

6th iBurst International Forum 2008
Amsterdam Marriott Hotel, Amsterdam, The Netherlands
19th – 20th March 2008 • Wed to Thur • 9.00am – 5.30pm

Forum Delegates Satisfactory Evaluation Report

1 Overview

The 6th iBurst International Forum was successfully organized by iBurst Association (iBA) on 19 to 20 March 2008 at Amsterdam Marriott Hotel, Amsterdam, The Netherlands.

The Forum was officiated by Dr Mongi Hamdi, the Head of the Secretariat of United Nations Commission on Science and Technology for Development. There were total of 68 delegates from 22 countries who attended the 6th iBurst International Forum. From the overall results of the survey, it showed that the delegates were pleased with the Forum and they found the content of the topics delivered by the distinguished speakers were relevant to them.

2 Objective

The major objective of the study is:

- (a) Identify and measure the satisfaction level of the participants
- (b) Identify and address any highlighted concerns for future improvement, and to adopt the best practices for a successful Forum

3 Sampling Size and Methodology

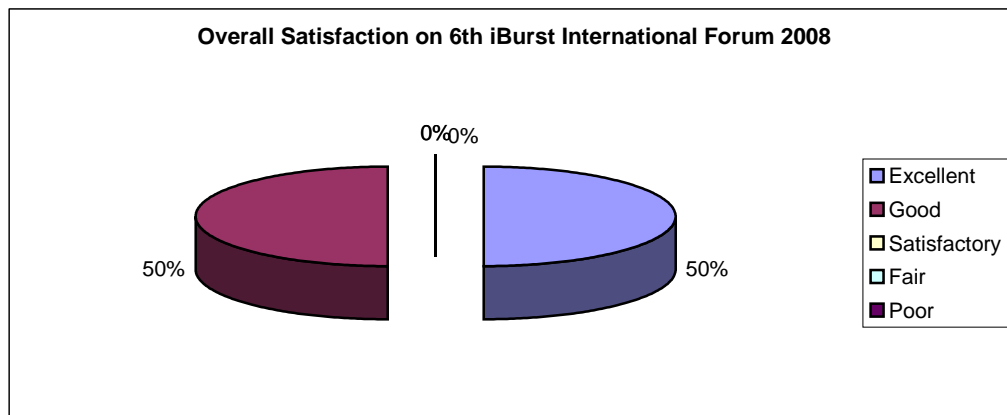
There were 13 out of 68 delegates who returned the survey form, which amount to 19% of the delegates.

This study is to identify the satisfaction level of the delegates who attended the 6th iBurst International Forum in areas such as speaker's content relevancy and delivery, event management, programme flow, venue, food, facilities and service, time management, conceptual design, welcoming pack and suggestion for future forum.

To measure the overall satisfaction levels, the survey form was divided into 3 sections. The first section is on forum contents and speaker's delivery. The second section is on Event and Forum Management and the third section is on overall satisfaction and comments by the delegates. For section 1 and 2, the respondents have to choose their satisfaction level through the scale ranges from 1, excellent to 5, poor. For section 3 it is a structure questionnaire.

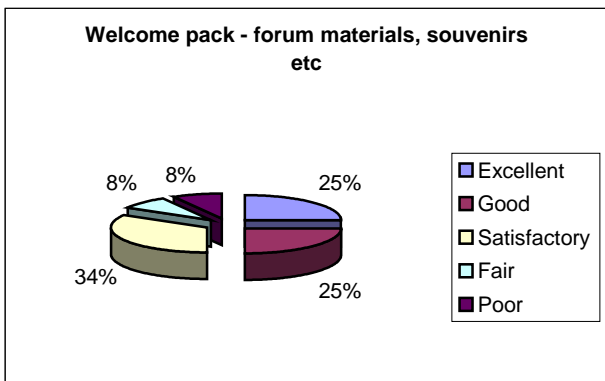
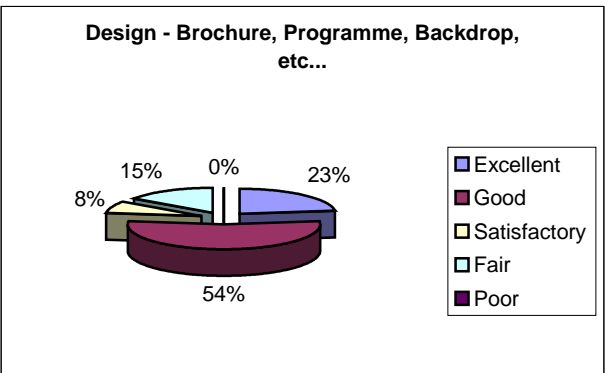
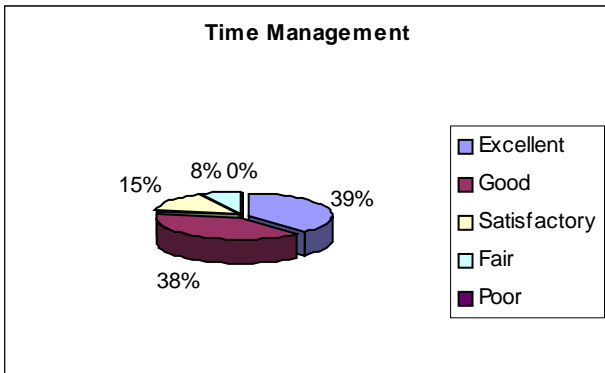
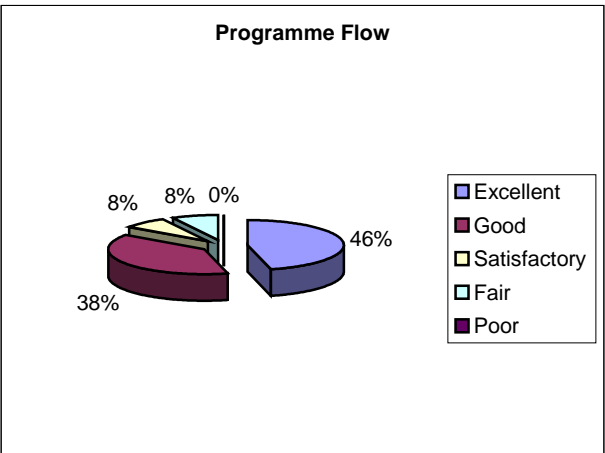
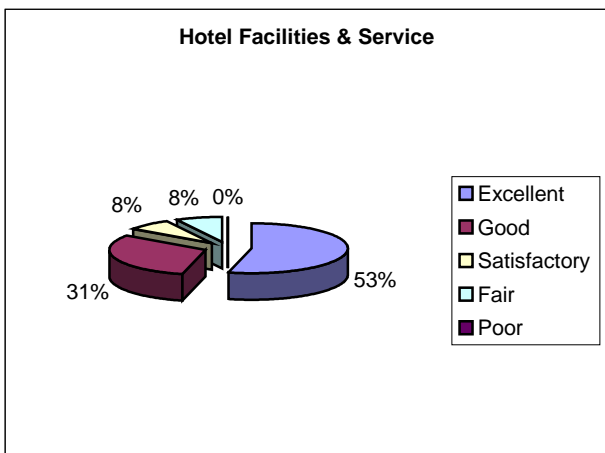
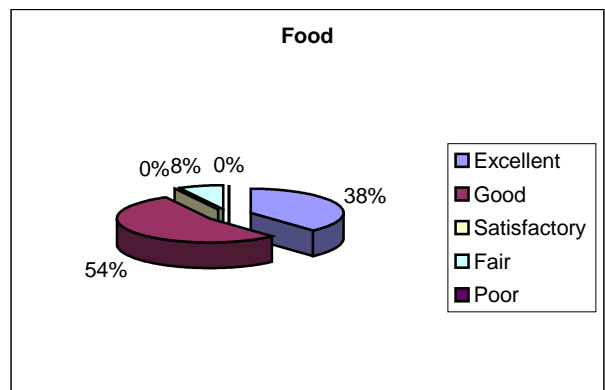
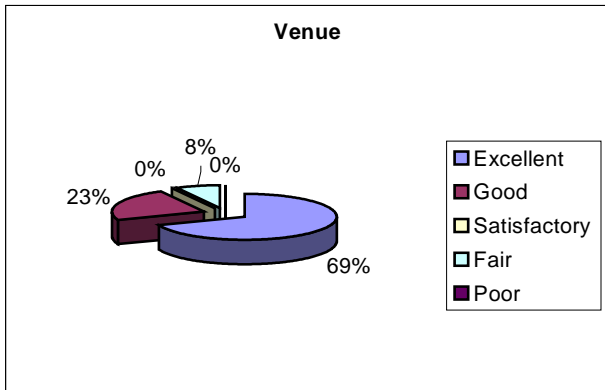
4 Finding

4.1 Overall Forum



From the pie chart above, it shows that 50% of the respondents rated the overall performance of the forum excellent and another 50% of the respondents rated it good. This shows that the overall performance of the Forum is above satisfactory level.

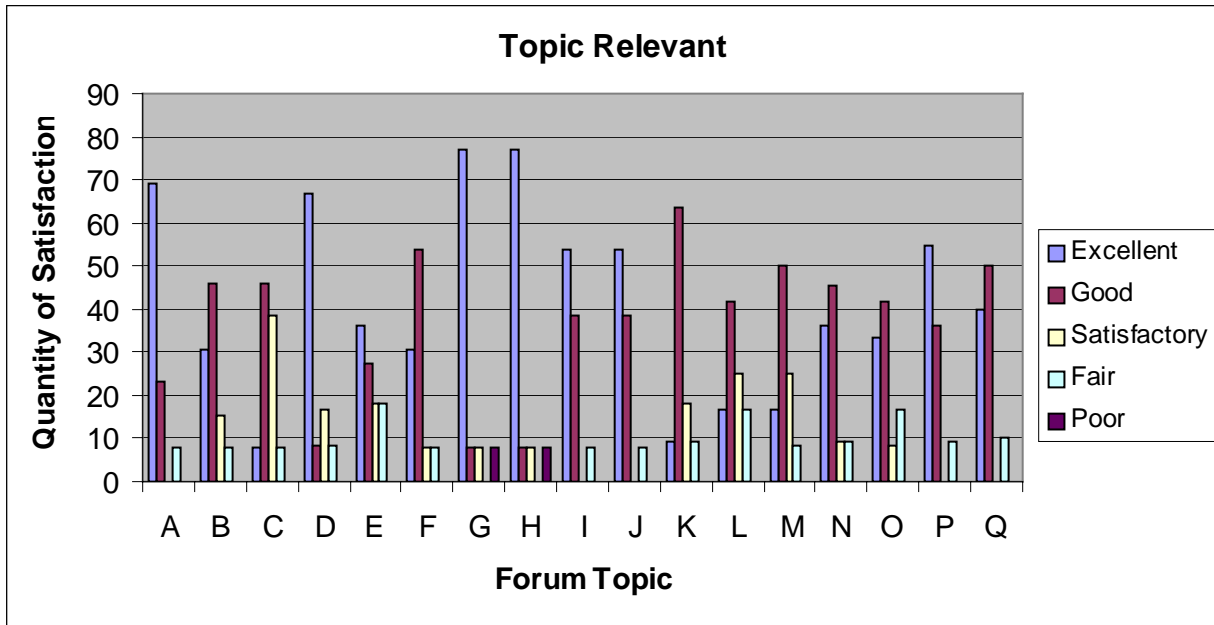
4.2 Event and Forum Management



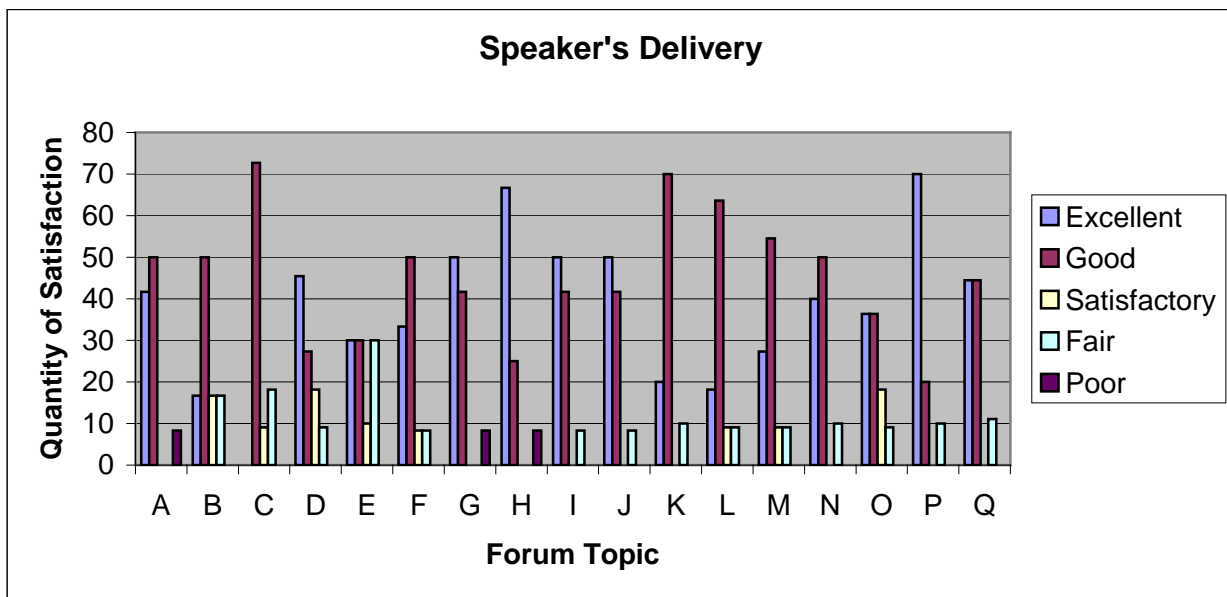
Almost all the respondents feel satisfied with venue, food and hotel facilities during the forum as their rating was 92%, 92% and 84% respectively for excellent and good rating added up. This shows that Amsterdam Marriott Hotel has provided good services for the delegates who attended the forum. 46% of the respondents were of the opinion that the program flow was excellent and 38% rated it as good. As for time management and design (brochure, program,), both got an aggregate of excellent and good rating of 77% respectively. This shows that most of the delegates were satisfied with the time management, brochure, backdrop and program of the Forum.

Majority of survey respondents rated the welcome pack the least favorable. It obtains the rating of 25% for excellent, 25% for good, 34% for satisfactory and 8% each for fair and poor. This is the least satisfactory percentage compared to other categories. Likely it's due to the contents and packaging which may not be very appealing to the delegates.

4.3 Forum Contents – Topic Relevancy & Speaker’s Delivery



Graph 1 – Topic Relevancy



Graph 2 – Speaker’s Delivery

Symbol	Forum Topic
A	The Dawn of the True Mobile Broadband Solution. Dr. Martin Cooper, ArrayComm, LLC
B	Driving iBurst Global Strategies for a Better Society. Mr. Eiichi Toriyama, Managing Executive Officer, Kyocera Corporation, Japan
C	Capitalising on the Broadband & its Values Creation. Mr. Arnaud Saffari, OAK Global SA
D	Accelerating the Growth & Winning Strategies of iBurst Technology. Mr. Masashi Yano, Kyocera Corporation
E	Policy and Regulatory of BWA in Indonesia. Dr. Moedjiono, Senior Advisor to the Minister for International Relations and Digital Divide, Ministry of Communication, Information and Technology, Republic of Indonesia
F	iBurst & Wireless Broadband in Emerging Markets : Hype vs Reality. Mr. Ramiz Sharifov, General Manager, Datacell, Azerbaijan
G	iBurst, Leading MWBA Provider and Commercial Leader of ASEAN :Perspective from iZZinet Malaysia. Mr. Kevin Leong, Founding Executive Chairman of iZZinet Sdn Bhd and iBA President
H	The World Largest iBurst Operator, Success Stories from South Africa. Mr. Sasan Parvin, CTO, Wireless Business Solutions (Pty) Ltd, South Africa
I	Wireless Broadband Market Trend & Business Opportunities in Europe. Dr. Karim Taga, Managing Director, Arthur D. Little, Austria
J	MoBi : Strategies for Building a Successful Mobile Broadband Operator. Mr. Imad M. Tarabay, CEO & Chairman, Mobi/Cedarcom, Lebanon
K	Bridging iBurst with Wi-Fi for Fixed and Mobile Broadband Deployment. Mr. Dave Palmer, VP, Worldwide Sales, Moovera Networks, United Kingdom
L	World Congress of IT (WCIT) 2008: How Technology Enable Businesses, Empower Societies and Enrich Economies? Mr. Dan E Khoo, CEO of WCIT 2008 Sdn Bhd cum Organizing Chairman of WCIT 2008, Malaysia
M	Open Interoperability of Networks for Collaborative Innovation : The Experience in European Centre for Connected Health (ECCH). Mr. David J Brunnen, Managing Director, ABFL Groupe Intellex, United Kingdom
N	Content Management for iBurst ISPs - How to Offer Profitable and Scalable Opt-In Content Filtering in the iBurst Environment. Mr David Ramsay, CEO, Internet Sheriff Technology Ltd, Australia
O	Backhaul Network Design for Promising Quality of Service (QoS). Mr. David Keane, CEO & Executive Director, Nicholls-Price Pty Ltd, Australia
P	Standardization of Next Generation Networks. Ms Joanne Wilson, Senior Advisor, CompassRose International, Inc., USA
Q	An Innovative Directional Panel Antenna for a Better iBurst Network. Dr. Herbert Bauer Managing Director, Poynting Europe GmbH, Germany

The respond from the respondents as shown in [Graph 1](#) has revealed that the topic which were chosen by the speakers are relevant to the forum especially the topic from Mr. Kevin Leong and Mr. Sasan Parvin. Both speakers received a very good respond with highest excellent rating of 76.92%. The following are the topic of their speech:

- (a) **“iBurst, Leading MWBA Provider and Commercial Leader of ASEAN :Perspective from iZZinet Malaysia”** – Mr. Kevin Leong
- (b) **“The World Largest iBurst Operator, Success Stories from South Africa”** – Mr. Sasan Parvin

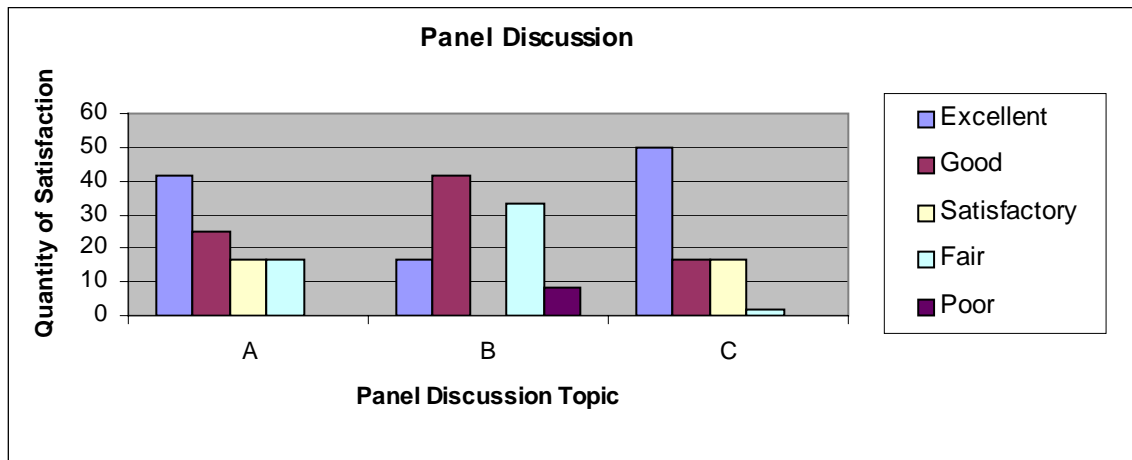
The topic by Dr Martin Cooper **“The Dawn of the True Mobile Broadband Solution”** and Mr Masashi Yano, **“Accelerating the Growth & Winning Strategies of iBurst Technology”** obtained 69.23% and 66.67% excellent remark respectively.

Next is Ms Joanne Wilson who speaks on **“Standardization of Next Generation Networks”**, she received a 54.55% excellent rating. Further we have **“Wireless Broadband Market Trend & Business**

Opportunities in Europe” from Dr. Karim Taga and **“MoBi : Strategies for Building a Successful Mobile Broadband Operator”** from Mr. Imad M. Tarabay who both achieved an equal rating of 53.85% excellent remark.

In terms of speaker’s delivery as shown in Graph 2, Ms Joanne Wilson received the highest excellent rating of 70% from the respondent followed by Mr. Sasan Parvin with 66.67%. Mr Kevin Leong, Dr Karim Taga and Mr Imad Mounir Tarabay also did a good presentation with an excellent rating of 50% each from the respondent.

4.4 Panel Discussion – Content Relevance



Graph 3 – Panel Discussion

Symbol	Panel Discussion
A	Panel Discussion 1: Wireless Broadband Applications & Potentials for Community Development
B	Panel Discussion 2: MWBA International Roaming Access Strategies & Challenges
C	Panel Discussion 3: Unleash iBurst's Technology & Investment Potential

Graph 3 shown above is the respond for the 3 Panel Discussions. The Panel Discussion which received the most excellent respond, is Panel Discussion 3 (50%) followed by Panel Discussion 1 (41.67%) and 2 (16.67%).

5 Conclusion

As conclusion, the forum has received excellent feedback from almost all the respondents. The organizer has chosen a suitable venue that offers a comfortable environment for the delegates. Nonetheless, the organizer need to pay more emphasize on the welcome pack as the contents might not be satisfactory to the delegates.

Mr Kevin Leong and Mr Sasan Parvin, are amongst the excellent speakers as agreed by majority of the respondents.

For future reference, most of the respondents are interested with the market trend and strategies to build a successful iBurst business. The respondents would like to hear about the following topics in future forums:

- i) More vendor development/vision insights
- ii) Compared with Wimax, how would iBA penetrate into public in a quick manner
- iii) Broadband wireless access solution in rural community development
- iv) Press coverage result for iBurst over past 12 months
- v) Business development, R&D of the industry and iBurst Roadmap
- vi) Specific Business Case Model from Operators and Investor’s View
- vii) Best Practices and Lessons Learned in the Deployment of iBurst System

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