



European Academy
for Taxes, Economics & Law

How to Finance Broadband Infrastructure? - New Opportunities within the EU Financing Framework -

European Conference
26th and 27th October 2009, Berlin

Brochure





EUROPEAN CONFERENCE

How to Finance Broadband Infrastructure? – New Opportunities within the EU Financing Framework

BACKGROUND

The European Commission actively supports the widespread availability of broadband services in Europe and provides financial resources for broadband particularly in rural and underserved regions. As part of the Recovery Plan and with the aim to achieve 100% high speed internet coverage for all citizens by 2010, the Commission decided to allocate in broadband infrastructure projects via the European Agricultural Fund for Rural Development (EAFRD) 1 billion €.

Furthermore the European Commission had published, for public consultation, draft Guidelines on the application of EU state aid rules for public funding of broadband networks. The key issue for discussion concerns the public financing of very high speed, so-called „next generation access networks“. The Commission intends to adopt definitive Broadband Guidelines later this year. At the moment there is a debate on the European forum whether or not these measures are needed.

A number of Member States have already announced plans to support investments not only regarding broadband infrastructure for rural and underserved areas, but also to accelerate the deployment of very high or super fast, next generation access networks („NGA“) in large areas of their territories, including urban areas or areas already served by basic broadband infrastructures.

In order to achieve the above mentioned goals, the following key measures have been defined:

- exploration synergies/ synergistic benefits infrastructure extension
- financial support
- a more efficient use of existing infrastructure.

Additionally, telecommunication companies are not only actively supporting the initiatives of broadband coverage in Europe but they are also taking over the broadband infrastructure investment's initiatives in some countries. The synergies need to be localised and both private and public actors must collectively coordinate their efforts and open a dialogue which is essential in the evolution of financing sites.

CONFERENCE CONTENTS

This is the right time to review the EU financing broadband framework and the existing opportunities in obtaining the financial support for broadband projects and how it can be obtained. The conference with experts from the EU Commission, leading telecom companies and innovative broadband providers as well as from public authorities will give you guidance, solution concepts and an overview of the latest developments. Participants will learn which options for financing broadband projects are accessible, which investments models are most suitable and best solutions for a broadband project. Experience reports, case studies and the presentation of best practice from around Europe will provide you with the knowledge you require to get the most out of your broad project.

TEACHING METHODS

- Lectures and case studies
- Interactive discussions and Q & A- sessions
- Best practice reports
- Rich course material and handouts

TARGET GROUP

This European conference is primarily targeted at public and private decision makers dealing with broadband infrastructure and financial resource strategies.

- Technology and telecommunication companies involved in supplying and building broadband infrastructure and Internet providers
- National, regional and local authorities
 - Ministries of Economy, Telecommunication, Finance, Agriculture, Transport, Technology
 - Regional and local government and policy makers
 - Regional development agencies
 - ICT clusters
 - ICT research and technology centres
- Utility companies providing cable pipelines
- Public and private banking sector involved in financing broadband
- Consultancy companies specialised in telecommunications and public affairs

SPEAKERS

How to Finance Broadband Infrastructure? – New Opportunities within the EU Financing Framework



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NORBERT GAAL
**EUROPEAN COMMISSION, DG COMPETITION, UNIT STATE AID: INFORMATION,
COMMUNICATION AND MEDIA**

Since 2006 Mr. Gaal is an Economist in State Aid Unit at European Commission. He graduated from economy faculty in Hungary and in the Netherlands. Prior to working for the Commission Mr. Gaal worked at a telecom company and after that at an IT consultancy firm. Since joining the Commission he has been dealing with state aid issues in the information, communication and media sector. He has gained significant experience in assessment of state aid broadband measures. He is a member of the team working on the Broadband Guidelines. Mr. Gaal has also co-authored several articles in the Competition Policy Newsletter concerning the Commission's policy in the field of broadband.

NIVELIN NOEV

EUROPEAN COMMISSION, DG AGRICULTURE AND RURAL DEVELOPMENT, CONSISTENCY OF RURAL DEVELOPMENT UNIT

Nivelin Noev is currently working for the European Commission, DG Agriculture and Rural Development, Consistency of rural development. His responsibilities lie in the field of horizontal coordination of axis 3 matters (quality of life in rural areas and income diversification) as well several other horizontal aspects linked to rural development such as the Lisbon agenda, employment in rural areas, IT & social aspects of rural development, SME's, rural tourism, enlargement, skill acquisition, etc. He has a PhD on bio-engineer sciences (specialization field agricultural economics) from the Katholieke Universiteit Leuven (K.U. Leuven) Belgium. He has previously been involved in academic research and has worked as consultant and/or team-member on various projects for the FAO, the World Bank, the European Commission and other bodies.



FRANK KRÜGER
SENIOR ADVISER AT THE FEDERAL MINISTRY OF ECONOMICS AND TECHNOLOGY, GERMANY

Mr. Krüger is Senior Adviser in the "Future Broadband" Unit at Ministry of Economics and Technology. Mr. Krüger studied Economics in Cologne from 1989 to 1993. His first employment was from 1994 to 1997 at the Ministry of Postal Affairs and Telecommunications as a press spokesman. With the closure of the Ministry at the end of 1997 Frank Krüger switched to the Ministry of Economics at the same position. From 1995 to 2005 and since 2008 he has been working as an Advisor in the Unit of Telecommunications Policy and Telecommunications economy. From 2005 to 2008 I had been in charge of telecommunications policy and Audiovisual Media at the Permanent Representation of the Federal Republic of Germany to the European Union. During the German Presidency Mr. Krüger chaired the Council working party "Telecommunication / Information Society".



NICK FLITTERMAN
FORMER - HEAD OF TELECOMS DEPARTMENT HSBC, UK

Mr. Flitterman was previously Head of Telecoms for HSBC's Project and Export Finance team in London, where he was responsible for growing the bank's arranging and advisory business focusing in emerging markets. Prior to HSBC, Mr. Flitterman spent seven years with PricewaterhouseCoopers as a Director in the Telecoms Corporate Finance team advising telecom companies, satellite operators and equipment vendors on structuring and raising finance, as well as advising Governments on privatisation and telecom infrastructure procurement. He also spent 5 years in the Project Finance team at the Royal Bank of Scotland, and is an associate of the Chartered Institute of Management Accountants (ACMA). At present Mr. Flitterman works as an independent advisor for the telecom industry.

SPEAKERS

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MARCUS REINISCH
HEAD OF FIXED LINE REGULATION, VODAFONE GROUP SERVICES LTD., UNITED KINGDOM

Mr. Reinisch is heading the fixed regulatory function at Vodafone Group, Europe's largest alternative broadband operator. At Vodafone Markus is responsible for defining the overall fixed regulatory strategy for current and in particular for next generation networks. He ensures the execution of that strategy across all 25 operating companies and provides regulatory support for business development and M&A activities with regards to fixed assets. Prior to working for Vodafone, Mr. Reinisch was the Director, Group Regulatory Development at COLT Telecom. Before that he held roles at Orange Group and Deloitte Consulting. Mr. Reinisch holds an LL.M. from Warwick University and a Master of Law from Vienna University.

ELINA KAMENITZER,
FINANCING CORPORATES & BANKS DEPARTMENT, EUROPEAN INVESTMENT BANK

Mrs. Kamenitzer works at European Investment Bank in the Operations Directorate Department where she is responsible for the EU and the Candidate Countries. Additionally she is dealing with the Financing in Banks and Corporates sector on German market. Her main sectoral responsibilities include telecommunications and ICT industries.

MICHELLE SENECA DE FONSECA
DIRECTOR OF TELECOMS, INFORMATION AND MEDIA, EUROPEAN BANK FOR RECONSTRUCTION AND DEVELOPMENT (INVITED)



JOHANN STESZGAL
PRESIDENT OF PAN EUROPEAN ICT & EBUSINESS NETWORK FOR SME'S

After cofounding the Pan European ICT & eBusiness Network for SME (PIN-SME) Mr. Steszgal became president of this network. He has more than 20 years of experience in the Technology consulting managing as a director of several IT-companies as well as of consulting companies responsible for: Innovation and internationalization IT and telecommunication and Quality and risk management systems. At present he is managing director of Steszgal Informationstechnologie GmbH. Mr. Steszgal is further more chairing several associations among them UBIT and Division of Information and Consulting in Burgenland and is a member of a board of the European Telecommunications Standards Institute (ETSI). Furthermore he is a lecturer at the University of Applied Sciences in Pinkafeld, Austria



MIKAEL GRAPE
MANAGER FOR GROUP REGULATORY ISSUES, TELE2 GROUP, SWEDEN

Mikael Grape has over 10 years of experience within IT/telecommunication law and is responsible for group regulatory issues within the Tele2 Group. He graduated (LL.M.) from the University of Stockholm in 1993 and served as junior judge and later as associate Judge in the Administrative Court of Appeals. In 1999 he joined the Swedish national regulatory authority (PTS) as a senior legal advisor. Following that he became head of section for monitoring issues within the agency. In 2002 he joined the Tele2 group and has held various positions within the legal & regulatory field. In 2007 he was appointed to his current position.



SPEAKERS

How to Finance Broadband Infrastructure? – New Opportunities within the EU Financing Framework



MARCIN BRYSIK
MANAGER OF NEW SALES CHANNELS DEVELOPMENT DEPARTMENT, NETIA S.A., POLAND

In NETIA S.A. (the biggest alternative operator in Poland) Mr. Brysiak is responsible for reaching the sales target and the revenue from the Internet sales channel to the Home market clients. Responsible for cooperation with local government units and public administration in terms of gaining funds from the EU for the development of information society Cooperates with local government units and Marshal's Office in terms of preparing an infrastructure concept within the local government unit and the province. From November 2009 he will change his position to eSales Manger. Prior to Netia S.A. , Sales Coordinator at TP Customer Services Office at Telekomunikacja Polska S.A. in the Regional BBE (Broadband Everywhere) Programme Coordinator, Active Sales Representative.



PAWEL CABAN
SENIOR PROJECT MANAGER, NETIA S.A., POLAND

Currently Senior Manager at Netia S.A.. Pawel Caban is responsible for strategy and business development regarding radio broadband access (mainly WiMAX) and NGA technologies. Engaged in Broadband Access development projects between public and private investment sectors. Previously till 2007 he was Product Quality Main Specialist at mobile operator Polska Telefonia Cyfrowa (T-mobile). He was responsible for projects in products and network quality assurance areas and cooperation with international vendors and business partners. He holds PRINCE 2 certificate. He has been working in telecommunication market since year 2000.



JÖRG SCHMOLINSKI
MANAGING DIRECTOR OF SKYDSL TECHNOLOGIES, GERMANY

Joerg Schmolinski is Managing Director of skyDSL Technologies, a Berlin based company that is specialized on technologies and services for broadband internet services. Prior to this, he spent several years working as management consultant for international companies, among them United Telecom Georgia where he acted as interim CEO. He gained substantial experience in the telecommunications industry whilst working for Eutelis Consult (JV of Deutsche Telekom and France Telecom). After that he held management positions at telco operators in various countries, e.g Cybertron (Austria). Mr. Schmolinski holds a degree in engineering from University of Applied Science in Berlin.



MATTHEW O'CONNOR
CHIEF OPERATING OFFICER, AVANTI COMMUNICATIONS GROUP PLC, UNITED KINGDOM

Matthew O'Connor has worked in the telecommunications industry for 20 years initially for British Telecom where he held a number of sales and marketing roles within the UK and International Divisions. He joined the Cable Industry in 1996 as a Director of Telewest UK's Business Division where he was instrumental in growing the business from £30m regional business to £300m national operation. He also served as Managing Director of the Wholesale Division with customers that included T Mobile, 3, Cable and Wireless, NTL, and many telecoms re-sellers. Starting with Avanti 5 years ago he has been in the forefront of developing the rural broadband business and preparing for the launch of Avanti's first European high speed broadband satellite in 2010.

SPEAKERS

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FIONA HEPPER

HEAD OF DIVISION TELECOMS POLICY UNIT DEPARTMENT OF ENTERPRICE, TRADE & INVESTMENT, BELFAST, NORTHERN IRELAND

Mrs. Hepper is Director of Strategic Policy, Department of Enterprise, Trade and Investment (DETI), Northern Ireland (NI). As Director of policy her role is to develop, implement, evaluate and reconfigure DETI's suite of economy focused policies and programmes. The policy areas covered include telecommunications plus innovation and R&D and enterprise. In relation to telecommunications, key elements of recent work has covered the development of Northern Ireland's approach to ensuring the region has and maintains a high quality telecoms infrastructure; this has included preparation and implementation of a 5 year policy and underpinning action plan; implementation of a significant programme of government (and EU) backed projects around international connectivity, next generation access and broadband stimulation. In the past Mrs. Hepper have worked in a diverse range of government activity - including as the Department's senior statistician (in the area of economic and labour market statistics).

ALBERTA PAULEY

TELECOMS POLICY UNIT DEPARTMENT OF ENTERPRICE, TRADE & INVESTMENT, BELFAST, NORTHERN IRELAND

Mrs. Pauley is Head of Telecoms Policy Unit, Department of Enterprise, Trade and Investment (DETI), Northern Ireland (NI). As Head of Telecoms Policy Unit her role is to realise the Government's objective of ensuring the region develops and maintains a high quality telecoms infrastructure which is essential for a small, open regional economy like NI is to compete with other regions. The approach - which is underpinned by a 5 year strategic action plan - involves 3 inter-related strands: improving Northern Ireland's direct international connectivity, improving access to next generation network services and stimulating the take-up and use of these investments, particularly by our SMEs. In the past she have worked in a wide range of government roles - including 11 years as a professional economist within various NI Government departments (including a posting to our industrial development agency).



FRANS-ANTON VERMAST

PROJECT MANAGER CITYNET AMSTERDAM, NETHERLANDS

As the main Project Manager of Citynet Frans-Anton Vermast was in charge of investigating the possibilities to connect the whole City of Amsterdam to the future proof and open communication infrastructure. This was the first project of Next Generation Broadband finance from public funds, notified by the European Commission. Additionally he works as director of the International Network of E-Communities, an organisation of twelve worldwide cities and municipalities that excels in e-community developments by globally sharing of unique knowledge and best and next practises in ICT and open access models based on next generation broadband and as an independent adviser.



PROGRAMME DAY 1

How to Finance Broadband Infrastructure? – New Opportunities within the EU Financing Framework

26th October 2009

8.00-9.00
Registration and handout of conference documents

9.00-9.05
Opening remarks from the European Academy for Taxes, Economics & Law

9.05 - 9.15
Welcome Note from the Chair
Nick Flittermann - Former Head of Telecoms at HSBC, United Kingdom

Session I
EU Broadband – Rural vs. Urban networks – Contrasting Demand and Financing Needs

9.15 - 9.45
New Guidelines for Broadband – What Role for Public Funds?

- General context: market developments, forthcoming trends, EU objectives
- State aid – summary and main achievements
- New state aid broadband Community Guidelines – what can we achieve?
- Challenges ahead

Norbert Gaal – European Commission, DG Competition, Unit State Aid, Information, Communication and Media Sector

9.45 - 10.00
Q&A Session

10.00 - 10.30
Coffee Break

10.30 - 11.00
Financing Broadband in Rural and Underserved Regions

- ICT needs of rural areas and current state
- EU Rural development fund (EAFRD)/Recovery Package
- Check-list of actions for public authorities considering broadband interventions in under-served territories
- EU broadband strategy and rural areas

Nivelin Noev - European Commission, DG Agriculture and Rural Development Consistency of Rural Development

11.00 - 11.15
Q&A Session

11.15 - 11.45
Practical Experience in National Broadband Strategy

- How to take the most of existing infrastructures
- Enhancing coverage, investment and competition
- Public funding as a remedy of last resort
- The set of available funding and financing means

Frank Krüger – Senior Advisor in Broadband Future Unit, Federal Ministry of Economics and Technology, Germany

11.45 - 12.15
Discussion and Q&A Session

12.15 - 14.00
Lunch Break

Session II
Options for Financing Broadband

14.00 - 14.30
Models and Solutions for Financing Broadband in Public and Private Sector

- Suitable access to funding for private telecom infrastructure.
- Options for financing broadband
- Sharing risk
- Broadband and PPP
- Success stories in Europe

Nick Flittermann - Former Head of Telecoms at HSBC, United Kingdom

14.30 - 14.45
Q&A Session

14.45 - 15.15
How to Implement Co-investment Strategies between Public and Private Sector - Next Generation Access

- How can the co-investment work?
- The benefits of co-investment
- Treatment of co-investment initiatives
- Organising co-investment

Markus Reinisch - Head of Fixed Line Regulation Vodafone Group Services Ltd., United Kingdom

15.15 - 15.30
Q&A Session

15.30 - 16.00
Coffee Break

Session III
Promoting Access to Broadband Telecoms Services across Europe

16.00 - 16.30
European Investment Bank's (EIB) Support to Finance Broadband Investment

- Introduction to EIB and EIB financing
- EIB's strategy in financing telecom investments and broadband infrastructure in support of the Lisbon agenda
- Case study and lessons learned

Financing Corporates & Banks Department, European Investment Bank

16.30 - 16.45
Q&A Session

16.45 - 17.15
The European Bank for Reconstruction and Development (EBRD) Framework in Financing Broadband Projects

- EBRD regional presence
- Telecoms, Media and Technology (TMT) Team
- EBRD contribution to the financing of broadband projects
- Current state of Broadband market
- Financing broadband projects – requirements
- Case study

Michelle Senecal De Fonseca – Director of Telecoms, Informatics and Media, European Bank for Reconstruction and Development (invited)

17.15 - 17.30
Q&A Session

17.30
End of Day One



PROGRAMME DAY 2

How to Finance Broadband Infrastructure? –
New Opportunities within the EU Financing Framework

27th October 2009

9.00 - 9.05

Opening Notes from the Chair

Dr. Johann Steszgal - President of Pan European
ICT & eBusiness Network for SME

Session IV

Successful BB Project from the SME's and Telecom Operator Point of View

9.05 - 9.30

Success Factors for Broadband Infrastructure Projects

- Need for a necessary framework:
 - which change do we need – SME's point of view
 - Need for an additional framework on a regional development basis
- Is state aid needed for a broadband project to succeed?
- The most effective state aid and where to locate it?
- Which technology in which region – how to make the most efficiency of available technology options?

Dr. Johann Steszgal - President of Pan European
ICT & eBusiness Network for SME

9.30 - 9.45

Q&A Session

9.45 - 10.15

The Role of Mobile Internet in Increasing Broadband Coverage

- Competition issues relating to fixed broadband - an alternative operator's perspective
- Economics of both fixed and mobile broadband including some points on network sharing
- Bridging the digital divide with mobile coverage
- Creating the right investment incentives
- Some issues on state aid

Mikael Grape – Manager for Group Regulatory issues,
Tele2, Sweden

10.15 - 10.30

Q&A Session

10.30 - 11.00

Coffee Break

Session IV

Best practice - Rural and Suburban Areas, Cities

11.00 - 11.30

Outstanding Regional Broadband Strategy to Connect Northern Ireland

- Current approach to telecommunications strategy
- Extending access to NGN across the region
- Special focus on businesses
- Encouraging the take-up and innovative use of broadband for businesses in 2007-2013
- First direct international telecoms link of Northern Ireland under INTERREG IV - Direct International Connectivity
- Way Forward

Fiona Hepper - Head of Unit and Alberta Pauley -
Telecoms Policy Unit Department of Enterprise,
Trade & Investment Belfast, Northern Ireland

11.30 - 11.45

Q&A Session

11.45 - 12.15

Successful Co-financing of Satellite Access for Rural Areas with Private and Public Investors

- Collaboration of KfW, Investment Bank Berlin and private investors backed by co-financing of European Regional Development Fund (ERDF) in developing of a new technology
- Implementing broadband in rural areas without public grants using satellite infrastructure
- Financial advantages for rural communities of the satellite broadband projects

Jörg Schmolinski - Chief Executive Officer - skyDSL
Technologies, Broadband- Internet Provider, Germany

12.15 - 12.30

Q&A Session and Discussion

12.30 - 14.00

Lunch Break

14.00 - 14.30

Models for getting best value from a market intervention - Rural Broadband by Satellite: 10 years

- The relative costs of rural broadband networks
- The inevitability of satellite provision
- The European funding opportunity
- Benefit realisation
- The future without funding support

Matthew O'Connor - Chief Operating Officer, Avanti
Communications Group, United Kingdom

14.30 - 14.45

Q&A Session and Discussion

14.45 - 15.15

Coffee Break

15.15 - 15.45

How to Provide Broadband Access in Rural and Suburban Areas in Short Time?

- Internet broadband access options in rural and suburban areas: – WiMAX and WiFi
- Best practice for private public investors cooperation
- Experience with project financing
- Cooperation benefits and opportunities from the business and the local government perspective
- Opportunities for future Internet speed development

Marcin Brysiak and Pawel Caban - Broadband
Development Department, Netia S.A., Poland

15.45 - 16.00

Q&A Session

16.00 - 16.30

Best Practice – Urban Areas – Amsterdam “Amsterdam City Fibre Project – Two Years After”:

- Pitfalls in obtaining project finance
- Negotiations with the EU Commission
- Lessons learned
- Success story

Project evaluation – two years after
Frans-Anton Vermast – Project Manager, Public and
International Affairs Citynet, Netherlands

16.30 - 16.45

Q&A Session

16.45

End of conference and handout of certificates



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ORGANISATIONAL MATTERS

How to Finance Broadband Infrastructure? – New Opportunities within the EU Financing Framework

BOOKING

Fax: +49 (0)30 802080-250
E-mail: booking@euroacad.eu
Phone: +49 (0)30 802080-230
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www.euroacad.eu

DATE OF EVENT

26th – 27th October 2009, Berlin

BOOKING NUMBER

K-80

EVENT LANGUAGE

The event language will be English

EVENT PRICE

CONFERENCE, DAY 1 + Day 2

**Early booking contingent until the August 28th 2009:
1198,- Euro**

Normal price from the 29th August 2009:
1298,- Euro

All prices excl. German VAT(19%)

EVENT LOCATION

Courtyard by Marriott Berlin Mitte
Axel-Springer-Str. 55
10117 Berlin, Germany
Phone: +49 (0)30-800 928-6300
Fax: +49 (0)30-800 928-1000
E-mail: reservations.berlin@marriotthotels.com
Internet: www.marriott.de

Please contact the hotel directly and refer to the “European Academy for Taxes, Economics & Law” in order to benefit from a limited room contingent at a special price. Of course you can always look for an alternative hotel accommodation.

YOUR CONTACT PERSON FOR THE PROGRAMME:

Regina Lüning, M.Sc. econ.
Head of Marketing and Sales
Phone: +49 (0)30 802080-246
Fax: +49 (0)30 802080-259
E-mail: regina.luening@euroacad.eu

Natalia Budzynska, LL.M.
Junior Conference Manager
Phone.: +49 (0)30 802080-232
Fax: +49 (0)30 802080-259
E-mail: natalia.budzynska@euroacad.eu

(Program is subject to alterations)

CONTACT

European Academy for Taxes, Economics & Law
Hausvogteiplatz 13, 10117 Berlin, Germany
Phone: +49 (0)30 802080-230
Fax: +49 (0)30 802080-250
E-mail: info@euroacad.eu
Internet: www.euroacad.eu

CANCELLATION TERMS

Pre-payment of the fee is a condition for participation. The time of booking does not affect the cancellation regulations. Cancellations shall be in writing. For cancellations received four weeks prior to the event or earlier: a € 80,00 (excl. German VAT) administrative fee will be charged. The event fee will be reimbursed in full. For cancellations two to four weeks prior to the event the fee will be reimbursed at 50%, up to two weeks prior to the event or no-show: event fee will not be reimbursed. We reserve the right to change or cancel the event. In the event that the European Academy for Taxes, Economics & Law has to cancel or postpone an event, payments received will be reimbursed in full. We herewith inform you that we exclude the liability for any damages in connection with the event. Personal data provided by attendees (name, company/organisation) will be used during the organisation of the event and distributed to other attendees. With your signature, you agree that we can contact you by fax, email or telephone and that we can use and distribute the provided data in professional terms. If you do not agree, please delete the respective part(s) of the sentence(s) or contact us. You can withdraw your agreement at any point in time. This agreement shall be governed by German law, the courts of Berlin shall have exclusive jurisdiction.

NOTE

Please note, you can register as many delegates as you wish (except, the conference is fully booked). You only need to copy this formular for as many persons you wish.



European Academy
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European Academy for Taxes, Economics & Law
Brauner Klingenberg GmbH
Hausvogteiplatz 13
10117 Berlin / Germany

Phone.: +49 (0)30 802080-230
Fax: +49 (0)30 802080-250
E-mail: info@euroacad.eu
www.euroacad.eu

BOOKING

BOOKING NUMBER: K-80(RE)

DATE: 26TH - 27TH OCTOBER 2009

Herewith we register the following persons for the European Conference: "How to Finance Broadband Infrastructure—New Opportunities within the EU Financing Framework—".

Delegate 1
 Mr. Ms.

First name _____ Last name _____ Phone _____
 Department _____ Fax _____
 Job position _____ E-mail _____
 Your organisation _____
 Street _____
 Postcode / City _____
 Country _____

Delegate 2
 Mr. Ms.

First name _____ Last name _____ Phone _____
 Department _____ Fax _____
 Job position _____ E-mail _____
 Your organisation _____
 Street _____
 Postcode / City _____
 Country _____

Delegate 3
 Mr. Ms.

First name _____ Last name _____ Phone _____
 Department _____ Fax _____
 Job position _____ E-mail _____
 Your organisation _____
 Street _____
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Invoice organisation

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