

**SATEXPO**

**21-23 MARCH**

Part of



**CABSAT**

**SATEXPO**

**CONFERENCE**

*The Future Of Satellite Communications In The Mena Region*



## Welcome Note

It gives us great pleasure to invite you to attend SATEXPO, an expansion of CABSAT's broadcast related satellite profile, SATEXPO will focus on all satellite communication solutions and technologies for the MENA region.

For 2017, SATEXPO is proud to announce a one day conference which will cover applications for all satellite communications, mobile satellite services, satellite imagery, earth observation, hybrid network technologies, security and space.

This high-level programme will address existing commercial challenges and new opportunities in the MENA region's vertical satellite markets, delivered by leading global & regional industry architects, strategists, investors and Governments across numerous sector, including space, aviation, government, maritime, defence, broadcasting, telecommunications and more.

The summit will feature panel discussions and keynote presentations from leading regional and international experts including the UAE Space Agency, Virgin Galactic, BBC and Al Jazeera.

We looking forward to welcoming you to the 2017 SATEXPO Conference and help shape the future of satellite communications in the MENA region!



## Reasons To Attend



- Network with leading regional and international experts in satellite communications



- Engage in strategic discussions on how governments can partner with small companies on satellite projects



- Understand where the biggest opportunities lie in the satellite industry across the major sectors



- Explore technologies and innovations for connectivity whilst preventing cyber-attacks

## Keynote Speakers include:



**HE Dr. Mohammed Nasser Al Ahabbi,**  
Director General,  
**UAE Space Agency**



**Barry A. Matsumori,**  
Senior Vice President  
Advanced Concepts,  
**Virgin Galactic**

## Who should attend?



Broadcasters



Media



Telcos



Space Agencies



Government



Airlines



Ship Owners & Operators



Military



Broadband Solution Providers



Satellite Owners & Operators

# SATEXPO CONFERENCE PROGRAMME

## The Future of Satellite Communications in the MENA Region

2017 SATEXPO Conference

Tuesday 21<sup>st</sup> March 2017



10.20

**Summit Opening remarks by Chair**

**Martin Jarrold, Chief**, International Programme Development, GVF and Chairman, **Satellite Hub Summit**

### SPACE/AVIATION/GOVERNMENT

10.30

**Keynote Address: Past Present and Future of the UAE Space Agency and opportunities for Satellite Communications in the region**

Just weeks after the successful launch of a UAE nanosatellite – Nayif-1 – which was developed by the Mohammad Bin Rashid Space Centre and the American University of Sharjah, SATEXPO is privileged to receive an opening address from the leadership of the UAE Space Agency, which will examine policies, guidelines and best practices in remote monitoring in a connected world.

**HE Dr. Mohammed Al Ahbabi**, Director General, **UAE Space Agency**

10.50

**International Keynote: Space and Change - it's exciting!**

For years, the business and technology of space has developed on a known, linear path. However as of late, there have been many new ideas, new business models and new technologies applied to space to make the market vibrant and exciting. This talk will develop and characterize what is driving space to be the exciting area it has become.

**Barry A. Matsumori**, Senior Vice President Advanced Concepts, **Virgin Galactic**

11.20

**The Entrepreneurs and Financiers of Satellite Start-ups: Case Study - The successful partnership between government, and small companies for Brazilian Space Program, and its Small Satellite projects**

The Brazilian first scientific nano-satellite - mission NanosatC-BR1, launched in June of 2014, and it is still operational. It has shown the importance of the partnership with government and small companies, how entrepreneurship and collaboration can grow the Brazilian National Space Program, and consolidate the industry. The presentation will highlight:

- The experience of the partnership between the Brazilian government and small businesses for the Brazilian Space Program
- The use of small satellite businesses in Brazil for the agricultural and agro-business sector
- The launch and operation of the first scientific Brazilian nano-satellite, mission NanosatC-BR1, and mission NanosatC-BR2 development (on board software and ground stations)
- The development of small satellites and cubesats for educational purposes
- The entrepreneurship for young students and aerospace jobs in Brazil

**Marcelo Essado**, CEO and System Engineer, EMSISTI Space Systems & Technology Ltda., **a Brazilian aerospace company**

11.50

**Space & Enterprise Partnership Session: Exploring the importance and relationship between commercial business enterprise and space**

- Challenges, technologies and opportunities for setting up space & enterprise partnerships
- Case studies of government entities and small space enterprises - examples of success stories regionally and internationally
- Regional education and entrepreneurial opportunities in space programmes

**Panelists:**  
**Amer Mohammad Al Sayegh**, Senior Director, Space Systems Development Dept, **Mohammed Bin Rashid Space Centre**  
**Marcelo Essado**, CEO and System Engineer at EMSISTI Space Systems & Technology Ltda., **a Brazilian aerospace company**

12.30

**Opportunities and challenges for using satellite communications for military operations**

Military operations today extend beyond the warfighting role to that of peace-keeper and of emergency first-responder. In this session we will discover how civil/commercial space assets contribute to the mission-critical communications needs of the military first-response, as well as to the imperatives of military comms in conflict environments.

**Jacques Dutronc**, Chief Development & Innovation Officer, **Eutelsat**

13.00

**Lunch break**

14.00

**Aviation Session: Improving connectivity in the cockpit**

In civil aviation the passenger in-flight experience is undergoing radical change, change facilitated by rapid developments in satellite-communications-on-the-move (SOTM) technologies which are bringing new levels of connectivity to commercial airliner routes. In this session we will see just how regional and international airlines are investing in bringing connectivity to 40,000 feet, to meet both passenger demand for "Internet anywhere" and to enhance aircraft management and navigational operations. We will also hear how, in the context of the Internet of Things (IoT), satellite communications are being used to protect against the growing insecurity of the cyber threat. Moreover, a Research Fellow at the Fraunhofer Institute of Germany will show how advances in SOTM terminal testing protocols and procedures is helping to expand the market for the technologies and associated solutions which will grow the mobile satellite industry.

**Mostafa Alazab**, Research Fellow, **Fraunhofer Institute for Integrated Circuits (IIS), Ilmenau University of Technology Digital - Broadcasting Research Laboratory**

**Hassan Aouisse**, Senior Systems Engineering Manager, **iDirect**

**Simon Gatty Saunt**, Vice President Data & Mobility Services, **Europe SES**

**Lars Ringertz**, Director Global Communications, **Panasonic Avionics Corporation**

**Olivier Risse**, Senior VP Corporate Business Solution, **Global Mobile Services, Eutelsat**

**BROADCASTING/MEDIA/TELECOMS**

14.30

**Satellite Broadcasting Panel Session: Idea Swap Regional Focus: What is the state of play in the MENA Satellite broadcasting market?**

This discussion-focused platform will explore the major issues affecting the region's satellite broadcasting market, including satellite capacity availability and costs, technological change, content gathering, and the challenges to broadcast integrity presented by deliberate satellite interference, or jamming. The discussion will also focus on satellite broadcasting trends and innovative developments happening in other regions which may impact the market in MENA.

**Panelists:**

**Nigel Fry**, Head of Distribution, **BBC Global News**

**Daniel Cooper**, Head of Media & Marketing, **Inmarsat**

**Ibrahim Nassar**, Manager of Teleport, Global Technology Services Directorate, **Al Jazeera**

**Mohamed Youssif**, Chief Operating Officer, **AB Satellite**

**Franco Cataldo**, Deputy CCO, **Eutelsat**

15.00

**Case Study: Regional technology, challenges and opportunities for Satellite Communications**

**Morwen Williams**, Head of Newsgathering Operations, **BBC News**

**Daniel Cooper**, Head of Media & Marketing, **Inmarsat**

15.30

**Contribution and distribution challenges in the Middle East during crisis**

The presentation will highlight the current challenges in feed reception from field during and channel delivery for audience on multiple platforms in the Middle East.

- Current usage map for satellite and IP platforms
- Understanding challenges in media gathering from war zones
- Suggestion to improve media channel delivery

**Atheer Abood**, Teleport Operations Lead, Global Technology Services Directorate, **Al Jazeera Media**

16.00

**The Satellite Synergy: Broadband telecoms for a mobile world**  
Accessing the Internet, whenever you want, wherever you are, wherever you're going to, and however you're getting there, with fast broadband data speeds, is now universal in the service delivery goals and user expectations of today's communications marketplace. Current and future growth of data traffic from mobile devices will impact both cellular and satellite networks. From scalable and flexible Mobile Backhaul Offload to Small Cell architectures, from HTS and LEO to latency mitigation and spectrum harmonization for future 5G. The telecoms/broadband to satellite interface is a big place, ... and big business.

**Jack Buechler**, VP Business Development, **Talia Group**

**Omar Diab**, Sales Director, **iDirect**

16.30

**Final Q&A with Speakers**

17.00

**Summit Closes**

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