



ITU
TELECOM
WORLD

'19

Budapest 9–12 September

BETTER SOONER

ITU TELECOM WORLD 2019
EVENT OVERVIEW

THE GLOBAL ICT EVENT FOR GOVERNMENTS,
CORPORATES AND TECH SMES

ITU Telecom World 2019

Your opportunity to accelerate ICT innovation for social and economic development — and make the world better, sooner.

Join **ITU Telecom World 2019** to gain access to a powerful ICT community of policy makers, regulators, investors, corporates and tech SMEs. Through our international exhibition, world-class Forum of debates, Awards Programme for innovative solutions with social impact, and networking hub.

ITU Telecom events are a part of **ITU, the United Nations specialized agency for ICTs**. ITU Telecom has been organizing groundbreaking events for the world's ICT community since 1971.

**9–12 September 2019, in Budapest,
hosted by the government of Hungary**



What sets us apart?

At ITU Telecom World we believe in the power of technology to transform lives.

- We're a not-for-profit organization. We're also a specialized agency of the United Nations, which means we're able to attract a truly influential audience spanning heads of international organizations, C-level executives, ministers and regulators, founders of tech SMEs, digital innovators, global media and more
- When these participants come together at ITU Telecom World events, their conversations have the power to advance and shape the industry for the benefit of all

The importance of accelerating ICT innovation for social good is at the heart of all ITU Telecom World events.



An influential audience made up of key decision makers from public and private sectors – and with a strong representation from emerging markets



From tech SMEs and entrepreneurs to leading vendors, operators, MVNOs, investors, ministers and regulators, you'll find broad participation from right across the industry



Our exhibition features tech SMEs & industry stands, national, regional & thematic pavilions showcasing their ICT innovations and creativity



High-level Forum debates on the power of technology to transform lives in developed and developing countries alike



SME Programme of masterclasses, matchmaking, networking and debate designed to facilitate national SME success on an international stage



Networking at the highest level with key decision makers including our targeted B2B/B2G business matchmaking service



The ITU Telecom World Awards recognising the most innovative ICT-based solutions and initiatives working for social good



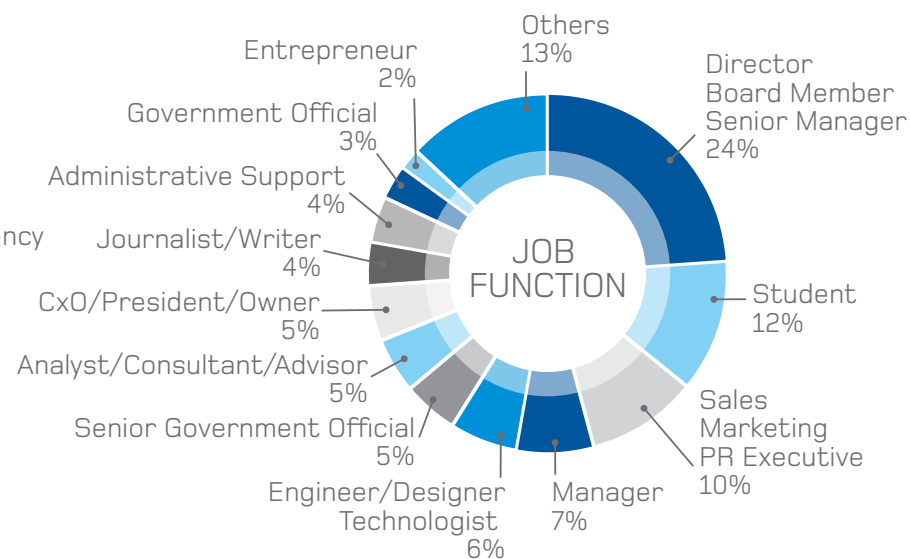
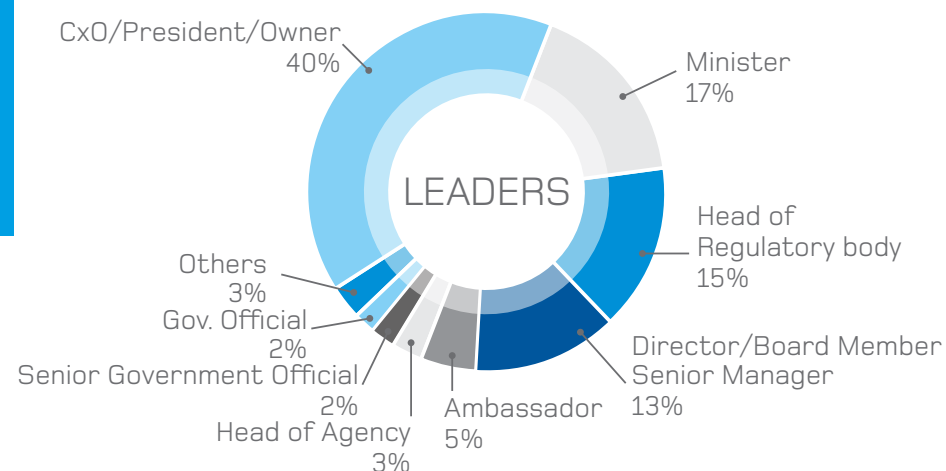
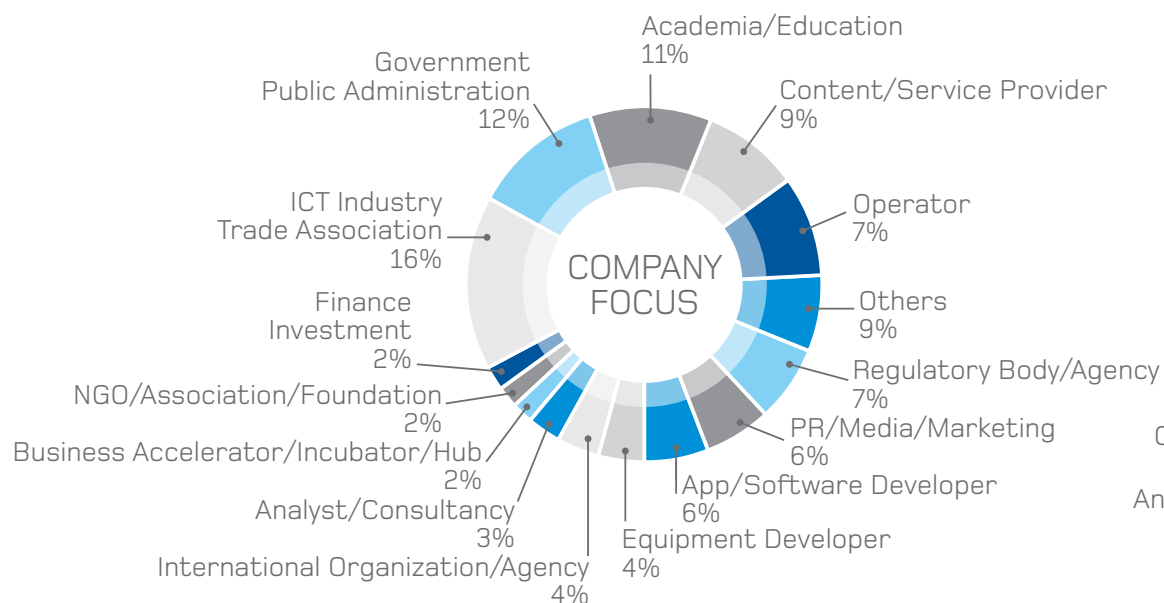
Participants from

94

countries took part in ITU Telecom World 2018

Our Audience

- Heads of State and government
- Ministers from ICT and other related sectors such as development or trade
- Regulators
- Industry CEOs, CTOs of major ICT players and investors
- Heads of international organizations and UN agencies
- Small and medium businesses (SMEs), founders, entrepreneurs and innovators
- Academics, consultants and digital thinkers



Our experience

2018 in numbers



3700

participants



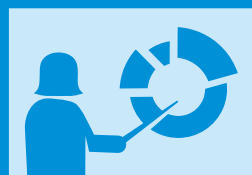
+200

leaders from 74 countries



300

exhibitors from 32 countries,
including 125 SME exhibitors



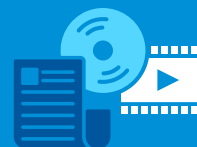
157

speakers from 47 countries



65

shortlisted SMEs for the
ITU Telecom World Awards



233

accredited media from
over 15 countries

Exhibition

Whether an SME or an established industry player, exhibiting at ITU Telecom World 2019 offers an exceptional opportunity to showcase your organization, country, innovation, talents and ideas to our influential audience.

Whatever the size of your company or organization, we offer a range of cost-effective, practical participation options.

“Attending an event like this is a great platform for us to connect with many of the partners that we work with today that we don’t get to see on a regular basis. We get to connect with our global peers who are playing important roles in digitizing not just the continent but the globe.”

Reshaad Sha, CEO, Liquid Telecom

At a glance:

KEY BENEFITS OF EXHIBITING

- **Position** your brand, thought-leadership or company as a leader in your field
- **Showcase** innovative technologies, SMEs, products and services
- **Highlight** key projects and investment potential
- **Network and explore** partnerships through networking events, tools and spaces
- **Learn and share knowledge** on the latest developments in the ICT industry and share best practices
- **Apply** for the acclaimed ITU Telecom World Awards
- **Announce** partnerships, launch new products, sign agreements on an international stage
- **Rally support** for ICT-related challenges and initiatives driving socio-economic development
- **Raise your profile** – Exhibition Visitor Passes to invite your existing and prospective clients, visibility on the event website and mobile app, and a complete marketing toolkit to help build your event promotional campaign.



“ This is a premier event for us to learn as much as possible as a young country — the sheer volume of information you receive in this place, there is just not enough hours in the day to take advantage, perhaps if this event were two weeks it would be ideal! ”

Mvilawemphi Dlamini, Chief Executive, eSwatini Communications Commission. (eSwatini participated for the first time at ITU Telecom World 2018)



- **Independent stands:** Access influential decision-makers, policy shapers and ICT experts from across the industry. Whatever the size of your company, we have the right exhibition presence for you, from raw space options for a fully-customized build to cost-effective, practical turnkey solutions. Or why not consider an office or hospitality suite? Ideal way to negotiate, network, deal and discuss in the comfort of your own private onsite space.
- **National pavilions:** Showcase your country's ICT industry, key national projects, best and brightest tech SMEs, investment and partnership potential, creativity and entrepreneurship. Meet share best practices and mix with decision-makers, policy shapers, vendors and investors like no other event.
- **Thematic pavilions:** Organize a Thematic pavilion focused on a key sector of the ICT ecosystem — smart cities, for example, or the satellite industry, ICTs for emergencies, cybersecurity or e-health. You choose the theme, we provide a direct link between the exhibition and Forum discussions.

Find out more at
[http://telecomworld.itu.int/
2019-event/exhibition/](http://telecomworld.itu.int/2019-event/exhibition/)

or contact us at
participate.telecom@itu.int
for further information

Download exhibition
brochure [here](#)

Sponsorship

Sponsorship at ITU Telecom World is the ideal way to engage with our global audience and promote your brand, message and strategy before influential decision-takers and deal-makers from around the world. Choose from sponsorships within 3 different areas:

- **Content sponsorships**
- **Networking**
- **Branding and spaces**

Find out more at
<http://telecomworld.itu.int/take-part/sponsor/>

or contact us at
participate.telecom@itu.int
for further information



“ 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

The Forum

Under the central theme of “**Innovating together: connectivity that matters**”, the Forum at ITU Telecom World 2019 addresses the need for international, cross-sector collaboration to ensure that digital technologies transform human lives positively – for everyone, everywhere. It will tackle compelling questions such as:

- How can we bring **meaningful, relevant connectivity** to all of the world’s citizens?
- What **innovations in technology, policy and strategy** will deliver smart development solutions?
- How can the public sector, international organizations and industry bodies work together to mitigate **digital inclusion and the risks of living in a hyper-connected society**?
- How can we expand connectivity through **innovative funding, infrastructure and partner models**?
- What are the best ways to **drive sustainable ICT growth** in emerging and developed markets, locally, nationally and internationally?
- How can we **optimize – and control – the use of AI** and the data it generates?

Sessions include top-level CEO and Ministerial Roundtables, interactive panel debates and open dialogues between governments, corporates and SMEs.

Expert speakers will address an influential audience drawn from governments, key ICT industry players, international organizations, high-growth SMEs, consultants, academia, media and more.

“ 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, Fundación Telefónica



We're currently seeking nominations for the most respected, radical and insightful speakers.

Why not join us? Find out more at <https://telecomworld.itu.int/take-part/call-for-speakers/>

Submission deadline 28 Feb

ITU Telecom World Awards

Back for a fifth successful year, the ITU Telecom World Awards are a key component of the event, recognising the most innovative, exciting tech SMEs and corporate initiatives with social impact.

Open to all exhibitors and sponsors present at ITU Telecom World 2019, the Awards provide an outstanding opportunity to gain global recognition, visibility on an international stage and the prestige of a major UN award.

The Awards will be presented by ITU Secretary-General Houlin Zhao at a high-profile ceremony during ITU Telecom World 2019 in a number of categories, including:

- **Global SME Award:** for the most promising, innovative solution from an SME
- **Corporate Award:** for the most promising innovative solutions within large companies
- **Host Country SME:** for the best and most innovative SME or solution from the event host country
- **Government Award:** for the National Pavilion (Government) showcasing the most innovative SMEs
- **Recognition of Excellence Certificate:** for the best innovative exhibitor within each National Pavilion at ITU Telecom Word 2019



This week has been a whirlwind, literally buyers from all over the world, decision makers in ICT in a number of verticals, it's been not only overwhelming but very, very rewarding.

Sabelo Sibanda, Co-Founder & CEO,
Tuse Applications



Find out more at
[http://telecomworld.itu.int/
2018-event/awards/](http://telecomworld.itu.int/2018-event/awards/)

or contact
participate.telecom@itu.int

SME Programme

SMEs joining the event can take part in a special programme of masterclasses, matchmaking, showcasing and debate. Network with peers, meet other exhibitors and set up bilaterals or demos with potential investors, buyers and partners. Capacity-building investor-led masterclasses will help develop skills, make connections and establish partnerships for success as an SME emerging on the world stage — and are complemented by SME-focused sessions in the Forum.

Pitching sessions for the ITU Telecom World Global SME Awards are judged by an international jury of experts and attended by ministers and high-level event participants.



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 your ICT solution on an international stage has been very valuable.

Miguel da Costa, UTHINI



Networking

ITU Telecom World 2019 is the best tech event of its kind to meet global influencers from emerging and developed markets, from governments, tech SMEs and companies across the ICT ecosystem. Share ideas, build partnerships, and make connections that matter with our targeted networking events and activities — including networking breaks and lunches, the Event App, and our results-oriented business matchmaking service.



It is a good opportunity to learn, network, be able to meet other countries and people, share what you are doing back home and constantly improve.

Fatuma Hirsi Mohamed, Principal Secretary
Broadcasting and Telecomms, Kenya



Why not take advantage of our global platform, influential audience and media presence to announce a new partnership, launch a white paper or report, or outline a dynamic new initiative?

Budapest, Hungary

ITU Telecom World 2019 takes place in the beautiful city of Budapest, Hungary. With its strategic location at the heart of Europe, Budapest is ideally placed not only to explore innovation within Hungary, but throughout Europe, the CIS and South Eastern Europe.

A cosmopolitan city where people and ideas have met for centuries, Budapest combines culture, history, and creativity with fast-paced innovative development, embracing the future without forgetting the past. Long a major tourist destination, Budapest boasts UNESCO World Heritage sites such as the majestic Heroes Square, the magnificent Buda Castle and the impressive Danube banks.

Museums and national galleries are home to contemporary and classical art collections, inspiring both lovers of the old masters and seekers of new talent. It's also a key centre for innovation, with a strong tradition of supporting the world with inventions, ideas, knowledge and solutions for the last 100 years and increasingly since the 1990s.





Find out more on all visibility opportunities
at ITU Telecom World 2019 with our range
of **sponsorship** and **exhibition** packages.

Or contact us directly to find out more at
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Sign up for our event newsletter
www.telecomworld.itu.int/join-mailing-list

