

## FTTH Conference 2014 takes inspiration from the Nordic nations

BRUSSELS, 12 SEPTEMBER 2013 – The world is changing at the speed of light. The Nordic nations – and Sweden especially – pioneers in fibre access networks – have become the most advanced fibre countries in Europe. Nearly half of all Swedish households have access to a FTTH connection, and 23% of homes in the country are already FTTH subscribers.<sup>1</sup> Norway, Denmark and Finland also have high levels of FTTH deployment and adoption.

“FTTH – Showcasing a Brighter Future” is the theme of the next edition of the FTTH Conference, taking place at the Stockholmsmässan exhibition centre in Stockholm, Sweden, from 18 to 20 February 2014.

A programme of prestigious speakers has already been lined up. The keynote speaker will be David Bosshart, CEO of the Gottlieb Duttweiler Institute for Economic and Social Studies in Zurich. Bosshart will discuss FTTH from his perspective as an expert on consumer culture and the cultural impact of technology changes: “There’s a rapid and very fascinating *consumerization* of technology going on... But the real battle is about the future infrastructure and about big data. No one predicted these new patterns just a few years ago. And they are evolving in a direction we don’t know yet.”

Anna-Karin Hatt, Swedish Minister for Information Technology and Energy, has been invited to open the FTTH Conference 2014. “The target of the Swedish government’s strategy for Broadband deployment is that 90 % of all Swedish households and companies should have access to 100 Mbit/s by the year 2020. We are halfway there, but there are still challenges ahead. I am delighted to see that Stockholm will host the next FTTH Conference. I hope that you will learn from us, and that we can exchange new insights and share ideas. Welcome to Sweden and I hope your conference will be very successful,” she said.

Neelie Kroes, Vice President of the European Commission responsible for the Digital Agenda, has been invited to speak at the conference too, and will provide updated policy information from Brussels. Margareta Björk, Lord Mayor of the City of Stockholm and host of the event, will also address the audience during the opening ceremony.

Karin Ahl, President of the FTTH Council Europe declared: “The timing is perfect, because a lot is happening in Sweden right now! Significant public and private investments are stimulating further

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<sup>1</sup> FTTH market panorama by IDATE at end December 2012

([www.ftthcouncil.eu/documents/Reports/Market\\_Data\\_December\\_2012.pdf](http://www.ftthcouncil.eu/documents/Reports/Market_Data_December_2012.pdf))

FTTH deployments, and the FTTH Conference will give us a timely opportunity to unveil these recent compelling stories to our delegates.”

“By holding the conference in a region with a strong track record in fibre access, we hope to inspire other nations by showing them, with the benefit of hindsight, the true potential of FTTH networks and applications,” said Nadia Babaali, Communications Director of the FTTH Council Europe. “We also hope delegates will benefit from practical guidance and examples of best practice – on various aspects such as business models, financing and value-added services – that they can take back home and use to accelerate FTTH deployment in their own countries.”

It is the custom of the FTTH Council Europe to make a “green donation” to a prominent environmental organisation in the host country. In 2014, the green donation will go to the Swedish Society for Nature Conservation, Naturskyddsforeningen, [www.naturskyddsforeningen.se](http://www.naturskyddsforeningen.se).

**Advance registration is now open. Registration and further event details, including the provisional programme, are available on our website [www.ftthconference.eu](http://www.ftthconference.eu).**

Media representatives may request a press pass by contacting the Communications Director, [nadia.babaali@ftthcouncil.eu](mailto:nadia.babaali@ftthcouncil.eu). Sponsorship opportunities are also available. Sponsors and exhibitors must be members of the FTTH Council Europe. Please contact [pa@ftthcouncil.eu](mailto:pa@ftthcouncil.eu) for further details.

FURTHER READING:

Written interview with keynote speaker David Bosshart:

[www.ftthcouncil.eu/documents/Stockholm2014/Interview\\_David\\_Bosshart.pdf](http://www.ftthcouncil.eu/documents/Stockholm2014/Interview_David_Bosshart.pdf)

[www.ftthcouncil.eu/documents/Opinions/2013/Rural\\_FTTH\\_Nordics\\_Final.pdf](http://www.ftthcouncil.eu/documents/Opinions/2013/Rural_FTTH_Nordics_Final.pdf)

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

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