



COMMONWEALTH
TELECOMMUNICATIONS
ORGANISATION

In association with:



Mobile Content and Value Added Services Workshop

2nd & 3rd February, 2010, Guyana



A great opportunity for you to learn about new developments in Mobile Content and Value Added Services, understand how to face challenges, find market gaps and build partnerships.

The future development of Mobile Content and Value Added Services (VAS) is of critical concern to Caribbean operators, content producers, media houses, broadcasters, users and policy makers. With the impending digital switchover and increasing capacity of mobile networks, competition in non-voice services will intensify. You will have to deal with the challenges posed by the development of the non-voice services, and like many stakeholders you probably have important questions such as:

- What services will users demand in future and how will they access them?
- What are the obstacles to the development of mobile banking, remittances and payments?
- Will mobile telephony unlock the door to internet access for the unconnected?
- What global best practices can really be applied in the Caribbean?
- What M-Content will drive the development of business-to-business revenues?
- How can we encourage M-Content use in the public sector?
- What impact will Web 2.0 really have on the mobile industry in the Caribbean?
- Can M-Content and VAS help reverse the trend of falling ARPUs?
- What are the optimum pricing models for M-Content and VAS?

The Commonwealth Telecommunications Organisation (CTO) and Caribbean Association of National Telecoms Operators' (CANTO) forthcoming Mobile Content and VAS workshop, which will be held at Pegasus Hotel, George Town, Guyana on the 2nd and 3rd of February 2010, aims to examine these questions and more through highly interactive expert presentations and discussions.

YOUR INVOLVEMENT

The CTO and CANTO call all interested participants, speakers and sponsors to register their interest by contacting:

CANTO

Ms Lianne Dieffenthaler or Gloria Manzano via **Email:** ldieffenthaler@canto.org / gmanzano@canto.org
Tel: (868) 622 3770 /4781; **Fax:** (868) 622 3751

CTO

Mr. Kojo Boakye, Programme Manager, Commonwealth Telecommunications Organisation (CTO) **Email:** k.boakye@cto.int **Tel:** +44 (0)208 600 3815