

ITU
TELECOM
WORLD

'15

Budapest 12-15 October

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ITU TELECOM WORLD 2015
POST EVENT REPORT

THE GLOBAL ICT INNOVATION
EVENT FOR SMEs, CORPORATES
AND GOVERNMENTS

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2015

ITU TELECOM WORLD 2015

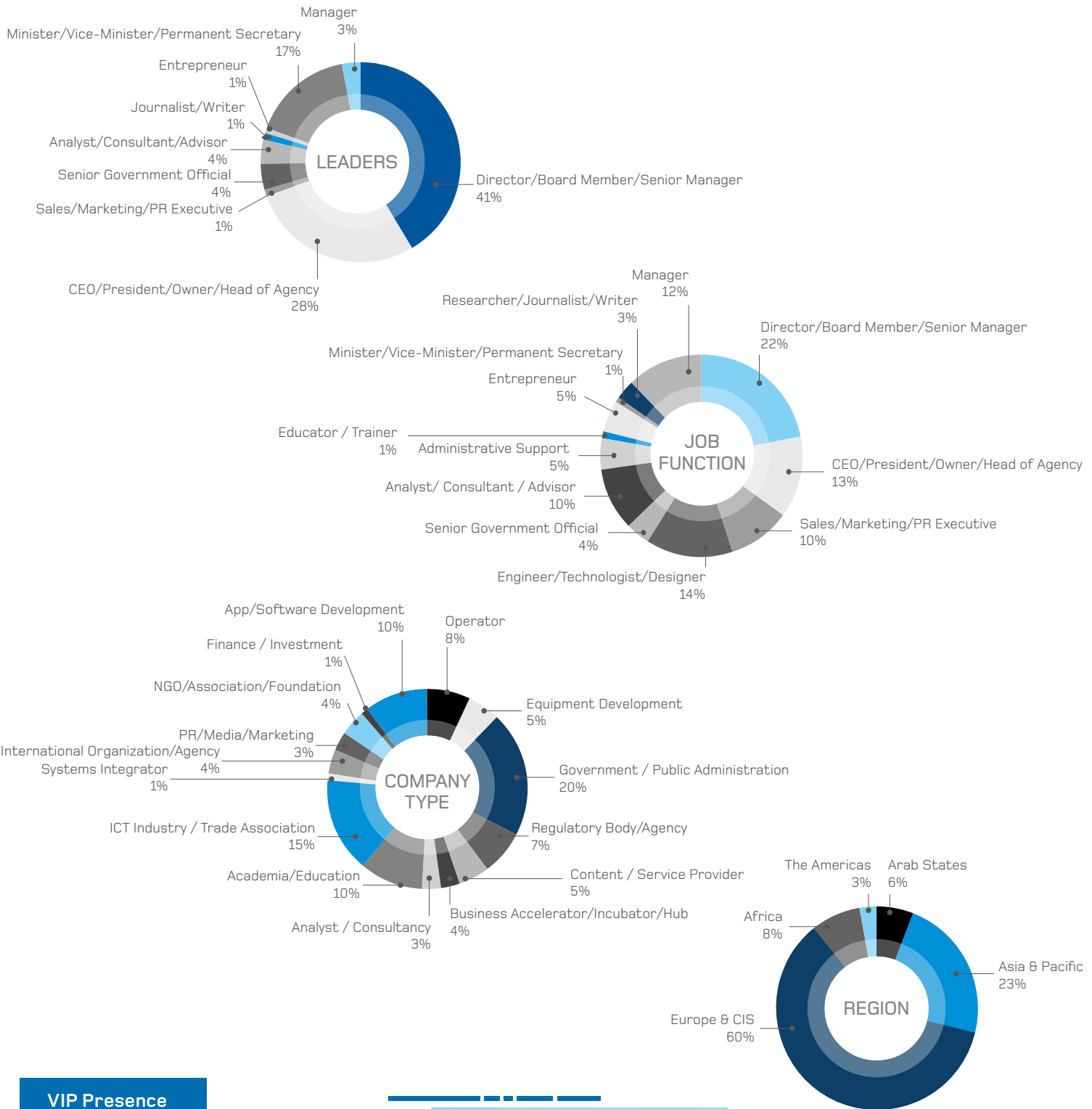


ITU Telecom World 2015 took place from 12 to 15 October in Budapest, Hungary. As the global platform for accelerating ICT innovation for social good, it brought together governments, corporates and small and medium enterprises (SMEs) from emerging and developed markets around the world. It combined an exhibition for digital solutions, a forum for sharing knowledge and a networking hub between nations, organizations and individuals. The event focused in particular on the role of SMEs in driving growth throughout the ICT ecosystem. By helping ideas go further, faster, ITU Telecom World 2015 aimed to make the world better, sooner, together.

2015 in numbers

- Over **4,000 total participants** from 129 countries
- **239 leaders** from public and private sectors
- **247 speakers** from 62 countries
- **238 exhibitors** from 54 countries
- **142 accredited media** from 21 countries
- **23 pavilions**
- **49 partners and sponsors**
- **2,255 tweets** from 839 contributors reaching over 8 million people

AUDIENCE



VIP Presence

ITU Telecom World 2015 welcomed guests at the highest level, including **H.E. János Áder, President of Hungary** and **H.E. Viktor Orbán, Prime Minister, Hungary**, as well as **H.E. Péter Szijjártó, Minister of Foreign Affairs and Trade**, **H.E. István Mikola, Minister of State for Security Policy and International Cooperation, Ministry of Foreign Affairs and Trade**, and **H.E. Mr. Ákos Kara, Minister of State for Information and Consumer Protection of the Ministry of National Development**.

Participating leaders spanned ministers and regulators, CEOs and CTOs of major ICT players, heads of international organizations and UN agencies, academics and founders from SMEs, startups and innovation hubs from around the world.

EXHIBITION



238 exhibitors demonstrated innovation, talent and partnership in the Exhibition, including National Pavilions, world-famous tech brands, startups and SMEs from around the world.

Exhibitors from over 50 countries throughout the ICT ecosystem included Airtel, Alibaba, ATDI, China Mobile, China Telecom, China Unicom, Ericsson, Etisalat Nigeria, GEW Technologies, Fujitsu, Huawei, Intel, KT, LS telcom, Magyar Telekom, Microwave Vision Group, Rohde & Schwarz, Sonatel-Orange, UPC and ZTE, with national participations from Argentina, Azerbaijan, China, Djibouti, Hungary, India, Indonesia, Japan, Korea, Malawi, Nigeria, Saudi Arabia, Senegal, Tanzania, Thailand and Zimbabwe as well as Gabon, Kenya, Uganda and Rwanda, which came together within the Smart Africa zone.

Exhibition highlights

The ITU Smart ICTs for Sustainable Development Pavilion showcased smart solutions to developmental challenges, featuring more than 20 Exhibition pods from a wide

range of stakeholders including Bupa health care, Kyushu University in Japan, Grameen, Intel Social Business Ltd, Inmarsat and Intervale.

The Korean Research and Innovation Centre comprised pitches and live demos including mobile, fintech, IoT, big data and cloud as well as consulting and matchmaking opportunities.

The SMART Africa Zone highlighted the principles and flagship initiatives of SMART Africa - an innovative commitment to accelerate sustainable socio-economic development and usher Africa into the knowledge economy through affordable access to broadband and use of ICTs.

Key topics in sponsored sessions

ITU Telecom World 2015 also featured sponsored sessions from KT, GTI, China Mobile and TDIA,

Japan's MIAC, Huawei and Intel, covering a range of different areas from 5G -enabled applications to TD- LTE, the future potential of the Internet of Things (IoT), industry policy hotspots and trends and technological innovation, as well as tackling the global challenge of youth unemployment.

NEW FOR 2015: SME FOCUS



ITU Telecom World 2015 provided a unique **international platform for SMEs**, innovators and incubators to connect directly and meet with the experts, government policy makers and industry decision takers, creating a community from across the ICT ecosystem and working together to accelerate innovation meaningfully.

ITU Telecom World 2015's core theme of accelerating innovation for social impact focused in particular on how SMEs, startups and entrepreneurs in the ICT sector are driving innovation. Some 90 SMEs showcased their ideas and innovations in the Exhibition, taking an active part in Forum debates exploring key topics such as Bridging the innovation divide: accelerators, incubators and fostering national technology champions or Start-up government; redesigning public services. SME-focused networking activities included the **Acceleration Platform**, a specially-designed day of dialogues between government, industry and SMEs, with capacity-building, networking and pitching sessions.

Two important discussions took place: the **Government and SME Dialogue** - which also saw the launch of the **Emerge Partnership** - and the **Industry and SME Dialogue**, both of which led to lively interactive exchange and networking on the challenges and

possibilities of working together to foster innovation. The **Ministerial Roundtable** with high-level representatives from around the world endorsed the **Budapest Call for Action**.

ITU Telecom World 2015 brought together SMEs from across the world, including from many emerging markets- themselves the source of many successful SMEs and innovations- along with leaders of industry and leading representatives of governments.

“ This is a unique opportunity for us to be present with such a great number of like-minded individuals, and for an SME like us, it gives us a wonderful insight to see what our counterparts and peers are coming up with, and of course the main value is to network and gather as much experience and knowledge as we can in these few days.

Máté Tóth, Business Developer,
Personal Video and ITU Telecom World 2015 showfloor participant



LEADERSHIP SUMMIT



The Leadership Summit addressed industry issues of global relevance at the highest level. In an important first step towards creating an international platform to foster and support SMEs the world over, the Ministerial Roundtable shared visions of how national and international developmental objectives could be accelerated through ICT solutions, and concluded with the Budapest Call for Action.

Launching the debate at ITU Telecom World 2015, the Leadership Summit brought together an outstanding line-up of speakers spanning government, industry, entrepreneurs and innovators to debate how best to accelerate ICT innovation, open up the digital economy to all the world's citizens, and work together to enable digital entrepreneurship as a driving force for socio-economic development.

Leadership Summit sessions included:

- Accelerating Digital Innovation for Social Impact
- Integrating digital markets: new building blocks to regional integration
- Connectivity goals: the reality of reaching everyone by 2020 and why it matters so much
- Challenges to make innovation work for social impact
- Ministerial Roundtable on accelerating innovation for social impact



The main value is meeting people, having an honest dialogue, you can programme meetings with many different people and stakeholders, attend interesting debates, participate in panels, and for me the value is the networking, the people.

Guillermo Alarcon, Global Director, Alcatel-Lucent



FORUM



Key policy makers, regulators, industry experts, investors, SMEs, entrepreneurs and innovators came together in the Forum to explore hot topics such as building trust, opening up new markets, seizing the opportunities of cloud computing, big data and the Internet of Things, last mile connectivity, introducing new mobile broadband technologies, making best use of the scarce resource of spectrum, and highlighting the key role of ICTs and entrepreneurship in the transformation of societies and economies in the digital age.

Forum debates included:

- Data rich, decision-making poor: how to use big data for improved government action
- Bridging the innovation divide: accelerators, incubators and fostering national technology champions
- Establishing a level playing field to promote investment
- Reaching the last mile: innovative solutions to remaining connectivity issues

View the full programme of debate [here](#), or find out more on the key areas and themes debated throughout the week [here](#).



It is a unique chance for me to meet ministers and deputy ministers from different countries, and a wonderful platform for government representatives to have very fair feedback from industry representatives. We have a fantastic exhibition here which allows companies to share their technology vision for those who take regulatory decisions, to spend this time together and discuss all the opportunities to make the whole of mankind benefit from the future development of ICTs.

Nikolay Nikiforov,
Minister, Ministry of Telecom and
Mass Communications, Russian Federation



WORLD-CLASS SPEAKERS



Leadership Summit and Forum speakers ranged from leaders of government and industry to new startups and entrepreneurs, academia and major international organizations, including:

- **Fátima Barros**, Chair of BEREC and Chair of the Board, ANACOM
- **Helani Galpaya**, CEO, LIRNEAsia
- **Gordon Graylish**, VP Sales and Marketing, Intel
- **Aline Kabbatende**, COO, RwandaOnline Platform
- **Anusha Rahman Ahmad Khan**, Minister of State for Information Technology, Pakistan
- **Dongmyun Lee**, CTO, Korea Telecom
- **Nicholas Negroponte**, Chairman Emeritus, MIT Media Lab
- **Nikolay Nikiforov**, Minister of Telecom and Mass Communications, Russian Federation
- **Christopher Weasler**, Director of Global Connectivity, Facebook
- **Sharad Sapra**, Director, Global Innovation Centre, United Nations Children's Fund, United Nations
- **Stian Westlake**, Executive Director of Policy and Research, Nesta
- **Joy Tan**, President, Global Media and Communications, Huawei

Sessions led by leading media included the **Leadership Summit Opening**, moderated by **Jeremy Wilks of Euronews**, and the Forum plenary on **Bridging the innovation divide: accelerators, incubators and fostering national technology champions**, moderated by **BBC's Dan Simmons**. **World Economic Forum (WEF)'s Alex Wong** moderated a plenary session on **Reaching the last mile: innovative solutions to remaining connectivity issues**, and WEF also took the occasion to hold a high-level meeting at the event.

ITU TELECOM ENTREPRENEURSHIP AWARDS



In keeping with ITU Telecom World's focus on fostering ICT-based SMEs and digital entrepreneurship, this year's event introduced the inaugural ITU Telecom World Entrepreneurship Awards, recognizing the most innovative and promising SMEs and initiatives using ICTs for social impact.

Three awards were presented: the **People's Choice Award**, as voted by event participants via the Event App; the **National Award** celebrating Hungarian innovation and ingenuity; and the ITU Telecom World **Entrepreneurship Award** for the best SMEs and initiatives exhibiting at the Event as selected by an expert jury.

2015 Award winners

ITU Telecom World Entrepreneurship Award

- **Dot Incorporation**, Republic of Korea
- **IRIENCE**, Republic of Korea
- **M-Shamba**, Kenya
- **Practech LLC**, Saudi Arabia
- **Totohealth**, Kenya

National Award

- **Codie Labs**, Hungary
- **Exuberant Group kft.**, Hungary
- **Shiwaforce.com**, Hungary

People's Choice Award

- **SonicTier Inc.**, Republic of Korea

A Recognition of Excellence was awarded to the best of the ICT SMEs and supporting entities exhibiting within National Pavilions

- **Federal Authority for Information and Communication Technologies (AFTIC)**, Argentina Pavilion
- **Bethclip**, Azerbaijan Pavilion
- **Aliyun Computing Co. Ltd**, China Pavilion
- **Iroley Smart City**, Djibouti Pavilion
- **Logiscool**, Hungary Pavilion
- **GyanSetu – Centre for Development of Telematics**, India Pavilion
- **Japan Battery Regeneration, Inc**, Japan Pavilion
- **Toto Health**, Kenya Pavilion
- **Irience**, Korea Pavilion
- **Padoko Technologies**, Malawi Pavilion
- **Cooltoon Ltd**, Rwanda Pavilion
- **The Centennial Fund**, Saudi Arabia Pavilion
- **Jokko\$ante**, Senegal Pavilion
- **Carl TV project /DBTI**, Tanzania Pavilion
- **Jaguza Livestock App**, Uganda Pavilion

YOUNG INNOVATORS COMPETITION

The winners of the 2015 Young Innovators Competition are an inspiring group of young social entrepreneurs with projects ranging from collecting data for humanitarian interventions to a braille smartphone for the blind. They took part in an action-packed programme of activities, workshops, pitching sessions and collaborations aimed at building their skills as entrepreneurs. The Competition also announced the launch of their first challenge of 2016, **the Refugee Challenge**, sponsored by BMZ and implemented by GIZ, and announced their second challenge on **Big Data and Health**, sponsored by SAP, which will launch later in the year. Both challenges will run on <http://ideas.itu.int>.

“ ITU Telecom World is the only event that brings together a unique combination of ministers, professors from leading universities, very young innovators with bright ideas, very smart entrepreneurs with inspirational talents and passions to do new things in the ICT world, and of course also industry leaders from the private sector. This unique forum is the reason why we come every year, it is inspirational.

Lise Tcheng, SAP



UNPARALLELED NETWORKING



Networking was at the very heart of ITU Telecom World 2015, ranging from informal networking occasions to formal dinners such as the spectacular Welcome Reception or the lively and ever-popular Nigeria Night. Networking lunches included the Leaders Lunch; the Smart Africa panel lunch chaired by Uganda, and the Gabon Networking lunch showcasing Digital Gabon and opportunities in key projects such as e-services, the Central Africa Backbone and the digital economy incubator. The Enterprise Europe Network facilitated business matchmaking for event participants from around the world.

Delegates, speakers, exhibitors and sponsors took to the mobile App, using it to actively network, connect, share content, check out the programme and plan their event activities.



This event is most valuable, it is a place where there is openness, everyone is welcome - governments, private sector, innovators, academics, technical people - and this multi-stakeholder spirit that ITU is now living is frankly the spirit of the new networked world in which we are living - and I am delighted to be here.

Fadi Chehade, President and CEO, ICANN



HOST COUNTRY: HUNGARY



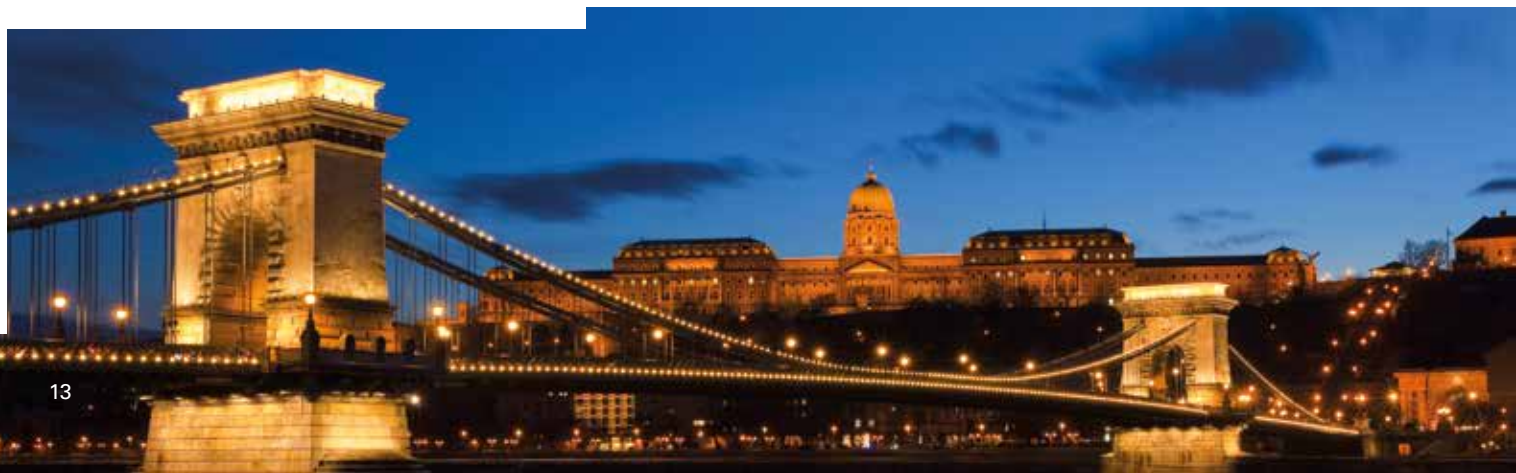
As one of the founding members of ITU, Hungary was a most fitting venue for the event, which took place in ITU's 150th anniversary year.

Hungary is the birthplace of a number of well-known innovators, including John von Neumann, founding figure of computing, and Tivadar Puskás, a major force in modern ICTs, and is home today to many entrepreneurs and innovators—many of whom showcased their ideas on Next Generation Day, a special programme for young professionals and entrepreneurs on the final day of the event.

Its role at the forefront of innovation, together with its

strategic location at the heart of Central Europe, a key region within the continent's digital economy, made Hungary an ideal host venue for ITU Telecom World 2015.

The Hungary Pavilion at the event showcased Hungarian innovation, research institutions, university and company technological transfers, and the national Digital Hungary plan through an exciting mix of workshops, interactive sessions and panel debates, culminating in [Next Generation Day](#).



GLOBAL MEDIA SPOTLIGHT



Over **140 media** accredited from 21 countries to learn more and speak to the leading policy makers, entrepreneurs and heads of industry representing the ICT community, along with some 30 media partners, representing trade, media and telecoms press from around the world. Top global media such as **AFP, BBC World News, Bloomberg, Euronews or Xinhua** were present at the event, along with leading regional and international telecoms and trade publications.

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Hear perspectives and insights
from key event participants



Images from ITU Telecom World
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Resources

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offering session summaries and
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latest perspectives on key issues](#)

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2015 Host Country



Hungary



Hungary Pavilion

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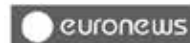
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