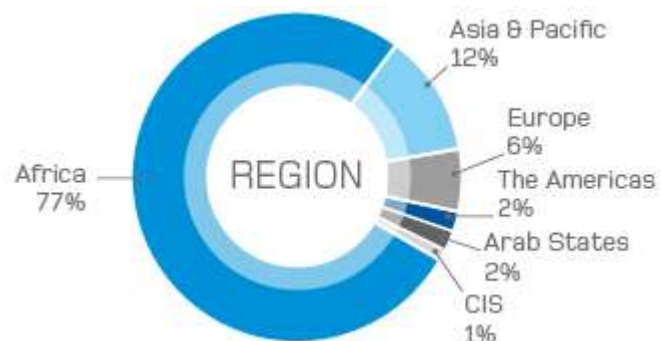
shortlisted SMEs  
in 5 different categories



---

**233**

accredited media from  
over 15 countries





# itu telecom world 2018

## success stories

“ ITU Telecom World was a great platform for us as an SME to showcase our solution to an international audience. Winning the award has built confidence in our business and our innovative solution. We were able to generate leads which we are currently pursuing, and some of the large corporates that were at the event are now engaging with us on possible partnerships.

”

Tshepho Thlaku, CEO, Pulego

“

It was a really great chance to be here and introduce some services and content to other countries. We met many partners here from Africa and we`d like to come again to expand our business again.

”

Helen Lee, Director, Marvus

“

The most positive experience was getting to network with like-minded entrepreneurs, policymakers and corporates, meeting incredible people from whom we have learnt so much. The SME programme gave us unparalleled exposure, access to markets, finance and new opportunities. Winning the Award has given us that on an exponential scale and has truly been a game changer for our business.

”

Sabelo Sibanda, Co-founder & CEO, Tuse Applications

“

As an entrepreneur you often go down quite a lonely journey, so it`s really wonderful to be recognised for the work we are doing. It`s been a really great week, being able to showcase our ICT solution on an international stage has been very valuable.

”

Miguel da Costa, Uthini

# itu telecom world 2018

## testimonials



"

It's amazing, it's a wonderful opportunity for the ITU family to come together and learn from each other's experiences, to know that we are doing the right things and also to borrow from one another to accelerate the pace of our development.

**Hon. Ursula G. Owusu-Ekuful Minister of Communications, Ghana**  
Ghana

"I think it is of great value for us considering the partnerships we have built here, the people we have met and the deals we have actually finalised."

**Bazara Imam Ali Barry, Director, Business Development, NCTR, Sudan**

It "We will not be connected as a country or a village but we will be connected as a globe; so it is more than sharing best practices, it is really collaborating and coordinating – and this is an excellent venue for that."

**André Borges, Secretary of Telecommunications, Brazil**

These events are very important as we talk about everything, you see the points of view of other people which are interesting, share your points of view and you have the framework to collaborate in a better way.

**César Alierta Izuel, Chairman, Foundation Telefónica**

"It is a fantastic gathering bringing together professionals from the industry, the public, the UN organizations, the officials to talk to each other, to have heated discussions...this is how you get new ideas, this is how you identify opportunities and challenges."

**Dr. Amani Abou – Zeid, Commissioner, African Union Commission**

//

"

"We have big challenges across these markets which we cannot confront on our own, so this combination of the operators, the policy makers, the governments and civil society has to work together to solve the challenges and what the ITU does is bring everyone together at the same time, which I think is hugely powerful."

**Rob Shuter Group President & CEO, MTN**

"It is THE platform where everyone is converging, a forum where everyone can come and talk, discuss, bring in some ideas, share their experience and knowledge. This is exactly what we need when we talk about collaboration and exchanging ideas."

**Bocar A. Ba, CEO & Board Member, Samena**

"You see so many types of different people, you have so much valuable exchange between governments, telecom executives and the like, and fundamentally it is a great place to see a vibrant part of the global economy."

**Jacques Bughin, Senior Partner, McKinsey & Company**

It's been brilliant to be able to meet so many ministers, regulators, directors of ICT all within one space, whereas normally we would have had to travel thousands of miles.

**Andy Bates, Executive Director, UK & EMEA, Global Cyber Alliance**

You can catch up with colleagues from industry or from other sectors, you can share best practices and the nice thing is that everyone is on the same page related to 5G, you have countries that are more advanced than others but there is big progress also in developing markets, that's great to hear.

**Marc Vancoppenolle, Global Head of Government Relations, Nokia**

//

# Budapest, Hungary



- Strategic position at heart of Central Europe
- Regional R&D hub, long tradition of innovation in science & technology
- Dynamic, export-oriented ICT sector





ITU  
TELECOM  
WORLD

'19

Budapest, September

We look forward to seeing you in Budapest, Hungary, 9 to 12 September!

[telecomworld.itu.int](http://telecomworld.itu.int)

[participate.telecom@itu.int](mailto:participate.telecom@itu.int)

subscribe to our [e-newsletter](#)