

WELCOME SESSION
Expert Forum Meeting on
‘Mobile 2.0 Applications and Conditions’
Islamabad, Pakistan, April 26th, 2010

Welcome Note by: DR. Mohammed Yaseen

Chairman PTA

Honourable Advisor to Prime Minister Mr. Sardar Latif Khan Khosa, distinguished guests, foreign participants, ladies & gentlemen,

Asalm- O- Alaikum

It is indeed a matter of immense pleasure for me to welcome you all here on the occasion of welcome session of the Mobile Expert Forum meeting, co-hosted in collaboration with LIRNEasia. First of all I wish to thank Mr. Sardar Latif Khan Khosa to make it possible to attend this welcome session by taking out time from his heavy commitments schedule. I also wish to thank the LIRNEasia for choosing Pakistan for this event considering the security situation of Pakistan. Me and my team would assure you of our best hospitality and have made every possible arrangement for your safe and memorable stay here in Pakistan.

The theme of the event Mobile 2.0 Conditions and Applications is an appealing subject especially in case of Pakistan where our local mobile sector has been revolutionized in less than half a decade with the less than a million subscribers in 2004 today we are standing at 97 million and would be hitting 100 million subscribers in another 4 to 5 months. The revenues of mobile companies have grown tremendously and today stand at Rs. 212 billion (2009). The total investments that poured in from abroad in Pakistan since 2007 has been more than US\$ 4 billion maintaining an average share of 28% in total FDI of Pakistan. ARPU's of the industry have become more stable and stand at US\$ 2.5. Mobile sector is one of the major contributor in tax collection in Pakistan and only in 2009 Rs. 112 billion have been submitted to the government kitty which is more than 70% of total tax collection from telecom sector. More than 90% of the country is covered with mobile services and tariffs have gone down tremendously. Pakistan is one of the few first ones in the world to implement Mobile number portability. The competitive environment is very intense and market share in terms of subscribers of operators have marginal difference. The operators are introducing world class value added services to its customers including Mobile banking, mobile internet, music libraries, utility bills payment, GPRS services, voice messaging and stock

market updates are to name a few. However, we are at the moment facing lower data revenues in the sector.

The meeting I believe is mainly concentrating on the topic “**beyond voice**” which is one area on which globally countries are working on in order to increase their revenues. Since Pakistan’s mobile Voice market has become quite mature we are also looking towards beyond voice zones now. I expect that in the tomorrow’s sessions, we would certainly gain from experiences and researches of the fellow foreign participants. We would wish to utilize the work of participants while devising our own strategy for improving data services and beyond.

I once again thank you all for being here tonight and making it a successful event. I assure the LIRNEasia team of our full support during the event and would wish them good luck. I hope this expert forum would go a long way in establishing a strong relationship with LIRNEasia and we look forward to more collaborative projects in future. I am also thank to PTCL and Mobilink for contributing in this event. Thank you all and wish you a pleasant stay in Pakistan