

# Customer experience top of the agenda at Broadband MEA

Broadband leaders from across the Middle East and Africa region will gather in Dubai from 19-20 March 2013 for Broadband MEA, the broadband event for the Middle East and Africa. The event this year will throw a spotlight on improving the customer experience, exploring the business models, strategies and innovative services required to maintain customer happiness and loyalty.



The region's most senior executives from leading companies including Etisalat, STC, Zain, Mobily, Google, Batelco and many more will gather to discuss the successes, challenges and future opportunities with providing broadband services in their respective markets.

The conference has a speaker line-up made up of a record breaking number of C-level executives from the leading telecoms and media businesses in the region, including Khalid ElKouly, CMO at Etisalat, UAE; Jon French, vice president Middle East and Africa, HTC; Ahmed Al-Sulaiti, CTO, Qatar National Broadband Network, Qatar; and Souhail Haddaji, VP - Marketing Commercial, du.

In its fifth year, the conference and industry exhibition will take place at the JW Marriott Marquis Hotel, Dubai, UAE. Bringing together key decision makers, Broadband MEA will provide a unique platform for networking with peers, developing business opportunities and discussions about how to move the industry forward in the region.

Broadband MEA's programme also features The Executive Summit, an invitation only event which allows C-level decision makers to network and participate in highly valuable discussions about the issues facing the industry today. 2013's agenda also includes the first Interactive Broadband Expert Bar, which invites visitors to sit down with the region's leading analysts and business experts to gain a greater understanding of the latest trends and technologies, future predictions and analysis of different markets.

Gavin Whitechurch, executive director at Informa Telecoms & Media, says "Broadband MEA is evolving every year which echoes the forward-moving industry throughout the region. With the return of the Executive Summit, the fantastic quality of the speakers and its co-location with Cloud World Forum MENA, 2013 looks to be the best Broadband MEA yet."

For the first time the event will also be co-located with the Cloud World Forum MENA event, giving attendees access to a wider and more diverse network of companies showcasing their products and services.

For more, go to [mea.broadbandworldforum.com](http://mea.broadbandworldforum.com).

For more, visit: <https://www.bizcommunity.com>