ITU Telecom World 2017

BUSAN, Republic of **KOREA**

PAVILION

Organized By: CITNA

ITU TELECOM WORLD '17

Busan 25-28 September

CITNA

CITNA the only ITU's sales agent in Iran & ITU's Media Sponsor

ITU Telecom World 2017

You are invited to visit Iran Pavilion

2017

DON'T JUST
CELEBRATE THE FUTURE.
MAKE IT BETTER, SOONER.

Ministry of ICT
Telecommunication Infrastructure Co.

(TCI)
TELECOMMUNICATION COMPANY OF IRAN
(PUBLIC JOINT - STOCK CO.)

Ministry of ICT
ICT Faculty

ESM Telecommunication

AVA

#ituworld
telecomworld.itu.int

ITU

CITNA Organization

Introduction

CITNA organization is one of the powerful and influential consulting, media & advertisement organization in Iran. In our organization, we provide consultancy services to ICT Iranian & Foreign companies who want to invest in Iran's market.

In order to have a better influence in the market, we have established our news agency. With our great team enthusiasm CITNA became one of the most influential ICT media in Iran and one of the main ICT news sources for foreign media. For last continuous recent years, we are honored by ministry of culture's evaluation as one of the top professional websites in Iran.

Of course, we have respected our readers' point of view and by considering the demand in the market, we have started our monthly magazine called "4G" two years ago for those who are yet willing to follow the news in a traditional way.

By expanding our organization, we realized that it's a time to walk further and bolder our presence in the International ICT market. To achieve this target, we have signed a partnership agreement with respected International Telecommunication Union (ITU) in 2015 and our organization became their first and only exhibition sales agent in Iran.

In addition to our abroad plans, we have signed another partnership agreement with media division of ITU and became their only Iranian media sponsor for their events.

Our Mission & Vision

CITNA's mission is to expand its activities in the international ICT market and strengthen its media internally and add an English version of our media for international ICT society.

CITNA'S vision is to remain the most influential media in ICT field as we are so far and be a powerful consultant for interested foreign companies who wish to become a part of Iran's Market.

Our Services

Currently CITNA as a consultancy organization has an experienced consulting team that assist many private and government companies; by providing below services:

- Arranging meetings with their desired government and private companies and consult them to achieve partnership agreements.
- Introducing their Brands
- Introducing their offers, products & services to the public
- Giving them a chance to be seen in our website via advertisement banners with a direct link to their websites.
- Organizing press conference for new comers in Iran market and inviting the most important press (News agencies, newspapers, magazines and popular websites) in the planned events.
- Covering the related news of all related exhibitions in Iran & abroad.
- Preparing the product reviews by testing the provided products from the companies.
- Consulting & helping the interested foreign companies for entering in the best way to Iran Market.
- Reflecting the prepared contents in other important media
- Doing survey for companies in order to help their Customer Relation Management division for their future plans.

Also we are always welcoming the newcomers and those who are interested to enter into Iran market.

CITNA & ITU

As ITU sales agent for 2016 we promoted ITU Telecom World 2016 in Iran by encouraging ICT organizations to participate within the Iran Pavilion in the exhibition at ITU Telecom World 2016. Also, as media partner, we promoted all aspects of the event, by providing print advertisements, editorial pages, promotional emails to our subscribers' mailing lists, banner placement, social media posting and event listing. ITU honored CITNA by an endorsement letter for our excellent work in both above capacities.

As for ITU Telecom world 2017 in Busan, CITNA done all the last year activities by promoting ITU Telecom world 2017 to ICT Iranian organizations and happily we are organizing Iran Pavilion for the 2017 in ITU Telecom World event.
It's our pleasure to help contribution to the overall success of ITU Telecom World 2017 just like last year.

ITU TELECOM WORLD '16
Bangkok 14-17 November

Subject: Letter of endorsement for CITNA Organization

To whom it may concern,

CITNA Organization, a media company headquartered in Tehran, Iran, acted as a sales agent and media partner for ITU Telecom World 2016. ITU Telecom World events are organized by the ITU, the United Nations specialized agency for information and communications technology matters, with its headquarters in Geneva, Switzerland.

CITNA promoted ITU Telecom World 2016 in Iran by encouraging ICT organizations to participate within the Iran Pavilion in the exhibition at ITU Telecom World 2016. As media partner, CITNA promoted all aspects of the event, by providing print advertisements, editorial pages, promotional emails to CITNA's subscribers mailing lists, banner placement, social media posting and event listing.

We would like to thank CITNA for their excellent work in both these capacities, which helped contribute to the overall success of ITU Telecom World 2016. We wish them every success and look forward to working with them again in the future.

Yours faithfully,

XIN Liu

Executive Manager, ITU Telecom

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ITU Telecom World

About ITU

ITU is the United Nations specialized agency for information and communication technologies (ICTs), driving innovation in ICTs together with 193 Member States and over 700 private sector entities.

Over the past 150 years, ITU has been a facilitator and pioneer. From the earliest days of telegraphy, through the development of radio and phone technology, ITU have been instrumental in bringing life-enhancing innovation to global communities.

More recently ITU helped radar systems, radio astronomy telescopes and communication satellites become an everyday reality. ITU encouraged the positive power of the internet, and taken the lead on cyber security and bridging the digital divide between developed and emerging nations. And ITU is not about to stop.

About ITU Telecom

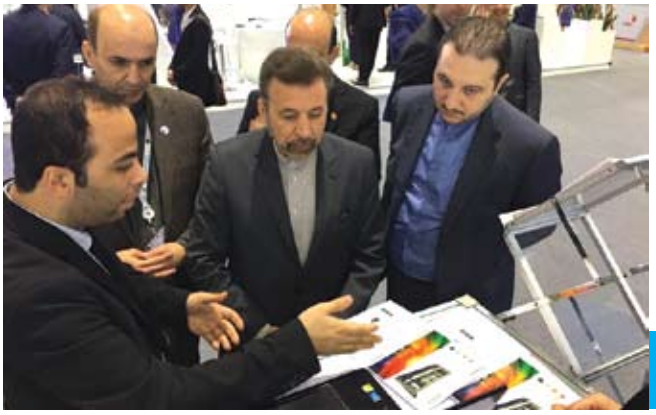
ITU Telecom, part of the ITU, organizes ITU Telecom World, a not-for-profit neutral platform to accelerate ICT innovation for social and economic development through exhibiting solutions, sharing knowledge and networking.

ITU Telecom World 2011 in Geneva marked the event's 40th anniversary following its debut in 1971. As the leading exhibition and forum for the global ICT industry, it brings together public and private representatives to showcase innovative solutions, collaborate and engage in high-level dialogue on the major challenges facing the sector. In 2011, ITU Telecom World moved to become a global annual event in rotating geographic locations. ITU Telecom World 2012 was hosted in Dubai, UAE, ITU Telecom World 2013 in Bangkok, Thailand, ITU Telecom World 2014 in Doha, Qatar, and ITU Telecom World 2015 in Budapest, Hungary, with ITU Telecom World 2016 returning to Bangkok.

Recognizing the critical importance of SMEs in driving industry growth and socio-economic development throughout the world, ITU Telecom World was repositioned in 2015 as a global platform connecting governments, corporates and tech SMEs, offering international services to support and foster SME growth.

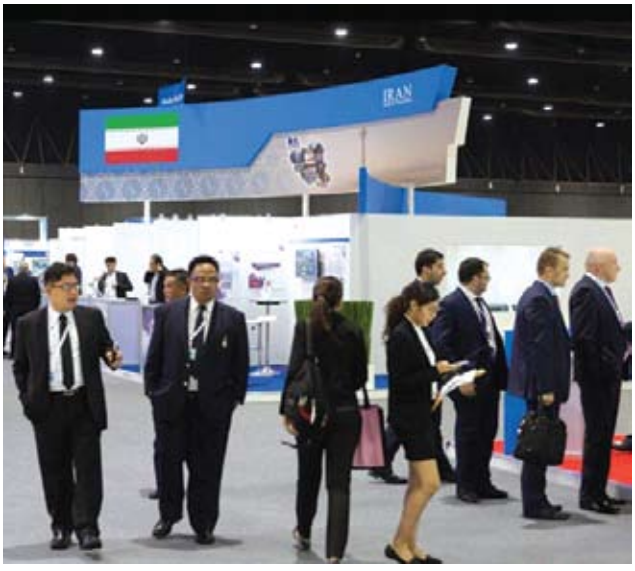
ITU Telecom World is a unique international platform for influential figures from government and industry to connect with tech SMEs, exhibit and explore partnerships solutions, debate and share ideas.

It's about bringing smart technologies together with smart ideas and smart people to make the world better, sooner.



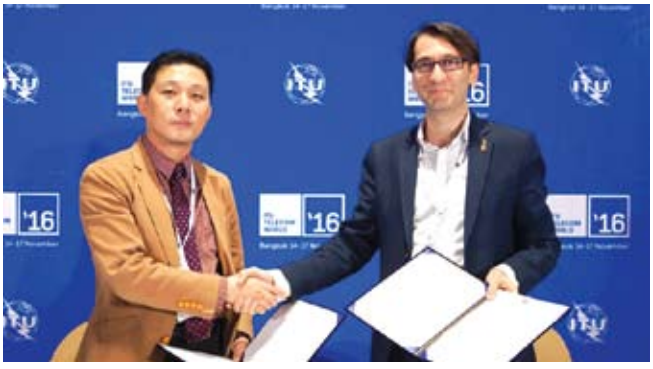
ITU Telecom World 2016

ITU Telecom World 2016 took place in Bangkok, Thailand, from 17- 14 November, 2016.
It became a great gathering just like previous years. Many government and private sectors participated and benefited from this great event. Iran participated as a pavilion and within the pavilion the government (Telecommunication Infrastructure Company of Iran a subsidiary of ICT Ministry) along with some private sector SMEs and R&D Institutes shared the space.



Dr. Mahmoud Vaezi, Iranian ICT Minister on his visit in ITU Telecom World 2016, visited Iran Pavilion and satisfactory had great discussions with Iranian Exhibitors.

ITU Telecom World 2016 was a great opportunity for Iranian ICT Industry experts to participate in workshops, forums and business discussions held during the exhibition timing and sharing their point of views with other countries experts. Also it helped Iranian exhibitors to present the position of Iran in the ICT Industry in the world.



The achievement for Iran Pavilion members In ITU Telecom World 2016 was the partnership agreements that some of the Iranian SMEs signed with foreign companies and investors.

Also, Telecommunication Infrastructure Company of IRAN(ICT Ministry's subsidiary) received the Recognition of Excellence certificate from ITU Secretary General during the prestigious Awards Ceremony took place on 17th November 2016. CITNA as the only exhibition ITU agent in Iran and the only Iranian media sponsor received an endorsement letter from ITU Telecom World 2016 for its excellent work in both capacities.

ITU Telecom World 2017

ITU Telecom World 2017 takes place in Busan, Republic of Korea, from 28 – 25 September, 2017. Just like last Year, CITNA encouraged main Iranian ICT industry players to participate in ITU Telecom World 2017 and Iran Pavilion is welcoming all participants from all over the world to visit Iran Pavilion.

CITNA as the Iran Pavilion organizer is ready to prepare a bridge between Iranian ICT players and ICT Players from all around the world.

Iran pavilion is welcoming you to visit the following entities gathered together from Iran including: Telecommunication Infrastructure company of Iran who is responsible for the main telecommunication networks (ICT Ministry's subsidiary), Telecommunication Company of Iran (The first and biggest fixed and mobile operator), Faculty of Applied Science of Post and Telecommunication along with its laboratory dept.
(ESM Telecommunication) and Ava Telecommunication Industry (One of the leaders in manufacturing of state-of-the-art telecommunications technologies).

In addition to Iran pavilion, many of the high level managers of ICT industry will be visiting ITU Telecom World 2017 and it is a great opportunity to discuss the potentials and opportunities for starting international ICT partnership activities with them.

Telecommunication Infrastructure Company (TIC)

Ministry of ICT

Telecommunication Infrastructure Company is working as governmental company of ICT Ministry with the aim of creating, developing, managing, organizing, supervising, maintenance and implementation of the main telecommunication network and infrastructural activities. In fact, the management of the main telecommunication infrastructure is the first and foremost task of TIC. TIC is the main incumbent of backbone telecommunication network of the country.

Establishment of the Telecommunication Infrastructure Company

With the privatization of Iran Telecommunication Company, the management of optical-fiber networks and transmission lines in the country as a governmental duty was assigned to the Telecommunication Infrastructure Company. The company with a background experience of 150 years and a skilled staff in telecommunication technology has reached to a high level of excellence in telecommunication industry in the region. Its operation is mainly based on optical-fiber network, which is considered as a mother network to meet the requirements of communications between different cities in Iran. TIC is the only company responsible for developing, managing, organizing, monitoring and maintaining the strategic Telecommunications networks in Iran. Since the foundation of this company, it has implemented the strategic communication policies and has managed to increase international communication ports of the country to 22 ports in North, East, West and South.

THEMAINTASKSOFTIC

- To establish, execute, put into operation, market, develop, improve, maintain, supervise and manage the national telecommunications infrastructural network and data communications,
- To meet the communication infrastructural needs of the applicants in the public, private and cooperative sectors rendering the telecommunication services in accordance with the international standards,
- To cooperate with the other telecommunication operators in the field of exchanging the communications and transiting the international traffic,
- To prepare and compile the comprehensive plans in the field of the communications infrastructure and the data communications networks on the basis of the requirements, needs, standards and regulations,
- To prepare and approve the technical and specialized instructions, regulations, criteria, and standards required by the company in the field of establishing, developing, and maintaining and

putting into operation the infrastructural network.
Unique geographic location of Iran in Middle East, make it possible to become the HUB and transits international information in the region, by producing necessary infrastructures.
At present international fiber optic network of TIC are connected to Iraq, Turkey, Armenia, Azerbaijan, Afghanistan, Pakistan, UAE, Kuwait, Nakhchivan and Turkmenistan directly and to India, Oman, Bahrain, Qatar and KSA via Falcon network by 22 boundary points.
If needed infrastructure for international transit be provided, Iran can carry %20 of the Sues canal traffic (which is the critical point) and earn 1.2 milliard dollars annually. Reaching this target requires academic, technical and economic investments which are considered in fifth and sixth development program.
TIC as the Sovereignty institution of communication infrastructure and the only governmental representative in international communication area, is going to implement large and important projects in the way of becoming Middle East HUB.

International Telecom Gateways of Iran

- Genaveh (Kuwait)
- Jask (United Arab Emirates)
- Abadan,Mehran, Ghasr Shirin , Marivan and Piranshahr(Iraq)
- Uromieh and Bazargan (Turkey)
- Astara and Bilesovar (Azerbaijan)
- Jolfa (Nakhjavan)
- Jolfa and Nordouz(Armenia)
- Ghouchan (Turkemenistan)
- Taybad (Afghanistan)
- Mirjaveh and Pishin (Pakistan)
- Bandar Abbas and Chabahar (Falcon Cable)
- Boushehr (GBI Cable Network)
- Chabahar (POI Cable)
- Jask (OmranCable)

Connection to global cables

- Connection to SMW3, SMW4, FOG and FEA via Iran-UAE and Iran-Kuwait
- Connection to global network TAE as the one of its member
- Direct connection to FALCON cable by coastal point in Bandar Abbas and Chabahar and connecting to global network Reliance via it.
- Connection to cable network GBI.

Iran, A Gateway connecting the East to the West

One the most important privileges of Iranian territory is its geopolitical status. Iran connects the East to the West, and would play its important role in the region by its international projects such as Europe-Persia Express Gateway. Communication through Iran territory would be a safer, shorter and more economical alternative comparing to the current route passing through Suez Canal and Bab-el-Mandab. Considering the vicissitudes of the Middle East, Iran`s stability provides a safe and reliable foundation on which a new communication route can be established.
Now, there is an opportunity for a mutation in ICT industry in Iran due to a collection of internal and external circumstances. Apart from private sector players, the government has a great interest in the development of this industry because of its importance and the significant role it plays for creating jobs for Iranian young people.
Moreover, Telecommunication Infrastructure Company last year took part in ITU Telecom World 2016 and succeed to get the ITU Telecom World Awards recognized excellence and innovation in ICT solutions with social impact certificate.


ITU TELECOM WORLD AWARDS 2016

The International Telecommunication Union is pleased to recognize

Telecommunications Infrastructure Company
Islamic Republic of Iran

for its excellence in providing and promoting innovative ICT solutions with social impact at ITU Telecom World 2016

Bangkok, 17 November 2016

Houlin Zhao
ITU Secretary-General

'16

Ministry of Communication & Information Technology
Information Technology Organization of Iran

The NIN definition:
National information network is the plat form for the broadband plan of the Islamic Republic of Iran, as a network of Internet-based networks with switches and routers and data centers, so that internal access requests for information stored in internal data centers by no means do not roam outside the country for the sole purpose of higher efficiency and providing for national cyber security infrastructure maturity; NIN allows the creation of intranet and private and secure internal networks.
The NIN governing Requirements:
•A network of communication infrastructure with an independent management system;
•A completely independent and protected network interacting with other networks including Internet;
•Ability to offer a variety of content and a variety of global communication services for people with quality assurances mechanisms, including mobility;
•capability of providing a variety of secure services, including digital encryption and digital signature;
•Ability to establish secure and stable communications between all devices and vital data exchange centers;
•High-end network with a network consisting of data centers and hosting

The NIN architecture policies:
•**Independency:** nondomestic services should be substituted with domestic services and applications to form internal ecosystems with value chain defined through NIN providing for healthy competition.
•**Capability and resiliency:** NIN topology should provide for resiliency and huge capacity in core and edge network with high availability in response to projected increasing bandwidth demand for content comprising half of the whole traffic,
•**Security:** NIN as a territory network must protect its own entities and assets.
•**Interactivity:** Capable of interacting with other networks.

The NIN Architecture principles:
•**Private & public networks:** NIN must have private and secure networks with redundant physical links, particular data centers and disaster recovery sites as a vital infrastructure for e-government. At present, ministries, organizations and all branches have connected to private network in the country since 2013 and there are generally secure data centers with e-gov propose.
•**ETE Services:** NIN has to have end to end reference architecture to deliver a range of network and content services to end users. In addition to general NBN principles, we have also considered some extra policies such as independency and interactivity to design NIN architecture. Based on the NIN architecture, Public DNS, IXPs and CDNs play main role to localize domestic content services and internet traffic. BY localizing the latency, the cost will reduce and the QoS especially for video services will increase.
•**Broadband Services with acceptable QoS:** NIN has to provide high-quality, affordable and high-speed broadband services to all. Key Performance Indicators (KPIs) have been defined for the broadband accesses to ensure comfortable experience for Web Browsing, VoIP, Streaming and Interactive Video with acceptable QoS for end users. At present, all operators have to respect to these KPIs.
•**High Availability:** NIN topology has to be resilient with huge capacity in core and edge networks. TCI as a government company has implemented the majority of this topology and capacity in during the fifth plan.

Mobile and e-government project was followed up for accessing the public to high quality services and information as well as increasing the clarity, preventing the corruption and making the economy safer by dividing the goals in two main sections. First, the section of infrastructure for integration and transient into second generation of e-government in parallel with implementing these standards and making all government services electronic by all executive organizations, in the section of infrastructures for e-government, Iranian Information Technology Organization 18 hat taken fundamental actions in two sections of legal infrastructures and technical infrastructures detailed as below:

Legal Infrastructure:
-1 Preparing, approving and noticing the general roadmap for e-government
As a strategic document for e-government development
-2 Preparing, approving and noticing the technical

executive standards for e-government development
As a guideline for executive organizations for convergence and balanced development in e-government
-3 Instructions for evaluating the portals of executive organizations as well as continuously assessing the situation of turning the services of executive organizations into electronic status
-4 Modifying the management and leadership structure of e-government development
-5 Preparing the pattern for determining the tariffs and quotation for e-government services
Because e-products and services are considered as intangible goods, this project will prepare a model for calculating the tariff and price of e-services for creating the competitive infrastructures and attracting the trusts for investment of private sector for presence in the businesses for providing e-services transferred by the government.
-6 Investigating and preparing the plans and actions for e-government development, stressing on the structure of public and non-public sectors participation (PPP)
-7 Preparing and approving the guideline for development of information technology and telecommunication usage
-8 Preparing the Iranian Intelligent Government Document

Technical Infrastructures:

-9 Preparing the Iranian e-services interactivity framework (IGIF) document
Iranian Government Interactivity Framework (IGIF) is a project while operationalizing the framework and interactivity standard between organizations possessing main database of the country, will cause all national executive organizations to interact providing compatible e-services in the platform of national information network focusing on national databases on National Information Sharing Center.
-10 Preparing the National Organizational Architecture and Framework Document
The structure of reference models for e-government architecture has been prepared nationally aiming to provide the platform for recreating the government using IT and Telecommunication and also 6 national organizational architecture labs have been just established in the country.
-11 Providing the Pilot for Government Service Bus (GSB) System
GSB is in fact a common platform in which for facilitating the share of government's heterogeneous information, there has been designed software and hardware interfacing systems with integrated structure to share information among government organization securely and in the least possible time. Currently, the national GSB has been launched and 120 services out of 11 executive organizations are provided on this platform.
-12 Creating and Operating Intelligent National Service Port, Iran.gov.ir
Intelligent National Service Port has been established by the purpose of standardization and integrated management for providing the public with e-services and moving towards service-oriented architecture. Creation of public services sector- providing English version for public pages- creating a service specific for disabled people- creating public sector for final government services and connecting 30 general inquiry services in the national port are among other capabilities of this port.
-13 Establishing Iranian National Box Office (E-Box)
It is an integrated and attributable channel with secure platform that could be accessible from everywhere. This route provides the public with delivering the service output. Designing and launching phase 1 of Iranian National E-Box for sending the public and general notices to real and legal persons in the country. Development of phase 2 of the system for document management system-DMS and creating the single sign on (SSO) for accessing to public services are being designed.
-14 Deploying the Pilot for National Free Data Encoding System in the address Data.gov.ir
-15 Preparing and designing the model for Mobile Government Platform
Designing and launching the prototype for Mobile Government Platform in the country for providing public and general services on intelligent mobile tools.
-16 Establishing the Portal for Information Sharing, Publish and Free Access to Information
-17Center for Empowering and Facilitating the Startup Business, FAWA
This center has been established by the purpose of providing the coordination and effective interaction between members of FAWA startup business ecosystem by the support of Iranian Information Technology Organization.
In the second part, for coordinating between organizations and acceleration for turning the services provided by executive organizations electronic, by presence in the strategic committees and coordination between organizations like Commission for Development of e-government and technical team, this organization has prepared instructions and executive notices for development of e-government.

Faculty of ICT

History:
Faculty of ICT established in 1928. It is restructured in several phases based on educational requirments of National Communication Network. ICT faculty accepted students in the field of Communications Engineering (Switches and Transfer) In 1993, based on the authorization of the ministry of culture and higher education council. The major of Post and Post Bank are created in the following and renamed to «Faulty of Applied Science of Post and Telecommunication» in 1995.

Now a days, The faculty accept students in different educational levels from associated up to master degree . Applied Scientific Faculty of ICT over the post decade through a memorandum of understanding with International Telecommunication Union (ITU) recognized the hub of spectrum management and one of the ITU and Asia Pacific training Center.

At the faculty many courses in the fields of ICT, virtually and campus based has been held for ICT managers and experts of the region.

Introduction:
Faculty of ICT was established 88 years ago, in 1928, to be utilized as a training center of "Post and telegraph ministry" at the time. The statute of this faculty was approved by the national parliament in 1939. Its mission has been set to train new technicians for the ministry of Communication and Information Technology as well as enhancing the practical and theoretical knowledge of the staff working in this ministry and its subsidiary organizations.
To meet this goal and to be compatible and conformable with the ever-changing educational requirements of communication and information industry in the country, the faculty has revised and redefined the courses as well as the majors it offered throughout its history of educational activity.
Since 2007 and through a memorandum of understanding with International Telecommunication Union (ITU), the ICT faculty has been recognized as one of the International Telecommunication Union training Centers in Asia and the Pacific and as the hub of spectrum management in the region as well.
Based on the authorization of the ministry of culture and higher education, the faculty was renamed to «Faulty of Applied Science and technology of Post and Telecommunication» in 1995. The faculty is one of the subsidiaries of Iran's ICT ministry and works under the supervision of Iran's culture and higher education ministry as well. At the present time, the faculty accepts students from associated up to master degree in the following majors:

Fields of Study:
- Master of Mobile Communications Technology (BSS, NSS).
- ICT Engineering (Data, Mobile, Optical and Operation).
- ICT Engineering (Information Security)
- ICT Engineering (Web-Based Program Developer)
- ICT Engineering (Information Technology)
- Post Professional B.S degree.
- Post Bank B.S degree.
- Network associate degree.
- ICT associate degree.

Laboratories:
- Antenna Laboratory
- Microwave Laboratory
- Fiber Optic Laboratory
- Logic Circuits Laboratory
- Electronic Laboratory

• Electro Measurement Laboratory
• Fiber Optic Work Room
• Digital Telecommunication Work Room
• Mobile Communication Work Room
• Research and Projects Laboratory
• Internet of Things (IoT)
• Computer Sites (Three Work Room)
• Advanced research Center of Optical Transmission Systems

Training facilities:
• Library with over 9000 Persian books and 4000 English books along with 1900 thesis titles.
• Computer site
• Self Service dining room
• Prayer room
• Gym

ICT Faculty, Isfahan branch:
The Isfahan Branch of faculty where is Located in Foulad Shahr, has very extensive training and Laboratory space along with Computer Sites, conference room, dining room, etc. It has planned and built to provide the students and telecommunication staff with the short as well as long term educational courses they need. This branch of ICT faculty provide accommodation for foreign professors and students to stay.

The International Telecommunication Union Welcomes

Faculty of Applied Science of Post and Telecommunication

as a participant in the work of ITU in the category "academia, university and their associated research establishment"

Geneva, February 2017

Houlin Zhao
ITU Secretary-General

Specialized Short Term Trainings:
The Faculty offers short term training courses in all ICT fields and majors to the Government and private sector organizations and Institutions. In this regard, up to now various agreements has been signed and implemented as follows:
• Specialized short term trainings to law enforcement personal
• Computer application skills training (ICDL) as well as specialized courses to The Ministry of ICT managers and employees.
• The Communications Regulatory Authority
• Training course (orientation to third generation mobile systems) summer school data center.
• Holding numerous Seminars such as present and future of Mobile Communication, applied Scientific Training and ...

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(TCI)
TELECOMMUNICATION
COMPANY OF IRAN

TCI at a Glance

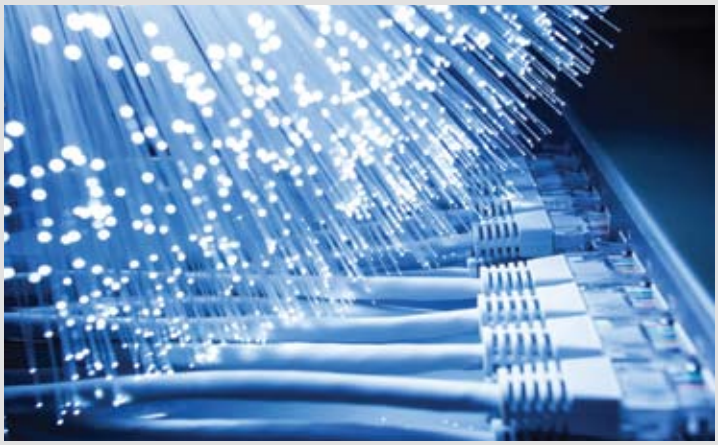
(Sep. 2017)

Subscribers
30.5
million

Penetration rate
38.8%

Subscribers
84
million

Penetration rate
82%



Ports
(by TCI)
4.8
million

Users
42.5
million

(TCI)
TELECOMMUNICATION
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Current TCI Product Portfolio

(Fixed+Mobile)

The list is non-exhaustive.

(TCI)
TELECOMMUNICATION
COMPANY OF IRAN

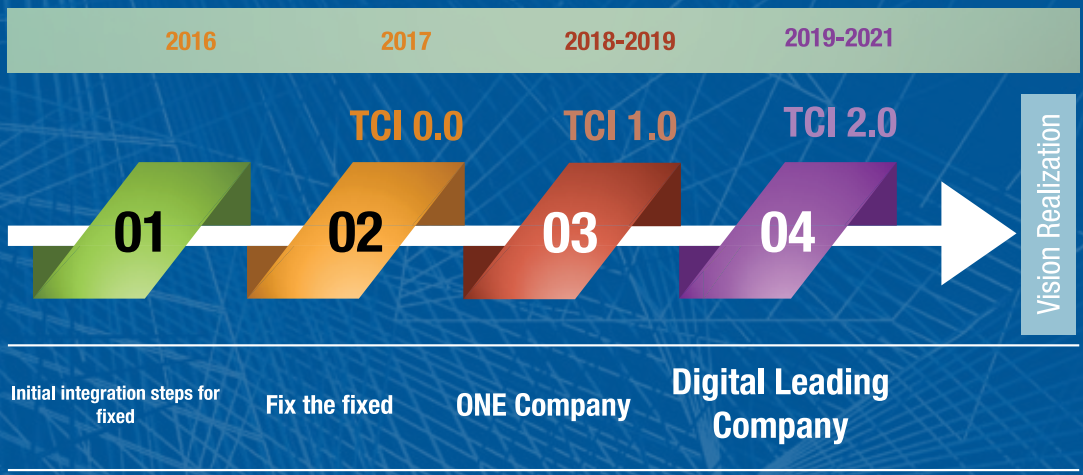
Telecom and Digital market overview

Over the past years, Iran's telecom market has experienced a tremendous growth. Right now, the penetration of fixed and mobile connections is among the highest ones in the world. Mobile broadband has grown dramatically in the past 2 years and the incumbent operator, MCI, has planned an aggressive roll-out plan for 2016-2017 and they seem to be on target.

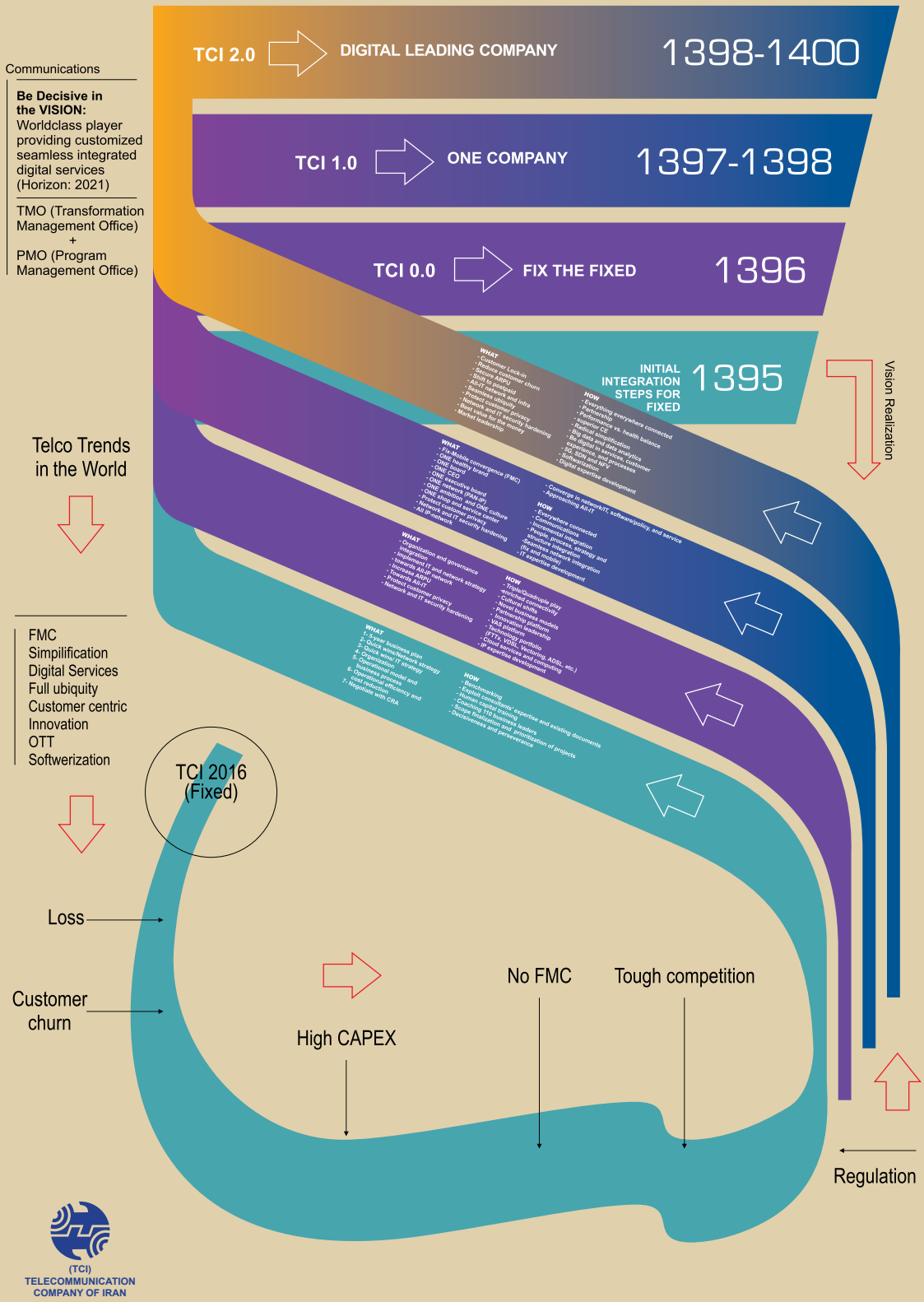
In line with the changes in the telecom world, Iran, considering the young population pyramid, is also being impacted by the digital era. Digital startups and venture capitals, video and content players, MVNOs, ServCos, CDNs, aggregators, ect. In this boosting market, TCI tends to keep its leadership on the pipe and envisions to transform into a digital smart player, providing a varied range of services from (managed) infrastructure to digital services based on win-win partnerships.

To realize this objective, TCI has crafted the following 5-year transformation roadmap to turn into a world-class digital player leading the market in Iran.

TCI transformation roadmap



TCI 5-year Transformation Roadmap



An Interview with Dr. A. Merat, Chairman of AVA Communication Industries

Company overview:

AVA Communication Industries is a technology company focused on design, manufacturing and development of VoIP and NGN/IMS telecom equipment, with more than 15 years of experience in this field, AVA is a leading company in telecommunication industry in Iran.

Would you talk about the history of AVA and the strength of the brand in the market?

Ava Communication Industries is a leading company in manufacture of telecommunication equipment for next generation networks in Iran. The company has designed and produced solutions for different market segments including the enterprise market and also the public telecom market. For the enterprise market, we offer products and solutions such as high capacity IP PBX and IP Call Centers. For the public telecom market we offer NGN/IMS network elements such as soft switches, subscriber and billing elements, HSS, CSCFs, AGCF, SBC, etc.

Is your brand awareness where you had hoped it to be?

Ava is now the main player in the next generation fixed telecom switch industry in Iran. Ava, however, has high ambitions. Ava intends to expand its business internationally and it is aiming to become an international player in this industry. We think there is great potential for us. We have a talented team who has been able to achieve tremendous growth in a short period of time, and we have a lot

of customers who realize the value of our products.

How does AVA plan to differentiate itself in this industry?

We are in the knowledge era. I think it is really essential for a technology company not only to understand the fundamental role of knowledge and innovation, but also to understand how 'knowledge' is linked to 'people', and the implications of this for the mechanisms by which the company manages its people. In essence, I believe, 'people' are the main asset of our company, and what everything else is derived from.

As AVA grows in size and scale, how do you make sure you don't lose that innovative culture?

Innovation may happen unplanned. But to create a sustainable culture of innovation in a company, a well thought-out strategy is certainly required. Also, I think it is important that while we focus on innovations for improving our products in terms of quality, functionality, etc., we don't lose sight of the bigger picture and new technology trends and potential technological disruptions. That is why we have created an office for future studies in our research center as well.

What do you see as the key to achieving customer satisfaction and loyalty in the public telecom industry?

The products in this industry (telecom infrastructure products) are by nature expensive and complicated to deploy and utilize. So in addition to making quality products, It is necessary to view the customer experience as a cycle that includes pre-sales consultation, training, deployment and after sales services that requires a deep and long term commitment to each client.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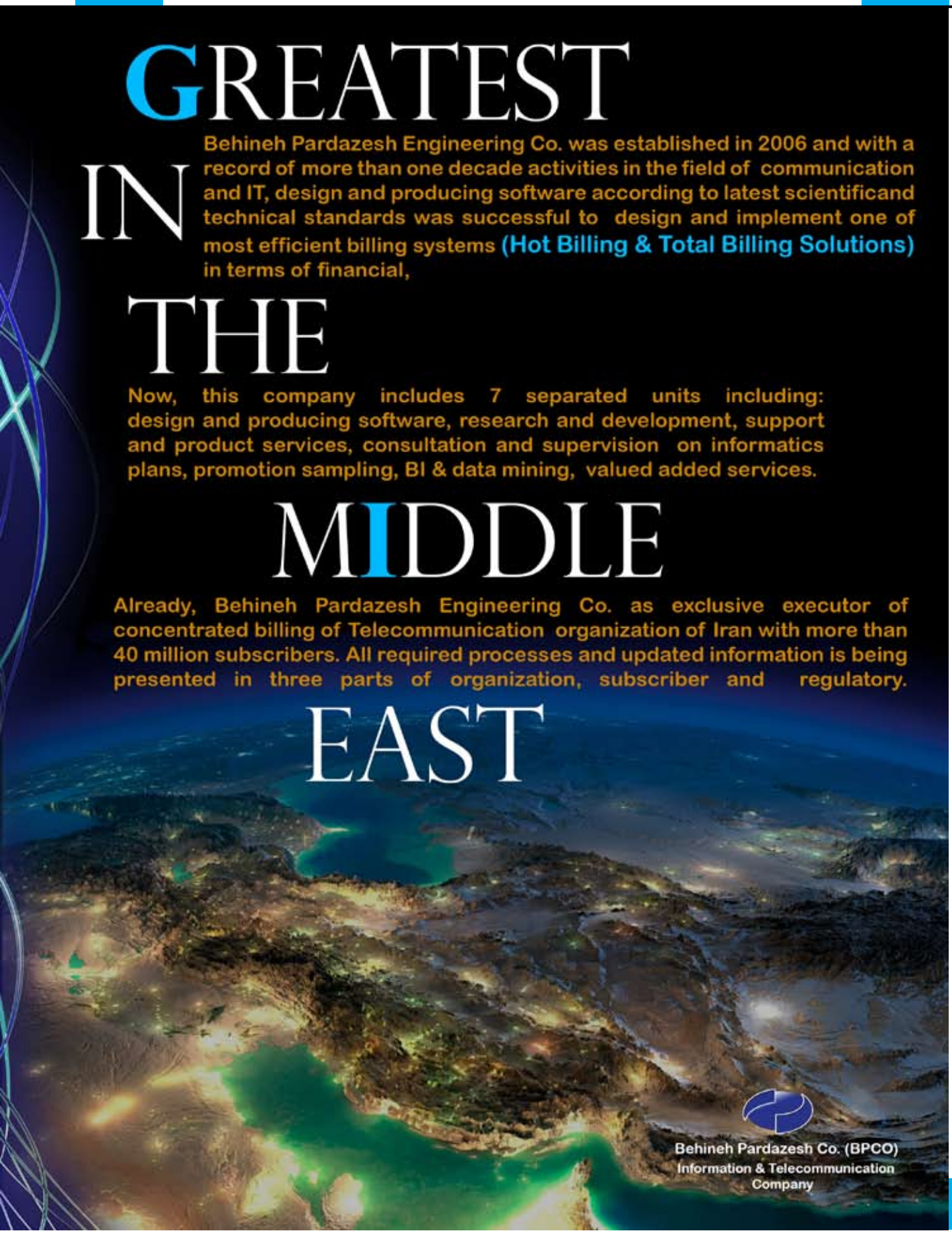
GREATEST
IN
Behineh Pardazesh Engineering Co. was established in 2006 and with a record of more than one decade activities in the field of communication and IT, design and producing software according to latest scientificand technical standards was successful to design and implement one of most efficient billing systems (Hot Billing & Total Billing Solutions) in terms of financial,
THE
Now, this company includes 7 separated units including: design and producing software, research and development, support and product services, consultation and supervision on informatics plans, promotion sampling, BI & data mining, valued added services.
MIDDLE
Already, Behineh Pardazesh Engineering Co. as exclusive executor of concentrated billing of Telecommunication organization of Iran with more than 40 million subscribers. All required processes and updated information is being presented in three parts of organization, subscriber and regulatory.
EAST
Behineh Pardazesh Co. (BPCO)
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ESM

Smart telecom Solutions

Our Vision and Mission

Our Vision:

To be a leading , advanced , Innovative and modern telecommunication service and solution provider and a preferred strategic partner for dominant players in international market.

Our Mission:

To provide professional service , tools and equipment's in telecom market based on last and well known technologies .

Our Information

Our Customers

Our Portfolio

Our IoT products and Solutions

Products:

- Multi Technology IoT Universal Gateway
- IoT Training Kit
- NB-IoT Module
- Lora Modem
- Lora Radio
- Modular Sensor Platform

Solutions:

- Smart Home
- Smart Firefighting
- Smart Agriculture
- Smart Metering
- Smart Site Management

Our Certificates

- Grade 1 Of Informatics
- Grade 1 Of Subcontractor
- Telecom Equipment import license
- ISO certified
- ICT national Award Winner

Our References

www.esmcell.com Info@esmcell.com

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