



— THE TELECOMS AND ICT EVENT FOR SAUDI ARABIA —

المعرض السعودي للاتصالات وتقنية المعلومات



**10-12 February 2013**

**Four Seasons Hotel, Riyadh, Saudi Arabia**

- 60+ Exhibitors
- 500+ Conference Delegates
- 3000+ Exhibition Visitors
- 10+ Separate Conference & Networking Events

# Introduction

**TELSA** is the only dedicated Telecoms and ICT event in Saudi Arabia.

The event is THE arena for local, regional and international telecom operators, regulators, service providers, wholesale carriers, government agencies, vendors, corporations plus other relevant stakeholders to meet, network and do business in a vibrant business environment.

Saudi Arabia is by-far the largest telecoms market in the GCC accounting for 66% of total mobile subscribers, 59% of total fixed line connections and 58% of total internet users.

In addition to this burgeoning industry and large market share, the big growth areas lie in internet and broadband usage, with only 38% of the country's population with internet connectivity. Couple this with favourable economic and demographic conditions, the opportunity is there for telecoms related companies to compete, do business and achieve high profitability in this high growth, sustainable market.

**TELSA** will serve as a platform for all types of companies involved in or looking to enter the Saudi telecoms and ICT

sectors to meet with all the major operators, vendors, regulators, and service providers to network, do business, share ideas, as well as understand the regulatory framework and market dynamics.

With a vision of transforming itself into a digital and information based society, the Saudi Arabian government is implementing a blueprint to stimulate growth in the Saudi ICT sector. Several factors including government initiatives to upgrade infrastructure, establishment of new industries, and building of world-class hotel and leisure facilities have given a new direction for ICT development in the country.

Running over 3 days and featuring an exhibition, sector specific conferences, issue driven seminars and practical training workshops, TELSAs will support a regulatory drive by the Communications and Information Technology Commission (CITC) to encourage further transparency, competition and increased standards by providing an invaluable platform for businesses and organisations to build relationships and do business, while being the premier learning and networking arena for individuals and organisations involved in the telecoms industry.



## Participant Profile

- Regulators & Government Agencies
- Operators
- Internet Service Providers
- Telecommunications Solution & Application Providers
- Manufacturers
- Infrastructure and Software Providers
- Telecommunications Contractors
- System Integrators
- Consultancy & Research Companies
- Media Publishers
- Associations



## Why Exhibit at TELSA?

Over the last 5 years, the Saudi Arabian telecoms and ICT market has seen phenomenal growth to become a US\$11.6 billion industry in 2010 that contributes around 3% of total country GDP. In addition, the national regulator – the Communications and Information Technology Commission (CITC) is taking an active role in encouraging competition, improving the broadband access markets and improving pricing conditions for consumers through a reduction in interconnection and access charges.

The prospects for growth and prosperity within the telecoms industry in Saudi Arabia at the current time is better than ever with increased market players, an improved regulatory environment, favourable demographic dynamics amongst retail users and high demand by a burgeoning tech-hungry corporate sector.

TELSA is an event that will support the growth and development of the Telecoms and ICT sector in Saudi Arabia by providing a platform for Telecoms operators, regulators, services providers, vendors and other stakeholders to engage each other in the only dedicated Telecoms event in Saudi Arabia.

The event will draw on an extensive network of business leaders, telecoms and ICT professionals and government agencies throughout Saudi Arabia, the Middle East, and the rest of the world to produce a truly world-class exhibition and conference.

If you are looking to present your products and services to the largest dedicated gathering of telecoms and ICT related professionals in Saudi Arabia, TELSA is the perfect event to achieve this.

### TELSA is the perfect platform to:

- Showcase your products and services to the largest gathering of Telecoms professionals in Saudi Arabia
- Listen to top level executives and decision makers from Telecoms operators as they share insights and strategies
- Find out the latest innovations and technologies from leading ICT companies, and new cutting edge players
- Network with local, regional and international decision makers
- Build new and reinforce existing relationships with clients
- Build brand awareness and equity in the region

### Visitor nature of business:

- Technical /CIO's / Decision Makers in Government & Public Sectors
- Technical /CIO's / decision makers in NGO's in the following sectors (banks & finance, Oil & Gas, Real Estate, Hospitality, transportation, industrial, education, healthcare)
- Engineering / design / planning department decision makers
- System Integrators
- Telecoms Contractors
- Security Companies
- Equipment & Hardware Supplier
- Network & Solution Provider



# TELSA – Event Components:

## TELSA Exhibition

**NEW for 2013**, the TELSAs Exhibition will feature two separate areas to allow visitors and exhibitors greater focus towards their specific job function.

- Saudi Telecoms Exhibition
- Saudi ICT Enterprises Exhibition

The exhibition at TELSAs will feature 60+ companies covering 4,000 sqm of exhibition space. The exhibition will attract 3,000+ local, regional and international telecoms and ICT professionals looking to meet local and regional operators, service providers, government entities and vendors to network, make joint ventures and do business.



## TELSA Conferences

**NEW for 2013**, sector and technology specific one-day programmes featuring expert analysis, insightful opinion and engaging debate by key government individuals, industry leaders and innovators offering unrivalled networking opportunities amongst senior Saudi Arabian and international telecoms professionals.

TELSA Conferences are designed to be as interactive as possible with an emphasis on providing an arena for attendees to voice opinion amongst our 500+ total audience made up of senior executives and key decision makers spread over 3 days worth of various conference days.



## TELSA Workshops

Two half-day workshops will centre on important, value orientated subjects to provide tangible benefits to delegates. Each workshop subject will be market tested, will allow you to maximise your learning and increase your potential as a company and individual to get ahead in the Telecoms space.



## TELSA Seminars

**NEW for 2013**, taking place on the exhibition floor, free to attend seminars offering issue-driven information to all visitors. Telecoms companies and individuals have the opportunity to present themselves as thought leaders in their particular field by providing complimentary instruction/advice to our 3000+ visitors.



## TELSA Awards

**NEW for 2013**, the TELSAs Awards is a prestigious event designed to recognize companies, organizations and individuals that have contributed to the growth of the Telecoms and ICT sector in Saudi Arabia through innovation, quality as well as being a positive influence to the community. The awards ceremony will be held in a prestigious venue and covered heavily by the local and regional media. Also in attendance will be key government personnel and C-level executives from some of the largest telecoms companies in Saudi Arabia and the rest of the world.



TELSA is more than just a 3 day event. Our marketing campaign starts 12 months prior to the event with significant coverage prior to, during and after the event.

#### **TV /Radio**

A comprehensive, pre-event advertising campaign on international and regional TV stations reaching over 200 million households. Whilst at the event, a number of international and local television stations will cover TELSAs and interview exhibitors and participants.

#### **Advertising**

A series of adverts with an approximate distribution of over 1.4 million copies are placed on National and Regional publications. TELSAs adverts are published on leading newspapers like Al-Eqtisadiah, Arab News, Asharq Al Awsat, OKAZ and other daily newspapers.

#### **Outdoor Advertising**

TELSA will use an extensive outdoor campaign to ensure maximum visibility and awareness of the event. This will comprise of hoardings and MUPI's at prominent locations within the local market.

#### **Press / Media Relations**

Together with the help of our global network of affiliate PR offices we manage the event's international and regional press activities.

#### **Direct Mail**

The largest proportion of the TELSAs marketing campaign is dedicated to direct marketing. Our inhouse database contains over 1.2 million unique records. We invest heavily in ensuring that every record on our database is updated on a regular basis.

#### **Telemarketing**

TELSA has a dedicated team of industry-specific, knowledge-rich telemarketers that personally invite key delegates and industry professionals to ensure their attendance. This method is highly effective for our events in Saudi Arabia and will be utilised heavily for TELSAs.

#### **Email**

TELSA has built an opt-in database of industry professionals spanning 156 countries.

They are kept updated with event and industry information via e-bulletins broadcasted on a regular basis.

#### **SMS**

TELSA sends out regular updates to its opt-in database of more than 25,000 mobile phone users via SMS broadcasts on a regular basis. With research showing 94% of all text messages sent are read; the campaigns provide an effective tool for keeping visitors up to date with the progress of the event and industry information.

#### **Website**

TELSAs website is one of the primary mediums through which the event is promoted all year round. The website keeps visitors up to date with details of the event and every event has an average website visitor count of over 95,000 visits per month of which 25,000 are unique visitors.

#### **Social Media**

Social media sites have become extremely popular in today's digital age. Capitalizing on this new, cost-free era, TELSAs has created a number of groups on business-to-business sites such as LinkedIn to facilitate discussion between senior-level professionals. These business groups play an important role in creating brand awareness, building relationships and attracting senior level visitors and delegates to the conference.

#### **Fax**

TELSA will use a series of timely Fax broadcasts to cover all groups and maximise its reach to a much larger audience.





# TELSA تلسا

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