



# CARRIER ETHERNET WORLD CONGRESS

## Post Show Report

Between 21-24 September 2009, over 430 telecoms professionals descended on the Maritim ProArte in Berlin to attend the Official MEF world congress, the 4<sup>TH</sup> annual Carrier Ethernet World Congress.

The show was evidence that the Ethernet market is stronger than ever with 35 exhibitors and over 100 speakers delivering their message to the senior level audience. During each coffee break the exhibition was quite literally buzzing with vendors, service providers, analysts and media representatives networking against the backdrop of the largest interoperability showcase in the world.

This report is designed to provide you with feedback on the show to help you evaluate your participation as a sponsor and provide your own feedback to help us improve the event for 2010.

### Results of audience evaluation

Each delegate was offered the chance to provide feedback on various aspects of the show.

5=Very Good    4=Good    3=Acceptable    2=Below Expectations    1=Poor

Overall Conference	4.5
Programme Content	4.7
Organisation at the Event	4.4
Venue Facilities	4.0
Pre-Event Booking and Administration	4.5
Accommodation Booking	4.0
Networking Opportunities	4.7

### Answers to the question –

#### HOW YOU HAVE BENEFITTED FROM ATTENDING THIS EVENT

"This event has saved me weeks of research time" **Orange**

"We were very happy with the event" **Ancotel**

"Very Good - Very Helpful!" **Deutsche Telekom**

"Gained useful information on IP/MPLS and Carrier Ethernet integration" **MTN**

"Clearer vision of how to scale MPLS network" **MTN** "important update on trends and technology developments" **Harris StrateX**

"Improved my understanding of NNI and MPLS-TP standards and applications" **AT&T**

"Valuable update on CE" **Turkcell**

"Informative overview of Ethernet Interconnect" **Intune Networks**

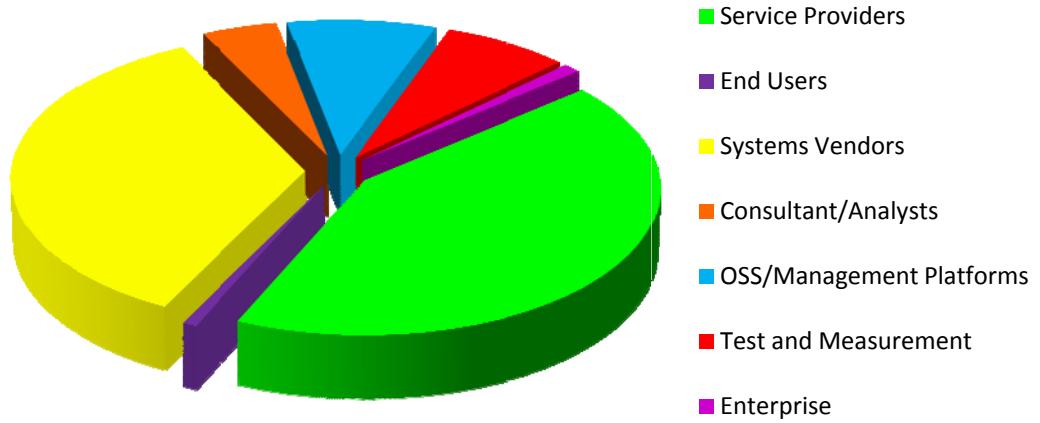
"Valuable update of the latest developments in CE" **Telefonica**

"Better understanding of Ethernet status" **Equinix**

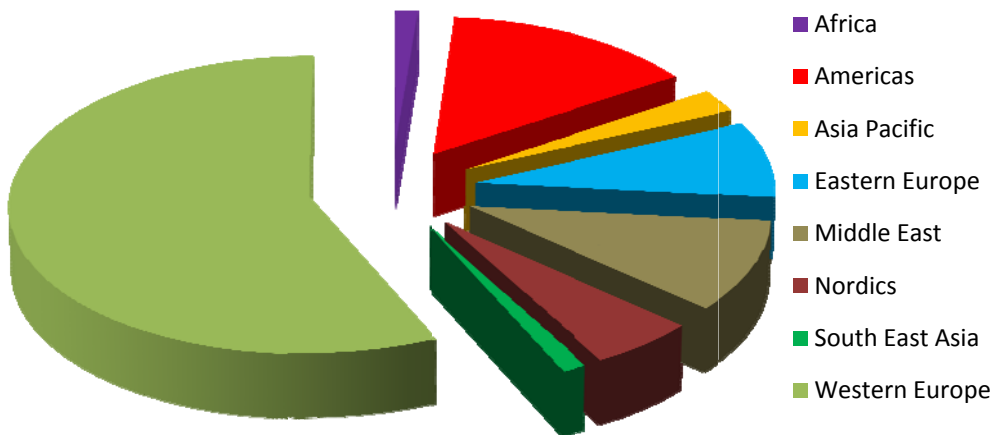
"Useful information" **Croatia Telekom**

## Who attended CEWC 2009?

### Type of delegate



### Geographic Breakdown



**There were 83 different service providers represented at this year's CEWC.  
Here is some a snapshot of some of them**

**COLT TELECOM, BT, EUROFIBER, TELEFONICA, VERIZON, AT&T, BOUYGUES TELECOM, DEUTSCHE TELECOM, FASTWEB, TELECOM ITALIA, SONAECOM, OI, ORANGE, KPN, KDDI, GLOBAL CROSSING, T-SYSTEMS, MAGYAR TELECOM, EU NETWORKS, VODAFONE, BBC, BSO COMMUNICATIONS, ANCOTEL, SYNTIGO TELECOM, CROATION TELECOM, ACCOR, TELECOM AUSTRIA, VERSATEL, EWETEL, SURFNET, O2, TELEMXX, SAUDI TELECOM COMPANY, COSMOTE, TELECOM IRAN, ARCOR**

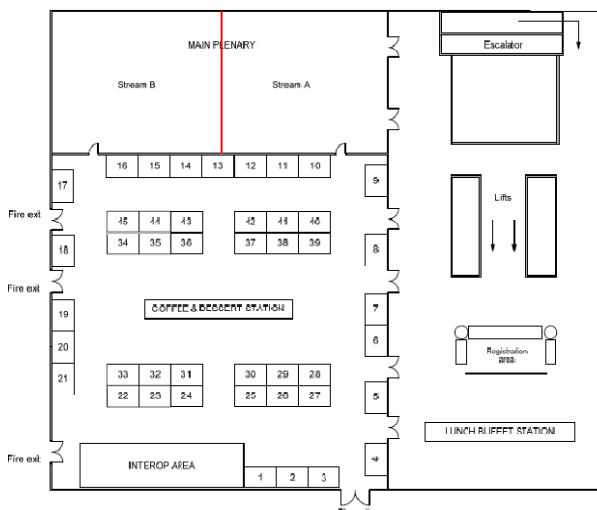
### Downloading the presentations



#### Didn't attend the show yourself?

As a valued customer, IIR are pleased to provide you with access to all of the presentations from the show.

1. Go to [www.carrierethernetworld.com/docs](http://www.carrierethernetworld.com/docs)
2. In the Document Code field, enter the password **CEWCongress09**
3. Click 'Download Document' and enjoy.



Next year, IIR and the MEF are taking CEWC to Eastern Europe. The 5<sup>th</sup> Annual event will take place at the Hilton Warsaw in Poland. The floorplan is now open with many spaces taken already. If you wish to secure your booth space and receive year round visibility through the Optical Transmission Vision portal, please contact Dominic Halpin  
E: [dhalpin@iir-conferences.com](mailto:dhalpin@iir-conferences.com)  
T: +4420 70177167

## Coming soon



22<sup>nd</sup> – 24<sup>th</sup> March 2010. Sao Paulo, Brazil.  
For speaking opportunities, please contact:  
Andrea Monteiro –  
E: [amonteiro@iir-conferences.com](mailto:amonteiro@iir-conferences.com)  
T: +44 (20) 701 75897



20<sup>th</sup>-23<sup>rd</sup> September, 2010. Warsaw, Poland  
For speaking opportunities, please contact:  
Stuart Barker –  
T: + 44 (0) 20 8854 9389  
E: [sbarker@iir-conferences.com](mailto:sbarker@iir-conferences.com)



8<sup>th</sup>-10<sup>th</sup> November 2010. Thailand.  
For speaking opportunities, please contact:  
Stuart Barker –  
T: + 44 (0) 20 8854 9389  
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## Other dates for your diary

**Packet Transport Networks:** 19-22<sup>nd</sup> April, Milan

**Transport Networks for Mobile Operators:** 17-20 May, London

**FTTx Summit:** 7-10 June, London

**WDM and Next Generation Optical Networking:** 21-24 June, Monaco

**Optical Transmission Vision APAC:** 11-14 October, Singapore

**Transport Network Strategies:** 15-17 November, Barcelona

**Mobile Transport & Infrastructure Africa:** 6-8 December, Cape Town

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