

From Push to Pull - FTTH Council Europe's Strategy 2020

The organisation will consolidate its position as a valued source of information for decision makers, by focusing on the main issues that are hindering the acceleration of FTTH adoption in Europe and developing alliances.

BRUSSELS, 21 March 2013 – Members of the FTTH Council Europe met at the General Assembly in Amsterdam on 20 and 21 March to set the course for the coming years. Three members of the Board were elected, and Karin Ahl was confirmed as President of the FTTH Council Europe.

The organisation will evolve from “push” to “pull” in the years to 2020. Instead of simply pushing messages and information to broadband stakeholders, the organisation will also increasingly rely on the multiplier effect of its stakeholders.

“The FTTH Council Europe is now recognised as a reliable source of information by a wide range of players in Europe” said Karin Ahl. “This means that we can focus even further on addressing the tough topics, such as financing, to ensure that stakeholders have the information they need to make the right decisions. Given the market situation today, we need to ensure that our call for accelerated fibre deployment is heard by those stakeholders that can make a change in Europe. “

The organisation will focus on four main objectives in the years 2013 and 2014:

- Bringing European Commission, regulators and national policy makers back on the “FTTH track”, to ensure that future-proof fibre access infrastructure is put in place, rather than short-term, intermediate solutions.
- Addressing the strategic issue of financing FTTH networks. There is money available for fibre infrastructure, but some common misunderstandings between investors and project owners need to be reduced. For instance, fibre projects are often too small to be on the radar of the institutional investors.
- Proving and communicating the need for FTTH, so that consumers are informed of the advantages of fibre-based broadband.
- Consolidating existing partnerships and developing further alliances with national or industry-focused organisations to multiply the impact of FTTH Council Europe's messages.

The Board of Directors consists of the following nine members:

- Karin Ahl, Rala Infratech, Sweden – **President of the Board**
- Matthias Nass, Elcon Systemtechnik, Germany - **Treasurer**
- Eric Festraets, Alcatel-Lucent, Belgium
- Carlos Barroqueiro, CBE, Portugal
- Pastora Valero, Cisco Systems, Belgium

- Pär Cedergren, Ericsson, Sweden
- Gerlas van den Hoven, Genexis, The Netherlands
- Edgar Aker, Prysmian Group, The Netherlands
- Werner De Wolf, TE Connectivity, Belgium

The Committee Chairs are:

- Rong Zhao, Germany, Chair of the Deployment & Operations Committee
- Joeri Van Bogaert, Belgium, Chair of the Financing Committee
- Jan Schindler, The Netherlands, Chair of the Market Intelligence Committee
- Hartwig Tauber, Austria, and Tony Shortall, Belgium, Chairs of the Policy & Regulation Experts Group
- Paolo Sebben, Switzerland, Chair of the Smart Cities Committee
- Ana Pesovic, Belgium, Chair of the World of Applications Committee

The annual report 2012-2013, containing all the latest findings of the FTTH Council Europe's Working Committees, will be available for download on 2 April on www.ftthcouncil.eu/resources?category_id=30&p=2

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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 enhance the quality of life, contribute to a better environment and increase economic competitiveness. The FTTH Council Europe consists of more than 150 member companies. www.ftthcouncil.eu

Save the date: **FTTH Conference 2014**, Stockholm, 18-20 February 2014 www.ftthconference.eu

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