



HUNGARY

Budapest 9–12 September

# ITU TELECOM WORLD 2019 POST EVENT REPORT

# BETTER SOONER

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





# ITU TELECOM WORLD 2019



ITU Telecom World 2019 took place from 9–12 September in Budapest, Hungary, on the theme of “Innovating together: connectivity that matters”. It brought together governments, corporates and tech SMEs (small and medium enterprises) from emerging and developed markets around the world. It combined an exhibition for digital solutions, a forum for sharing knowledge, an SME and awards programme recognizing excellent innovative ICT solutions, and a networking hub connecting nations, organizations and individuals. By accelerating ICT innovation to improve lives faster, ITU Telecom World 2019 aimed to make the world better, sooner.

- Some **4,000 participants** from 125 countries
- Over **270 exhibitors & sponsors** from 45 countries
- Over **250 speakers** and 55 panel sessions, workshops and sponsored sessions in the Forum Summit and Forum
- Over **300 leaders** from 87 countries and 38 Ministers and Deputy Ministers
- Over **150 SMEs** from 40 countries
- **17 National Pavilions** and 3 Thematic Pavilions

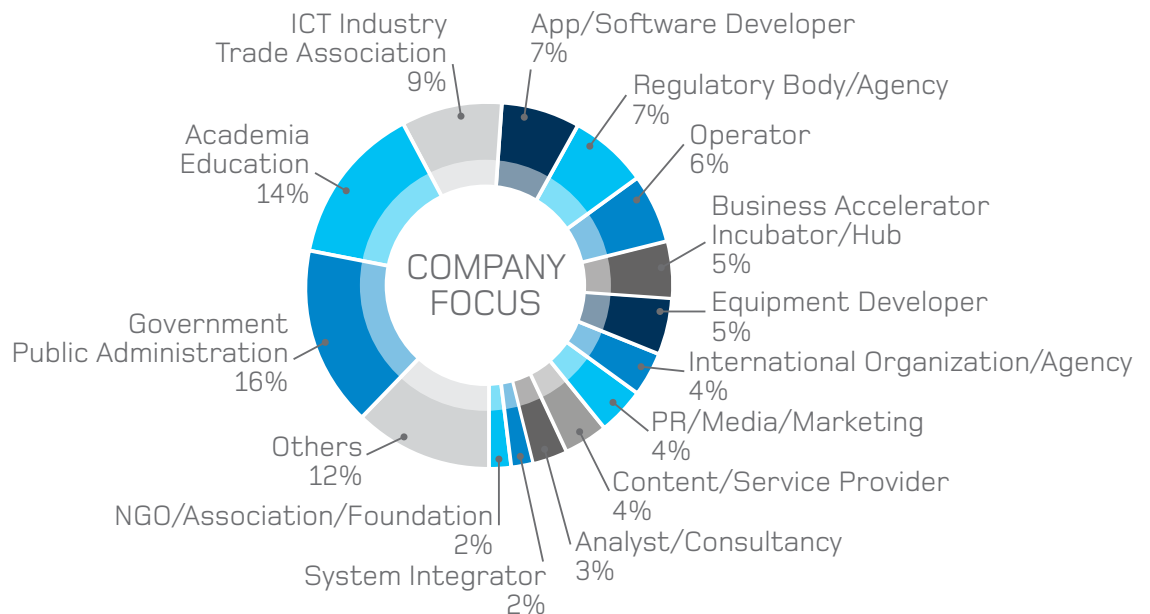
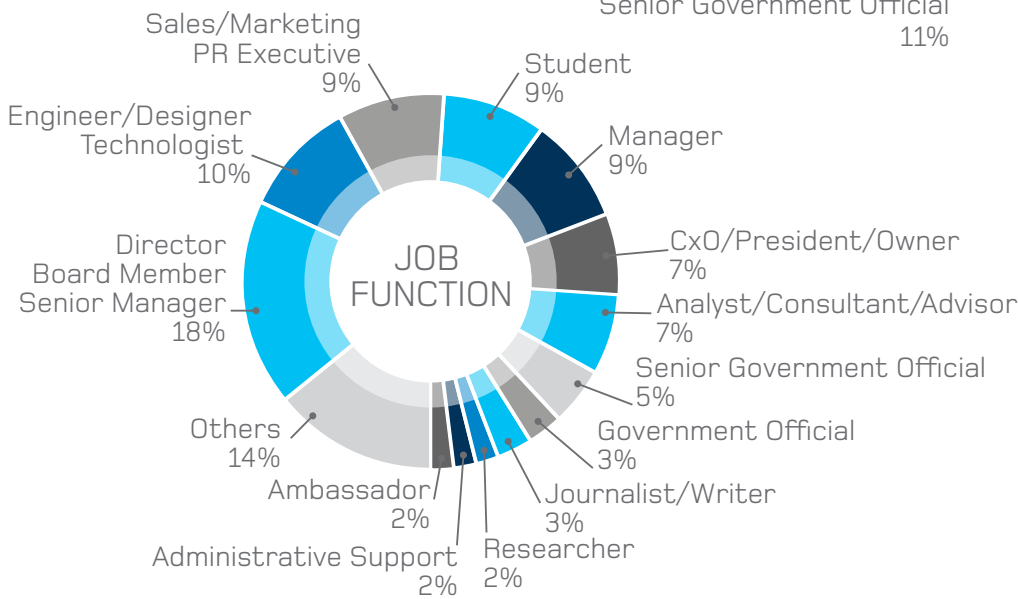
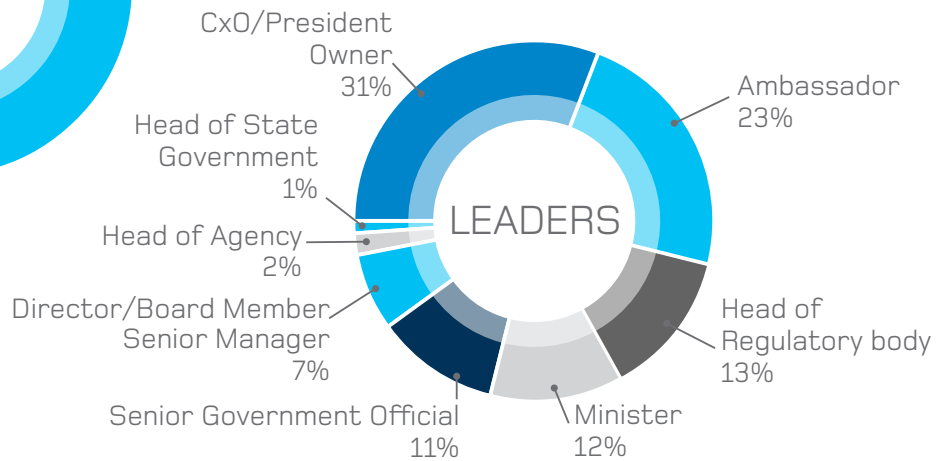
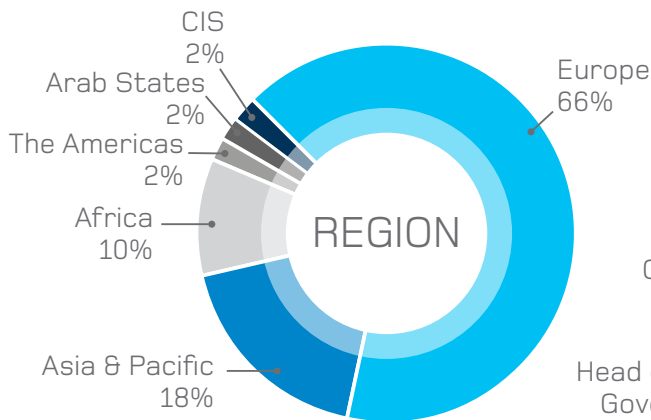


It is critical for us to be here — we learn new things being done in other countries, we share our experiences with our colleagues, we meet companies with innovative products to sell, we meet leaders in the field and discuss emerging issues — ITU Telecom World has helped us develop many of the critical innovations that we are working on in Ghana.



Ursula G. Owusu Ekufu, Minister of Communications, Ghana

# AUDIENCE



# EXHIBITION



Over 270 exhibitors — including more than 150 SMEs — and 20 sponsors and partners from over 40 countries took part in the exhibition, which showcased technologies from 5G, satellite, e-waste management, robotics and blockchain to AI, smart cities, smart agriculture, smart homes, climate change mitigation, fintech and more.

From 5G-powered VR or AR demos to stories of ICTs in action in developing countries, delegates could see, touch and explore first-hand the impact of new technologies. Key players on show from across the industry included CSAIA, Huawei, Ericsson, GSMA, Nokia, IBM, Vodafone, TDIA, Rohde & Schwarz, LS telcom, GEW Technologies and more.

National Pavilions highlighted talent, innovation, investment and partnership potential from countries around the world and included the host country's Hungary National Pavilion, showcasing established tech companies, start-ups, universities and incubators.

Other Pavilions included Azerbaijan, Bangladesh, Burundi, Cameroon, China, Equatorial Guinea, Iran, Japan, Korea, Mozambique, Rwanda and South Africa, with special Pavilion “spotlights” highlighting the ICT industries of Angola, Ghana and Indonesia.

Thematic Pavilions represented China Thematic Pavilions represented CSAIA (China Satellite Application Industry Association), TIAA (Telematics Industry Application Alliance) and ITU Smart ABC (Smart AI, Banking and Cities).

[List of exhibitors](#)

“ We as a country look at this as an opportunity to bring our innovators so they can showcase their solutions and products, link with others and learn from what is happening, and develop more ideas in order to have a transformative effect on the economy. Coming here is for us an opportunity to be part of the global digital economy. ”

Américo F. Muchanga, Chairman, B.R.C.A. of Mozambique



# FORUM SUMMIT



Launching the debates was the Forum Summit on “Innovating together: connectivity that matters”, and “Digital integrity: values and principles of the digital future”, moderated by Damon Embling of Euronews. The Summit explored areas such as the challenges of making connectivity meaningful, the key catalysts to digital transformation and the concerns — in terms of trust in technology, privacy and cybersecurity- which need to be addressed as we move toward our digital future.

## Speakers included:

- Hamad Al Mansoori, Director General of Telecommunications Regulatory Authority, United Arab Emirates
- Abdulaziz Bin Salem Al Ruwais, Governor of the Communications and Information Technology Commission of Saudi Arabia
- Francis Gurry, Director General, World Intellectual Property Organization
- Amanda Nelson, CEO, Vodafone Hungary
- Peter Halacsy, Chief Technology Officer & Co-founder, Prezi

“Conferences like this promote understanding between different peoples, different cultures, they are a very important component of a healthy international society. There is such a rich display of innovation and what is happening in terms of connectivity and telecoms around the world that there is always something to learn.”

Francis Gurry, Director General, World Intellectual Property Organization





# FORUM



The Forum convened an influential global audience spanning governments, key ICT industry players, regulators, international organizations, high-growth SMEs, consultants, academia and media. Discussions focused on major industry issues such as 5G developments, digital literacy, supporting tech SME growth, mitigating gender bias in AI, frontier technologies for climate change, wireless broadband, gigabit strategies and much more.

Ministerial Roundtables addressed data privacy, the role of government in 5G deployment and stimulating public private collaboration on connectivity and adoption. Top names including OECD, UCC, GTI, China Mobile, TDIA, Huawei, Digital Future Foundation, GSMA and WEF shared expert insights in Partner Sessions in areas such as digital transformation, micro-, small- and medium-sized enterprises (MSMEs) in Uganda, spectrum pricing, sustainable next-generation networks and 5G planning.

This kind of event is critical, it brings like-minded people together at a senior level who really want to engage, you don't have to start with this kind of polarized, disparate set of ideas and views, you start very much on the same page and from there you can actually build those relationships and turn them into activities and projects — from our perspective it's crucial.

Salem Avan, Director, Policy Strategy & Governance Division, UN Office of ICT

It is really great to come to an event, see how far the conversation has advanced and see the new technology on display as we talk about the policy issues and the regulatory issues advancing, so for me it's great to be here at ITU Telecom World.

Jade Nester, Director of Consumer Policy, GSMA





# ITU TELECOM WORLD AWARDS



A host of life-changing innovations were highlighted during the ITU Telecom World Awards. Winning innovations from SMEs and major corporates showcased areas as diverse as online education, 5G airships and drones, green 5G, digital addressing, transforming digital heat from data-centres, nanosatellites and enabling barrier free emergency calls.

Winners and finalists were presented with trophies and certificates by ITU Secretary-General Houlin Zhao in the presence of government ministers, industry leaders, representatives of media and other high-level delegates from across the globe. The Global SME Excellence winner – **Switzerland's Immersion4** – was announced following action-packed live pitching from finalists in the Awards Ceremony itself.

Other Awards included:

**The Government Award:** awarded to the National Pavilion with the most promising innovative SMEs.

**The Host Country Awards:** recognized the best and most innovative SME or solutions at the event from Hungary, the event host.

**The Global Industry Awards:** presented to the most promising innovative solutions with social impact in the areas of **digital inclusion and principles, meaningful connectivity solutions and sustainable impact**, as selected by a specially-convened expert jury.

[See full list of winners and finalists](#)

“ Being now in a place where ITU can recognize us for the work we have done, this is just the beginning, this is a long journey but it has started well, thank you! I met wonderful people who understand the problems and really want to make a difference, and it's overwhelming.

Serge Conesa, Founder & CEO, Immersion4,  
Winner, ITU Telecom World Global SME  
Excellence Award



# SME PROGRAMME



As part of the event's focus on supporting and fostering tech SME growth throughout the digital economy, the SME Programme offered all participating SMEs the opportunity to join a full programme of pitching sessions, mentoring, debates and networking activities, as well as masterclasses on topics such as story-telling for startup pitches, imposter syndrome, intellectual property in the ICT sector, access to funding, impact investment and blended finance.

Also joining the SME programme for the first time, as well as competing in the Awards, were the EQUALS Fellowship winners, 24 talented female entrepreneurs from developing countries around the world.



“ This is extremely good because it allows us now to take our message to a bigger audience, which is the reason we came here in the first place. We have so many discussions, the opportunities we see, taking that message to governments — it is exceptional.

Joel de Messan, CEO, Equanet



“ I am very excited to know a lot of people are recognizing the work we are doing, and being part of EQUALS means so much to me. Here you get to network with people you wouldn't have back home, some of whom want to work with us when we go back, so we are going to convert all this into business.

Mercy Njue, Botlab, Finalist, ITU Telecom World SME Award Greatest Social Impact





# AN ITU-WIDE EVENT



ITU Telecom World 2019 featured a busy programme of activities from across ITU's three Bureaux, including TSB exploring advances in artificial intelligence, banking and cities in Forum sessions and on the Smart ABC Pavilion; BR sharing expertise centering around spectrum-related issues and the imminent deployment of 5G, including new radio technologies and the decisions to be taken at the World Radiocommunication Conference 2019; BDT with discussions spanning "innovation ecosystems" to "European collaboration initiatives"; plus the EQUALS fellowship winners – 24 talented female leaders of SMEs from developing countries – and the ITU Innovation Challenge winners.

“ This event brings all the various stakeholders together to have a dialogue and exchange ideas, to look at ways in which we can collaborate better to take forward developments in technology and ensure everyone benefits.

Malcolm Johnson, Deputy Secretary General, ITU



“ This is an excellent platform for the industry and all the sectors to come together and discuss, exchange views and create partnerships and the synergies to make things happen.

Mario Maniewicz, Director of the Radiocommunication Bureau, ITU





# NETWORKING AND ANNOUNCEMENTS



Networking was a key component of the event, both onsite at networking lunches, dinners, coffee breaks and happy hours, and online through the popular event app. The event was launched with a spectacular gala evening featuring the fascinating culture and traditions of the host country, Hungary, and closed with a farewell reception with speeches from Péter Szijjártó, Minister of Foreign Affairs and Trade, Hungary, and ITU Secretary General Houlin Zhao.

During the event, a number of key agreements were signed and announcements made including the [Crisis Connectivity Charter](#) and a digital transformation initiative between ITU and Cisco, as well as Memorandums of Understanding between Korean mobile app developer ELFE and Andovar, from Hungary, and between ELFE and Playbox from Myanmar.

Some 186 participants from 45 countries utilized the event's professional business matchmaking service, accepting and scheduling 201 business meetings during the course of ITU Telecom World 2019.

“ It has been invaluable, the contacts that you meet, really interesting networks of people, big global networks, and also to be able to share our project has been really important to us, we have been able to share it amongst people who are leaders in our area.

Coral Manton, Co-Founder,  
Women Reclaiming AI





# HOST COUNTRY: HUNGARY



Hosted by the government of Hungary, the event was opened in the presence of Prime Minister Viktor Orbán, who addressed delegates in the Opening Ceremony as well as touring the busy showfloor. Other key corporate and SME representatives from the country's dynamic tech sector also took active part in the event, with Péter Szijjártó, Hungary's Minister of Foreign Affairs and Trade, providing closing remarks at the farewell reception.

The latest tech innovations were on show in the Hungarian National Pavilion, including GIS and mapping hard- and software, solutions using AI to automatically detect objects and errors, solar-pavement-based installations, smart metering and much more. The eye-catching Agora venue on the showfloor provided a packed programme of showcasing and discussion in areas such as robotics, AI, and cybersecurity.

The event wrapped up with Internet **Generation Day**, a carefully-curated programme of interactive workshops, demos, competitions, guided tours, company presentations and more, especially designed for university students, young entrepreneurs and innovators from Hungary and the region. Organized by Hungary's leading incubators, accelerators, academia and innovation hubs, the programme covered a diverse range of topics including robotics, AI, blockchain and fintech.



“ Telecommunication is an area for us where we have a competitive advantage currently and we would like to build on it – and hosting ITU Telecom World exhibition and conferences is very useful, as we can showcase our development here.

Péter Szijjártó, Minister of Foreign Affairs and Trade, Hungary



# ITU DIGITAL WORLD 2020



## ITU Digital World 2020, next year's ITU Telecom event, will take place in Ha Noi, Viet Nam, from 6–9 September 2020.

The event's name this year recognises the breadth and depth of the technologies powering the world's communication ecosystem. It also reflects the current global and regional digital transformation, focusing on partnership and innovation in the development of digital government, digital economy and digital society.

ITU Digital World 2020 will bring together tech SMEs, governments and corporates, attracting an audience spanning governments, regulators, heads of international organizations, global media, tech industry leaders, digital experts and visionaries from the dynamic ASEAN region and across the globe.

**See you there!**

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