

ACMA attending International Institute of Communications events



ACMA Deputy Chair Lyn Maddock will be a guest speaker at the International Regulators Forum of the International Institute of Communications (IIC), to be held at the Malaysian Communications and Multimedia Commission in Kuala Lumpur on 16 and 17 September 2006. The annual forum, which directly precedes the IIC annual conference, provides senior regulators from around the world an opportunity to discuss key global issues affecting communications.

Ms Maddock will speak on the topic 'Spectrum and the digital dividend – the regulator's role in the liberalisation of spectrum usage'.

Other speakers at the forum include:

- Datuk Dr Halim Shafie, Chairman, Malaysian Communications and Multimedia Commission
- Grace Foo, Deputy Director-General of Telecommunications, Office of the Telecommunications Authority, Hong Kong
- Habbi Gunze, Director Broadcasting Affairs, Tanzania Communications Regulatory Authority
- Isolde Goggin, Chairperson, Commission for Communications Regulation, Republic of Ireland
- Paris Mashile, Chairperson,

Independent Communications Authority of South Africa

- Roberto Viola, Director General, Italian Communications Authority (AGCOM)
- Ling Pek Ling, Director, Media Policy, Media Development Authority, Singapore
- Toh Swee Hoe, General Manager, Malaysian Communications and Multimedia Commission.

While in Kuala Lumpur, Ms Maddock will also attend the IIC's 37th Annual Conference at the Mandarin Oriental Hotel on 18 and 19 September. The conference topic is: 'Reaping the communications dividend – promoting business, empowering consumers and serving citizens'.

Topics for debate at the conference are:

- Which government policies and regulatory frameworks are most likely to help realise the mass communications needs of the future?
- How far will the market itself provide the considerable investment necessary for infrastructure development? Will significant government or other forms of intervention be required?
- What do increasing interdependence and technology convergence imply for strategic business

planning? How to achieve competitive positioning in such a fluid, fast-moving environment? Which are the keys to creating successful and enduring business models? Scale? Positioning on the value chain? Being a gatekeeper? Or are other critical ingredients required?

- Can traditional values and modes of identity—around nations, ethnic groupings and religions—survive in a world of borderless content? What are the implications for public service and commercial broadcast content providers? How will regulators cope with a bewilderingly borderless communications environment?
- How will the consumer benefit from the brave new world? Will the PC burst out of the office den to dovetail with the television set in the living room? Or will TV habits slink into the office?

Conference speakers will be:

- Dato' Abdul Wahid Omar, Group Chief Executive Officer, Telekom Malaysia
- Bharat Bhatia, Regional Director, India, SAARC, Singapore, Thailand and Malaysia, Government Relations Organisation, Motorola
- Isolde Goggin, Chairperson, Commission for Communications Regulation, Republic of Ireland

- Alasdair Grant, Director, Regional Affairs Asia Pacific, Verizon Business; President, Asia Pacific Carriers Coalition
 - Paris Mashile, Chairperson, Independent Communications Authority of South Africa
 - John Tandoh, Director General, National Communications Authority, Ghana
 - Dr Andrew Taussig, Trustee and Board Member, Voice of the Listener and Viewer, and former Director, Foreign Language Services, BBC World Service
 - Roberto Viola, Secretary General, Italian Communications Authority (AGCOM)
 - Joe Welch, Senior Vice President Government Affairs, STAR Group Ltd
 - Arne Wessberg, President, International Institute of Communications and President, European Broadcasting Union
 - Howard Williams, Professor of Management Science, University of Strathclyde Business School and Consultant, The World Bank.
- More information about the IIC forum and conference is on the IIC website at www.iicom.org/conference, or email d.ribeiro@iicom.org.