

Regional Telecom Markets

Opportunity, Risk & Assessment

A one-day course: 9.00 am to 6.00 pm. (Lunch and coffee included)

Know the Environment

- Will China's 11th Five Year Plan finally open the door to investment?
- is Taipei's City WiFi a model for development?
- is Vietnam the next telecom Tiger?
- are India's telecom reforms grinding to a halt?
- where will the race between Japan and Korea for broadband superiority lead?

Make a Case for Investment

Forecasting market demand and conducting sensitivity analysis:

- how to 'size' the market?
- what are the capital funding requirements and the weighted cost of capital (WACC)?
- what are the equity arrangements with your local partner?
- what are the hidden costs, and how to handle corruption?

Avoid The Following

'Temasek conducted a political risk assessment of the deal, but it would have been hard to predict the political impact the sale had', said Mr Lee

(Singapore PM Lee Hsien Loong speaking after the coup in Thailand against PM Thaksin Shinawatra, Financial Times 7/10/2006)

What do you need to know to enter Asia's booming telecom market?

- who do you need to know?
- how can you choose a partner, and how can you protect your investment?
- can new technologies help against the incumbent?

This one-day course run by two of Asia's leading telecom authorities, John Ure and Peter Lovelock*, will provide participants with the knowledge and tools to address each of these questions successfully.

Module Structure

The course focuses on:

- regional market growth prospects
- risk analysis
- policy and regulatory developments
- issues such as pricing and competition
- returns on investment
- broadband adoption
- bandwidth capacity.

Special emphasis will be given to the emerging markets of China, India and Vietnam. How do you enter these markets without losing your shirt? It's all about understanding the market and managing risk.

Risk assessment covers such areas as country and currency risk, regulatory risk, technology risk and market risk.

Broadband fixed and mobile markets of global leaders Japan and Korea will also be given particular focus.

The Sessions

Working with course tutors in workshop groups, participants will acquire the skills to build a sound business case and financial analysis. This will be covered in the morning session.

The afternoon session will focus on a specific market, including a breakout session where each group of participants will put together its own financial market analysis for presentation to a mock company CEO and CFO.

A specialist in Vietnam's telecoms market and investment will provide an analysis of what opportunities will arise from Vietnam joining the WTO in 2007.

* Authors of *Telecommunications Development in Asia*, HKU Press, 2007



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