



PRESS RELEASE

## **IS THE MIDDLE EAST READY FOR A SUSTAINABLE BROADBAND FUTURE? FIND OUT AT THE FIBRE-TO-THE-HOME CONFERENCE IN AMMAN.**

***Landmark conference will consider how communications providers are responding to the increasing demand for bandwidth in the Middle East.***

BRUSSELS – 13 October 2009 – The first ever fibre-to-the-home conference in the Middle East, held in Amman on 10-11 November 2009, will provide the ideal forum for discussing the challenges and opportunities arising from the deployment of high-speed fibre networks in the region.

Fibre-to-the-home not only brings Internet to the people, to the businesses and government offices at the highest possible speeds. It also offers solutions that allow for a flow of new and enhanced services, from online banking to public services, e-education to telemedicine. As demand for these services is growing fast in the Middle East region, the timing seems right to deploy fibre and pave the way for a sustainable future.

Speaking to the press today, Hartwig Tauber, Director General of FTTH Council Europe, said: “The timing [of the conference] is perfect because there are many fibre initiatives taking place in the Middle East region at the moment. It is a good time for the FTTH Council Europe to establish the event as a focal point, and for the Middle East Working Group to act as liaison for all stakeholders in the region.”

“These are exciting times for countries like Egypt, Saudi Arabia, and the United Arab Emirates, which boast some of the highest broadband subscription growth rates in the world. Although these countries still have some catching up to do compared to leading internet economies like Japan, they are able to move directly to the most advanced broadband technology available – and that means fibre”, added Faris Awartani, Chair of the FTTH Council Europe’s Middle East Group.

The welcoming address and keynote speech will be delivered by His Excellency Basem Al Rousan, the Jordanian Minister for ICT, who will talk about the country’s transformation into a “knowledge economy” and the recently-announced National Rural Areas Connectivity programme to connect schools, hospitals, and government centres with last-mile fibre networks.

The conference will cover all FTTH related topics, from market analysis to regulation, and success stories will be presented, together with products and solutions. The prestigious speaker line-up for the event includes Dr. Mashhour Abudaka, Palestine Minister for ICT; Mr.

Jawad Abbassi, Founder and General Manager of consultancy firm Arab Advisors Group; Roland Montagne of Idate, and Dearbhla McHenry, with Pyramid Research's regional research team in the Middle East.

The inaugural FTTH Conference Middle East will be held on the 10-11 November 2009 at the Zara Expo in Amman, Jordan. For further information and conference registration please go to: [www.conference.ftthcouncilme.org](http://www.conference.ftthcouncilme.org).

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**About The FTTH Council Europe:**

The FTTH Council Europe is an industry organisation with a mission to accelerate the availability of fibre-based, ultra-high-speed access networks to consumers and businesses. The Council promotes this technology because it will deliver a flow of new services that enhances the quality of life, contributes to a better environment and increased competitiveness. The FTTH Council Europe consists of more than 115 member companies. Its members include leading telecommunications companies and many world leaders in the telecommunications industry.

[www.ftthcouncil.eu](http://www.ftthcouncil.eu)

The FTTH Council Europe Middle East Group is an ad-hoc working group of the FTTH Council Europe. The Group is a working party of new Gulf-based and European Council members.

[www.ftthcouncilme.org](http://www.ftthcouncilme.org)

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