

## GSMA Confirms New Speakers For Mobile 360 Series-Middle East

Written by Australian Business

---

LONDON, Sept. 11, 2013 /PRNewswire/ -- The GSMA today announced several new speakers for the Mobile 360 Series-Middle East conference, including leaders from companies such as Dropbox, Etisalat, Huawei, MasterCard and Qualcomm. Mobile 360-Middle East will take place 21-22 October in Dubai and will be co-located with GITEX at the Dubai World Trade Centre in Dubai, United Arab Emirates

"The Middle East mobile market is vibrant and dynamic, with significant opportunity for future growth, particularly in extending mobile connectivity to some users for the first time and also in further driving the adoption of mobile broadband and the advanced services it enables," said Michael O'Hara, chief marketing officer, GSMA. "Mobile 360-Middle East will bring together leaders and key decision makers from players across the entire mobile ecosystem to explore the future of the mobile industry in the Middle East region."

Through a series of visionary keynote presentations, thought-provoking interviews and interactive panel sessions, Mobile 360-Middle East will address the most pressing issues, opportunities and challenges facing the mobile industry. The conference will examine a wide range of topics of interest in the Middle Eastern region including mobile commerce and NFC; the role of mobile in industry sectors such as automotive, healthcare and smart cities; network evolution strategies; and the implications of big data for mobile, among others.

Michael Miebach, President of Middle East & North Africa for MasterCard has been confirmed as a keynote speaker for Mobile 360-Middle East, joining previously announced keynote speakers:

## GSMA Confirms New Speakers For Mobile 360 Series-Middle East

Written by Australian Business

---

- Anne Bouverot, Director General, GSMA
- Anders Lindblad, President, Region Middle East, Ericsson
- Ahmad Julfar, Group CEO, Etisalat
- Bob Cai, Vice President, Wireless Network Marketing, Huawei
- Dr. Nasser Marafih, CEO, Ooredoo

Other prominent speakers scheduled to present at Mobile 360-Middle East include:

- Lars Fjeldsoe-Nielsen, Head of Mobile, Dropbox
- George Held, Vice President, Commerce, Etisalat
- Muhammad Atif Jamil, Director, Mobile Broadband Solutions, Middle East Region, Huawei Technologies
- Ziad Matar, Head, Middle East and Central Asia, Qualcomm

Industry leaders supporting Mobile 360-Middle East include Host Event Sponsor, Etisalat; Platinum Sponsor Ooredoo; Gold Sponsor, Ericsson; Silver Sponsor Huawei. For more information on Mobile 360- Middle East, including the conference agenda and registration information, please visit [www.mobile360series.com/middle-east/](http://www.mobile360series.com/middle-east/)

### About the GSMA

The GSMA represents the interests of mobile operators worldwide. Spanning more than 220 countries, the GSMA unites nearly 800 of the world's mobile operators with 250 companies in the broader mobile ecosystem, including handset and device makers, software companies, equipment providers and Internet companies, as well as organisations in industry sectors such as financial services, healthcare, media, transport and utilities. The GSMA also produces industry-leading events such as the Mobile World Congress and Mobile Asia Expo.

For more information, please visit the GSMA corporate website at [www.gsma.com](http://www.gsma.com) or Mobile World Live, the online portal for the mobile communications industry, at [www.mobileworldlive.com](http://www.mobileworldlive.com)

## GSMA Confirms New Speakers For Mobile 360 Series-Middle East

Written by Australian Business

---

SOURCE GSMA

RELATED LINKS <http://www.gsma.com>