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**Information Document by the Secretariat**PROPOSED MODIFICATION OF RESOLUTION 11 (REV. BUSAN, 2014) CONCERNING   
ITU TELECOM EVENTS

1. **BACKGROUND**
   1. [*Resolution 11*](http://www.itu.int/pub/S-CONF-PLEN-2015) *(Rev. Busan, 2014)* instructs the Council to report on the future of ITU Telecom events to the Plenipotentiary Conference 2018, including proposals for a fresh study of various options and mechanism in the organization of the event.
   2. Following consultation with Member States in 2014, the ITU Telecom World event began a reform process in 2015, in particular to acknowledge the vital role of SMEs in accelerating innovation and driving growth through the ICT ecosystem.
   3. Over the last three years the event therefore moved towards becoming an *international platform providing services for ICT SMEs*. Such services have included the availability of small, cost effective exhibiting solutions, B2B2G business networking sessions, business matchmaking, a tailored SME Programme, and a special Awards programme to recognize SME initiatives with socio-economic impact.
   4. Consequently, ITU Telecom World is now positioned as “the global event for governments, corporates and tech SMEs”, and is no longer focusing on big manufacturers and global telecommunication operators as its prime audience and contributor.
   5. This new positioning has been supported by many Member States through their active participation, and the events of 2015, 2016 and 2017 have been successful and well received. Reference ITU Telecom reports to Council: [*C16/19*](https://www.itu.int/md/S16-CL-C-0019/en)*,* [*C17/19*](https://www.itu.int/md/S17-CL-C-0019/en) *and C18/19.*
   6. As part of the reform undertaking, the ITU Telecom Secretariat is also working more closely with the Strategic Planning and Management Department and the three Bureaux to leverage ITU Telecom to showcase the work of ITU, as well as provide an opportunity to co-locate meetings and other events whenever feasible. This is bringing greater value for participants, increased networking opportunities for ICT communities, and providing a “one ITU” platform to enhance the image of ITU and promote the activities and achievements of the Union beyond its membership, to the wider ICT industry.
   7. The ITU Telecom Secretariat is contributing services to ITU in connection with the above as well as increasingly lending its expertize to other ITU activities.
   8. ITU Telecom events continue to be financially viable, produce a positive net result, and are beginning to show growth in terms of audience, content, and size of the exhibition.
2. **PROPOSED NEXT STEPS**
   1. Event **Direction**

The Secretariat will continue to develop initiatives to grow and foster SME participation within the context of the platform and identify opportunities to hold other ITU activities/meetings/events under the ITU Telecom umbrella.

It is also proposed to remove the advisory role of the ITU Telecom Board which has been inactive since 2015, and to continue the practise, since 2016, to hold regular Consultation Meetings between the ITU Secretary-General and Member States prior to the start of each ITU Telecom event concerning its activities.

* 1. **Event Name**

Feedback from ITU Telecom World participants, and through the world renowned branding agency that has worked with ITU Telecom in recent years, indicates that a focus on “Telecommunications (Telecom)” is now limiting the scope of the event, sending a confused message about what you can see and engage in during the event, and may fail to attract potential participants, particularly SMEs and investors with a focus on tech/ICT innovation and solutions.

Although “Telecom” has always been part of the brand name since the event conception in 1971, the current reform model presents an opportunity to continue the successful repositioning with a modified event name that would be communicated appropriately through a strategic re-branding campaign.

For example, and to support brand recognition for existing participants, a subtle revision could be considered by dropping the reference to “Telecom” and referring to the events as “ITU World” from 2019 onwards.

* 1. **Frequency and Rotation**

Recognizing that there are financial and operational disadvantages for ITU to organize the event in a different country and venue each year, it is also recommended that ITU be given the flexibility to consider any offers from Member States to host the event for a number of consecutive years; and taking into account that an open and transparent bidding process will continue to be carried out and all offers evaluated to ensure that decisions are considered to be in the best interest of the Union and its Member States.

* 1. **Business Model**

In recognition of the reform process, a new business model to manage the activities of the Secretariat would be developed for presentation to, and endorsement of, Council.

**Annex 1**: Proposed amendments to Resolution 11 (rev. Busan, 2014)

RESOLUTION 11 (REV. Dubai, 2018)

**ITU World events (formerly “ITU Telecom” events)**

The Plenipotentiary Conference of the International Telecommunication Union (Dubai, 2018),

*considering*

*a)* that the purposes of the Union, as reflected in Article 1 of the ITU Constitution, include to promote the extension of the benefits of the new telecommunication technologies to all the world's inhabitants and to harmonize the actions of Member States and Sector Members in the attainment of those ends;

*b)* that the telecommunication environment is undergoing considerable changes under the combined influence of advances in technology, the globalization of markets and growing user demand for integrated cross-border services adapted to their needs;

*c)* that the need for a global framework to exchange information on telecommunication strategies and policies has been evident for many years;

*d)* that telecommunication/information and communication technology (ICT) events are of considerable importance in keeping the membership of the Union and the wider telecommunication/ICT community informed of the latest advances in all fields of telecommunications/ICT and the possibilities of applying these achievements for the benefit of all Member States and Sector Members, particularly the developing countries[[1]](#footnote-2)1;

*e)* that ITU World events fulfil the mandate to keep Member States and Sector Members informed of, and offer a universal opportunity for the display of, state-of-the-art technology concerning all aspects of telecommunications/ICT and related fields of activity, and provide a forum for the exchange of views between Member States and industry;

*f)* that ITU's participation in national, regional and global exhibitions on telecommunications/ICT and related areas of activity will serve to promote and enhance ITU's image and make it possible, without significant financial expenses, to broaden the promotion of its achievements to the end user, while at the same time attracting new Sector Members and Associates to participate in its activities;

*emphasizing*

that it is necessary for the Union, as an international organization playing a leading role in the field of telecommunications/ICT, to continue organizing an annual event to facilitate the exchange of information by high-level participants on telecommunication policies;

*noting*

*a)* that after consultation with Member States in 2014, and acknowledging the vital role of Small and Medium Enterprises (SMEs) in advancing ICT innovation and growth, the ITU World events have moved towards providing an international platform to foster the development, and highlight solutions, of ICT SMEs;

*b)* that ITU World events are continuing to face challenges, such as the increasing costs of exhibits and the trend towards reducing their size, the specialization of their scope and the need to provide value to industry;

*c)* that ITU World events need to provide value and opportunities for participants to earn a reasonable return on their investments;

*d)* that the operational flexibility that the ITU World management has been afforded in order to meet all the challenges in its field of activity and compete in the commercial environment has proven to be useful;

*e)* that ITU World is continuing its transition period to adapt to new market conditions;

*f)* that ITU has participated as an exhibitor in exhibitions organized by other parties,

*noting further*

*a)* that participants, and in particular industry members, are seeking reasonable predictability of time and place of ITU World events and opportunities to earn a reasonable return on investment;

*b)* that there is increased interest in further developing the ITU World events as a key platform for strategic networking, showcasing innovative ICT applications and services and discussions among policy-makers, regulators, industry leaders, and SMEs;

*c)* that there are requests for more competitive raw space costs and participation fees and solutions, in order to make the events more accessible and affordable;

*d)* that the ITU World brand should be reinforced by appropriate means of communication in order to remain one of the most respected telecommunication/ICT events, and that the new event name will better reflect the nature of the event in its promotion activities;

*e)* that there is a need to ensure the financial viability of ITU World events;

*f)* that there is general support to keep the ITU World events as an ITU platform to address the strategic issues emerging from the market development, and an increasing request to consolidate this platform as the major venue for other ITU activities,

*resolves*

1 that the Union should, in collaboration with its Member States and its Sector Members, organize ITU World events related to issues of major importance in the current telecommunication/ICT environment and addressing market trends, technological development and regulatory issues, among others;

2 that the Secretary-General is fully accountable for ITU World activities (including planning, organization and finance);

3 that ITU World events should be organized on a predictable and regular basis, preferably at the same time each year, taking due account of the need to ensure that the expectations of all participating stakeholders in such events are met, and, in addition, to ensure that they do not overlap with any major ITU conferences or assemblies;

4 that each ITU World event shall be financially viable and shall have no negative impact on the ITU budget on the basis of the existing cost-allocation system as determined by the Council;

5 that the Union, in its venue selection process for ITU World events, shall ensure:

5.1 an open and transparent bidding process, based on the model host-country agreement as approved by the Council, in consultation with Member States;

5.2 that preliminary market and feasibility studies are conducted, including consultations with interested participants from all regions;

5.3 accessibility and affordability for participants;

5.4 the generation of positive revenues from ITU world events;

5.5 that selection of venues for ITU World events is based on the principle of rotation between regions, and between Member States within regions to the extent possible; notwithstanding, due consideration may be given to Member States who propose to host the event for a number of consecutive years if considered by the Secretary-General to be in the interests of ITU and its membership;

6 that the audit of ITU World accounts shall be carried out by the External Auditor of the Union;

7 that, once all expenses have been recovered, a significant part of any generated positive revenues over expenses derived from ITU Telecom activities shall be transferred to the ICT Development Fund under the ITU Telecommunication Development Bureau, for specific telecommunication development projects, primarily in the least developed countries, small island developing states, landlocked developing countries and countries with economies in transition,

*instructs the Secretary-General*

1 to ensure the appropriate management of all ITU World events and resources, in line with the regulations of the Union;

2 to consider measures that will enable and assist Member States which are capable and willing to do so, particularly developing countries, to host and stage ITU World events;

3 to develop a revised business model to manage the activities of ITU World events;

4 to ensure the transparency of ITU World events and report on them in a separate annual report to the Council, including:

– all ITU World business activities;

– the reasons for the selection of venues for future ITU World events;

– financial implications and risks for future ITU World events, preferably two years in advance;

– action taken with respect to the use of any positive revenues generated;

5 to propose to Council a mechanism to implement *resolves* 3;

6 that an ITU World event be held every year, ensuring that it does not overlap with any major ITU conferences or assemblies: the determination of the venue shall be based on competitive selection, and the contract negotiation shall be based on the model host-country agreement approved by the Council;

7 to ensure that, if an ITU World event is held in the same year as a plenipotentiary conference, the ITU World event should preferably take place no later than the plenipotentiary conference;

8 to ensure that there is internal control and that internal and external audits of the accounts for the different ITU World events are carried out on regular basis;

9 to report annually to the Council on the implementation of this resolution, and to the next plenipotentiary conference on the future evolution of the ITU World events,

*instructs the Secretary-General, in cooperation with the Directors of the Bureaux*

1 to give due consideration, in planning ITU World events, to the possible synergies with the major ITU conferences and meetings, and vice versa, where justified;

2 to encourage the participation of ITU in national, regional and global telecommunication/ICT events, within the available financial resources,

*instructs the Council*

1 to review the annual report on ITU World events as described under *instructs the Secretary-General*6 and the mechanism referred to in *instructs the Secretary-General*7 above, and give guidance on future trends for those activities;

2 to review and approve the allocation of part of the positive revenues generated by ITU World events;

3 to review, as appropriate, the frequencies and venue of ITU World events on the basis of the financial results of these events;

4 to report on the future of these events to the next plenipotentiary conference.

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1. 1 These include the least developed countries, small island developing states, landlocked developing countries and countries with economies in transition. [↑](#footnote-ref-2)