

Mark H. Goldberg & Associates Inc. and NBI/Michael Sone Associates Inc.

INVITE YOU TO ATTEND THIS SPECIAL GATHERING OF  
CANADA'S TELECOMMUNICATIONS LEADERSHIP

# THE 2003 CANADIAN TELECOM SUMMIT

## Looking toward a brighter future

June 11 and 12, 2003 • The Westin Prince Hotel • Toronto, Canada

[www.gstconferences.com](http://www.gstconferences.com)

### KEYNOTE SPEAKERS

**Michael Binder** Assistant Deputy Minister,  
Industry Canada

**David Colville** Vice-chair, CRTC

**Bill Linton** CEO, Sprint Canada Inc.

**John A. MacDonald** President and COO, AT&T Canada

**Hubert de Pesquidoux** COO Alcatel North America

**Robert McFarlane** Executive Vice-President and  
CFO, TELUS

**Wendy Mesley** Award-winning CBC  
Broadcast Journalist

**Greg Mumford** CTO, Nortel Networks

**John Sheridan** Group President, Bell Canada

### HEAR ABOUT LESSONS LEARNED AND FUTURE TRENDS FROM INDUSTRY LEADERS

**Lorne Abugov** Osler, Hoskin & Harcourt LLP

**Lis and Ian Angus** Angus Telemanagement

**Ed Antecol** Telecom Industry lawyer

**Jean Brazeau** Sprint Canada Inc.

**Tony Cassetta** Siemens Canada

**Grant Chaney** Alberta Government

**Ted Chislett** PRIMUS Canada

**Mel Cohen** Distributel

**Bernard Courtois** Bell Canada

**Ken Engelhart** Rogers Communications

**Willie Grieve** TELUS

**David A. Lazzarato** AT&T Canada

**Zvi Marom** BATM Advanced Communications

**Chris Mueller** Group Telecom

**Chris Peirce** AT&T Canada

**Jim Peters** TELUS

**Patrick Pichette** Bell Canada

**Sheridan Scott** Bell Canada

**Michael Shulist** Shulist Group

**Bill St Arnaud** CANARIE

**Nick Tidd** 3Com Canada

**Jeff von Ende** Lucent Canada

**David Watt** Rogers Communications

How must regulation continue to evolve? • Competing in the 21st century

Foreign ownership issues • What is happening in the capital markets?

Where are telecom rates headed? • Is convergence just a myth?

## THE 2003 CANADIAN TELECOM SUMMIT

Don't miss this **opportunity** to be with your customers and your competitors. **Join** them at this **special forum** on June 11-12, 2003. Hear from **Canada's** top **telecom leadership** including senior executives from all of the leading carriers. **Network** at the breaks and the cocktail reception. **Meet** with **CRTC** Commissioners, top industry executives, entrepreneurs, analysts, newsmakers and **policy makers**.

**THE 2003 CANADIAN TELECOM SUMMIT** reviews where we have been as an industry, to **understand** the ups and downs, to **forecast** where we are heading. Attendance is a **must** for financial analysts, investors and telecom industry professionals, whether corporate, carrier or manufacturer.

### NETWORK WITH CANADA'S TELECOMMUNICATIONS LEADERS

WEDNESDAY and THURSDAY, JUNE 11 and 12, 2003

The Westin Prince Hotel, 900 York Mills Road, Toronto

SUPPORTED BY



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# THE 2003 CANADIAN TELECOM SUMMIT

Wednesday, June 11, 2003

**8:00 Registration opens**  
**Continental breakfast**

**8:45 Opening remarks**  
**Mark Goldberg**  
President, Mark H. Goldberg & Associates Inc.

## **KEYNOTE ADDRESS**

**9:00 David Colville**  
Vice-Chair, Canadian Radio-television and  
Telecommunications Commission

**9:45 TELECOM COMPETITION EVOLUTION**  
**Ian and Lis Angus**  
Angus Telemanagement

- The state of the industry
- What customers want
- What about VOIP?
- Convergence

**10:30 Coffee break**

## **Panel discussion**

**10:45 LEGAL/REGULATORY PANEL**  
**Moderator: Ed Antecol**  
Telecom lawyer

**Jean Brazeau**  
Senior Vice-President, Regulatory and  
Strategic Partnerships, Sprint Canada Inc.

**Chris Peirce**  
Senior Vice-President, Regulatory and  
Government Affairs, AT&T Canada

**Willie Grieve**  
Vice-President, Public Policy and  
Regulatory Affairs, TELUS

**Sheridan Scott**  
Chief Regulatory Officer, Bell Canada

**Ken Engelhart**  
Vice-President, Regulatory, Rogers Communications

- Problems with price caps
- Foreign ownership
- Regulating a competitive industry

**12:30 Lunch**  
**Sponsored by TELUS**

## **KEYNOTE ADDRESS**

**Robert McFarlane**  
Executive Vice-President and CFO, TELUS

## **Panel discussion**

**2:00 ADJUSTING TO NEW REALITIES**  
**Moderator: Lorne Abugov**  
Partner – Osler, Hoskin & Harcourt

**Bernard Courtois**  
Executive Counsel, BCE and Bell Canada

**David Watt**  
Vice-President, Rogers Communications

**Jim Peters**  
Executive Vice-President, TELUS

- The evolution of business strategies
- The state of competition
- A rational look at irrational behaviour

## **KEYNOTE ADDRESS**

**3:00 Bill Linton**  
CEO, Sprint Canada Inc.

**3:30 Coffee break**  
**Sponsored by Sprint Canada**

## **The Equipment Summit**

**3:45 Jeff Von Ende**  
Vice-President, Lucent Canada

**Tony Cassetta**  
Vice-President, Information and Communications,  
Siemens Canada

**Nick Tidd**  
Managing Director, 3Com Canada

- Looking ahead—what technologies will lead the way to recovery?
- Restoring confidence: with carriers, with capital markets, with customers
- Will technology jobs regain the sizzle?

## **KEYNOTE ADDRESS**

**5:00 Michael Binder**  
Assistant Deputy Minister, Industry Canada

**5:30–7:30 Networking Cocktail Reception**  
**Sponsored by Nortel Networks**  
Be certain to set aside time for this highlight of the conference. Socialize your thoughts with other participants and our speakers in a more casual atmosphere.

Register on line at [www.gstconferences.com](http://www.gstconferences.com)

# THE 2003 CANADIAN TELECOM SUMMIT

Thursday, June 12, 2003

**8:00 Registration opens**  
**Continental breakfast**  
**Sponsored by Alcatel Canada**

**8:45 Opening remarks**  
**Michael Sone**  
President, NBI/Michael Sone Associates Inc.

## **KEYNOTE ADDRESS**

**9:00 John A. MacDonald**  
President and COO, AT&T Canada

## **Panel discussion**

**9:30 NEXT GENERATION NETWORKS**

**Moderator: Michael Binder**  
Assistant Deputy Minister, Industry Canada

**Bill St. Arnaud**  
Senior Director, Advanced Networks, CANARIE

**Grant Chaney**  
CTO, Alberta Ministry of Innovation and Science

**Zvi Marom**  
CEO, BATM Advanced Communications

- Bringing broadband to the masses—how Alberta is changing its landscape
- Customer empowered networking—a vision of future networks
- Building private-public partnerships
- Challenges in maintaining Canadian leadership in telecommunications

**10:30 Coffee break**  
**Sponsored by PRIMUS Canada**

## **Panel discussion**

**10:45 MAKING MONEY IN CANADIAN TELECOM**

**Moderator: Michael Shulist**  
Shulist Group

**Ted Chislett**  
President, PRIMUS Canada

**Mel Cohen**  
President, Distributel

- Who says long distance is dead?
- Finding room on the fringes of the markets
- Hear how some new entrants have created profits where others have failed
- The future for resellers
- Expanding into adjacent markets without losing focus

## **KEYNOTE ADDRESS**

**11:45 Greg Mumford**  
CTO, Nortel Networks

**12:30 Lunch**  
**Sponsored by Bell Canada**

## **KEYNOTE ADDRESS**

**John Sheridan**  
Group President, Business Markets, Bell Canada

## **KEYNOTE ADDRESS**

**2:00 Hubert de Pesquidoux**  
COO, Alcatel North America

## **KEYNOTE ADDRESS**

**2:30 LIFE IN THE EYE OF THE DIGITAL STORM**

**Wendy Mesley**  
Award-winning CBC Broadcast Journalist

**3:00 Coffee break**  
**Sponsored by ConceptWave**

## **Panel discussion**

**3:15 FINANCING IN THE NEW ERA**

**Chris Mueller**  
Senior Vice President, Corporate Finance,  
Group Telecom

**Patrick Pichette**  
CFO, Bell Canada

**David A. Lazzarato**  
Executive Vice-President and  
Chief Financial Officer, AT&T Canada

- What pension funds are looking for—the view from Europe
- Conserving cash but growing the business
- What are we doing differently to avoid repeating the mistakes of the past?

**4:30 Co-Chairs' closing remarks**

**Media Relations** provided by Sacke & Associates Inc. [www.sackepr.com](http://www.sackepr.com). Media inquiries only should be directed to John Sacke, [johns@sackepr.com](mailto:johns@sackepr.com), +1 416-218-1102.

**Audio-Visuals** provided by AVW-TELAV Audio Visual Solutions.

**Note:** Conference agenda is subject to change. Please contact the organizers ([info@gstconferences.com](mailto:info@gstconferences.com)) for latest conference information.

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# THE 2003 CANADIAN TELECOM SUMMIT

## Looking toward a brighter future

**THE 2003 CANADIAN TELECOM SUMMIT** brings together the key influencers who are creating Canada's unique telecommunications market structure.

As Canadian carriers have driven prices for long distance, high-speed internet and local services to ever-competitive levels, the adoption rates of leading technologies and new applications are among the highest in the world. Still, national and provincial governments are seeking even greater availability for high-speed services for their research centres and rural communities.

Businesses and consumers have benefited from competition in wireless and wireline communications, yet the carriers are struggling to find profitable business models.

The speakers at this one-of-a-kind event continue to drive the evolution of Canada's competitive telecommunications industry toward its broadband future. Come to learn how they are leading the Canadian telecommunications sector.

Join in this special gathering.

Register today for **THE 2003 CANADIAN TELECOM SUMMIT**

**REGISTER ON LINE AT [www.gstconferences.com](http://www.gstconferences.com)**

## The 2003 Canadian Telecom Summit

**HEAR FROM CANADA'S TOP TELECOM LEADERSHIP INCLUDING SENIOR EXECUTIVES FROM LEADING CARRIERS AND SUPPLIERS.**

Angus Telemanagement

Alcatel

Sprint Canada Inc.

Government of Alberta

Rogers Communications

Mark H. Goldberg & Associates

PRIMUS Canada

Shulist Group

CANARIE

Siemens Canada

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AT&T Canada

Nortel Networks

TELUS Communications

Lucent Canada

Bell Canada

Group Telecom

Distributel

Osler, Hoskin & Harcourt LLP

BATM Advanced Communications

3Com Canada

**Wednesday and Thursday, June 11 and 12, 2003**  
**The Westin Prince Hotel, 900 York Mills Road, Toronto**

**Hotel reservations:** The hotel has reserved a block of rooms for the Conference at special Conference rates. Please call the hotel directly at +1 416-444-2511 and ask for the Canadian Telecom Summit rate (Meeting Code 4927). Please call us if you need assistance.

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**CANCELLATION AND REFUND POLICY:** Substitution of participants is permissible without any prior notification.

If you are unable to find a substitute, please notify us. Prior to May 15, 2003, refunds will be made less a 10% service charge. From May 16 to June 1, there will be a 50% service charge. After June 1, 2003 no refund can be provided.

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