

International Telecommunication Union

For immediate release

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ITU TELECOM WORLD 2009 promises to be biggest ever ICT showcase ITU and State of Geneva agree on improved facilities for visitors and participants

Issued simultaneously by ITU and State of Geneva

Geneva, 18 April 2008 – The International Telecommunication Union and the State Government of Geneva today signed a Memorandum of Understanding (MoU) on the hosting of ITU TELECOM WORLD 2009 in Geneva, Switzerland. This follows the April 2006 decision by ITU to award this prestigious event to Geneva.

ITU TELECOM WORLD will be held at the Palexpo exhibition centre, Geneva from 5 to 9 October 2009. The booth sales for WORLD 2009 have already begun, and this global showcase of state-of-the-art information and communication technologies (ICT) is expected to attract close to a thousand exhibitors from around the world.

The ITU TELECOM WORLD MoU was signed by the Secretary-General of ITU, Dr Hamadoun Touré, the President of the Geneva State government, Mr Laurent Moutinot, and the Geneva State Chancellor, Mr Robert Hensler. The signing ceremony took place in the historic Alabama room of the Geneva State Hall, where the International Committee of the Red Cross was born 145 years ago.

“ITU TELECOM WORLD 2009 will be the biggest, most spectacular ICT exhibition and Forum ever,” said Dr Hamadoun Touré. “Riding on the wave of innovation unleashed by the ICT industry to meet the ever-growing demand for new products, services and applications, WORLD 2009 will capitalize on new growth centres in the world of ICT. Developing countries, which have been recording the highest growth rates in the world, will fuel growth in the ICT industry by providing new business opportunities.”

Dr Touré added that Geneva offers excellent prospects for all comers: manufacturers, service providers, policy makers and, not least, the discerning public. “I am confident that Geneva will provide the best facilities for the record numbers of exhibitors and visitors who are expected to attend this landmark ICT event. ITU TELECOM World 2009 will establish a unique networking platform for the top names in the ICT industry to interact with global leaders and, at the same time, showcase their products to the world at large,” Dr Touré said.

“It is a privilege for me to sign this agreement,” said Mr Moutinot. “I do it in full confidence that each side will fulfil its duty in a way that will contribute to the success of ITU TELECOM WORLD 2009. Geneva will keep building a positive relationship with ITU, notably in the perspective of the 40TH anniversary of ITU TELECOM in 2011.”

This was echoed by Mr Hensler, who has been leading the Geneva organization team for ITU TELECOM WORLD since 1991. “We are on the final home stretch leading to ITU TELECOM WORLD 2009,” said Mr Hensler. “We have been working together with ITU for eighteen months now to prepare this event and give the participants the welcome they deserve.” Forecasting a bright outlook for TELECOM World 2009, Mr Hensler added, “ITU trusted us in choosing Geneva for 2009, and we will pay it back by doing our very best for ITU. All lights are green for 2009!”

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New-look ITU TELECOM WORLD: A boon for visitors and participants

The MoU formalizes a series of points beyond the venue rental conditions, addressing concerns such as:

- **Accommodation**
 - exclusive availability for TELECOM guests of 6000 hotel rooms at set prices
 - removal of minimum-stay requirements on these rooms
 - implementation of a control mechanism on hotel rooms
- **Local Transport**
 - Free transport for TELECOM WORLD badge holders on the greater Geneva transportation network
- **Facilitation**
 - Welcome desks at Geneva airport and at Geneva's two railway stations to help exhibitors and visitors upon their arrival
 - A website designed to facilitate the stay of visitors will be launched at www.geneva-gateway.com
- **Public relations**
 - Several historical buildings in Geneva will be made available to provide an opportunity for exhibiting companies to organize events in prestigious settings
- **Location: Geneva's assets**
 - a modern venue
 - seven exhibition halls and a congress centre under one roof
 - an international airport connected to the venue
 - all the facilities a large city can offer – but without the drawbacks of distance and commuting time

The next TELECOM regional event, ITU TELECOM AFRICA will be held in Cairo, Egypt 11-15 May 2008.

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About ITU

ITU is the leading United Nations agency for information and communication technology issues, and the global focal point for governments and the private sector in developing networks and services. For more than 140 years, ITU has coordinated the shared global use of the radio spectrum, promoted international cooperation in assigning satellite orbits, worked to improve telecommunication infrastructure in the

developing world, and established the worldwide standards that foster seamless interconnection of a vast range of communications systems.

ITU also organizes worldwide and regional exhibitions and forums bringing together the most influential representatives of government and the telecommunications industry to exchange ideas, knowledge and technology for the benefit of the global community, and in particular the developing world.

From broadband Internet to latest-generation wireless technologies, from aeronautical and maritime navigation to radio astronomy and satellite-based meteorology, from phone and fax services to TV broadcasting and next-generation networks, ITU is committed to connecting the world.

About the State of Geneva

The State of Geneva hosts the United Nations European headquarters, as well as 20 other intergovernmental organizations, such as the ITU which moved to Geneva in 1948. Geneva also counts 150 permanent diplomatic missions and 200 international NGOs. Geneva is also one of the most economically dynamic Swiss cantons. Many multinational companies have here their European or EMEA headquarters. All but one ITU Telcom World edition took place in Geneva.