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Report by the Secretary-General

CONTRIBUTION FROM THE PEOPLE'S REPUBLIC OF CHINA

CONSIDERATION OF ITU TELECOM EVENTS

I have the honour to transmit to the Member States of the Council a contribution received from **China**.

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Secretary-General

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CONSIDERATION OF ITU TELECOM EVENTS

Introduction

Council-10 and the 2010 Plenipotentiary Conference (PP-10) held a series of fruitful discussions on development strategies to be pursued after ITU TELECOM 2011.

In its Resolution 11 (Rev. Guadalajara, 2010), PP-10 provided for the TELECOM events to adopt new forms of organization and scheduling, specifying that World TELECOM was an annual event that took place at a fixed venue every two years, and at another venue, selected through a bidding process, in years when it was not held at the fixed venue.

In its Resolution 1292, Council-08 requested that ITU TELECOM events be held every two years and that a lead time of at least two years from conclusion of the host country agreement be provided, and noted that exhibitors were seeking predictability in the calendar of ITU TELECOM events and a good return on investment.

In Document C14/19, the ITU Secretary General summarized the outstanding results achieved by the ITU TELECOM events from 2011 to 2013 and observed that, based on the experience of staging ITU TELECOM events from 2011 to 2013, Member States may wish to amend Resolution 11.

China, appreciative of the Secretary-General's presentation of the ITU TELECOM events in the aforementioned document, considers it necessary for PP-14 to discuss TELECOM-related issues, taking advantage of the unique opportunity of PP to amend the strategy of that major ITU event and continue the ongoing good development momentum. The discussion should draw on the experience of staging the ITU TELECOM events from 2011 to 2013 and develop a vision or reach consensus by brainstorming the organization, operation and future direction of ITU TELECOM.

Discussion

In the period 2011-2013, huge progress was made in ITU TELECOM events, and breakthroughs were achieved in terms of the scale and influence of the event, participation of private institutions and users, financial status, etc. A new approach to organizing and scheduling the event could better satisfy the divergent needs of the participants and facilitate the building of a long-term mutually beneficial partnership with many enterprises, which would in turn win additional value and support for ITU.

It should also be noted that, since the TELECOM and Forum markets are highly competitive and specialized, ITU needs to make constant adjustments and changes to foster the sustainability of the TELECOM events. It is suggested that the focus be directed towards:

- **encouraging Member State participation:** TELECOM should further adopt specific measures to encourage and support Member States, especially developing countries, to increase their level of participation in the events, thereby generating more value for those events and for ITU;
- **adapting to the changing ICT environment:** TELECOM should further optimize the form and the choice of theme for the event, expanding the its scope and adapting it to the development of and changes in the environment of the ICT sector;

- **seeking the participation of the forces of innovation:** TELECOM should consider adopting more flexible and interactive organizational methods to attract emerging internet enterprises and other ICT innovators;
- **highlighting ICT sector applications:** the theme of the TELECOM event should give more focus to innovative integration between ICT and the traditional sectors, demonstrating how ICT services, equipment and applications can change the face of the global market and improve the standard of living of the world's population;
- **further raising the level of profitability:** TELECOM should be more responsive to market needs, improve its financial performance and thereby increase ITU's support for projects in developing countries and LDCs;
- **providing adequate management flexibility:** the Plenipotentiary Conference and Council should give ITU TELECOM adequate flexibility to allow for the flexible organization of various events, with state-of-the-art marketing techniques and the ability to respond in real time to the rapidly-changing ICT sector.

Proposal

China calls on all the Member States to examine measures aimed at further increasing ITU's visibility and influence, on the basis of the achievements of 2011-2013. The ITU Secretary-General is invited to study the possible future direction in which the TELECOM events are headed, consider the adoption of relevant reform measures and present a report on the subject to the next plenipotentiary conference.
