

Consumer Protection

18 - 22 January 2010
Nairobi, Kenya



COMMONWEALTH
TELECOMMUNICATIONS
ORGANISATION

www.cto.int

Register by
4th December 2009
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Overview

Ensuring consumer protection and crafting competitive safeguards have become the critical success factors for regulatory governance. This one-week course addresses how telecommunication regulators involved in communication services can reasonably protect consumers against market forces.

Delegates will gain insights into the need for competitive safeguards such as:

- How the liberalisation process has exerted competitive pressure at the retail level in many markets allowing consumers in markets, such as the mobile market being able to choose among several mobile operators
- What this means for retail markets, who are keen on providing more choices to both potential and existing customers
- The implications for wholesale markets which have lagged behind in many regions of the world
- The need for effective regulatory governance to ensure fair play among competitors to ensure that a dominant supply position does not evolve to the detriment of consumers and competition, and that there exists safeguards crafted to ensure a normalised market environment.
- How to safeguard against the lack of competition giving rise to opportunities for one or more dominant carriers to engage in anti-competitive practices

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Course programme may change due to unforeseen circumstances

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Learning outcomes

- Explain why consumer protection is increasingly gaining attention in many organisations in the communications sector
- Identify a number of similar technologies that keep evolving and why consumers are confused as to what is available in the market
- Investigate how some industry players often take advantage resulting in the need for consumer protection
- Understand workplace policies that help protect consumers, using the Communications Commission of Kenya as a case study
- Explain dominance, market power, and anti-competitive behaviours
- Describe the process involved in adapting to a competition law environment
- Identify market indicators for assessing competitive/anti-competitive behaviour
- Plan for a more open approach to the concept of asymmetric regulation and regulatory forbearance

Key objectives

- Review key business factors and technical considerations including dominance, market power and anti-competitive behaviours
- Analyse various tools and best practices to ensure fair market play and to ensure protection for consumers (pricing, co-location agreements, competitive safeguards, governance regimes for consumer protection etc)
- Compare telecom regulation in sample countries with regard to adaptation of competition law and consumer protection
- Develop an approach to audit consumer protection and the development of best practices for preparing communications services for privatisation and competition

Who should attend

- Telecom regulatory staff experienced in telecoms issues and working for the regulatory institution for communication services
- National and carrier policy makers.
- Market planners, strategists, and product managers
- Competitive carriers including ISPs
- Lawyers and consultants involved in the telecommunications sector
- Major enterprise client representatives involved in planning and deployment of telecom services
- Industry and consumer representative groups who are involved in intervention on behalf of special interest groups (ant-poverty groups, small-to-medium-enterprises (SME) advocacy groups, NGOs, etc.

Learning environment

Traditional classroom including collaborative learning. Use of presentations, group learning, class exercises, case studies and problem solving.

Pre-requisites

There are no pre-requisites for this course. However, to achieve effective learning, course participants will be provided with pre-course material in terms of readings and it will be highly recommended that the readings be reviewed prior to the workshop.

Course content

Background Competition and dominance

- Historical aspects of market dominance in the telecoms industry
- Trends in emerging technologies that serve as drivers for increased competition and changing nature of competition in the ICT sector (convergence)
- Current definitions of dominance
- Regulator practices
- Why control the dominance of operators?
- Determination of dominance (high level)
- Remedies of domination

Benchmarks and review of country cases

- Review of sample cases of dominance and the relative positions taken by carriers and regulatory agencies involved
- Review governance structures and best practices to support consumer protection structures
- Review of competitive safeguards crafted by regulatory agencies
- Application of cases to CCK Kenya and other African regions - a comparative analysis (teams of participants will review several cases and present findings as a class project)
- Summarise lessons learned and applications of lessons learned

A way forward Strategies, remedies and best practice

- Strategy for determining dominance and developing a way forward
 - This will be the basis for a group research and project by teams made up of class participants possibly with the involvement of local managers at CCK Kenya to review the responses based on mini presentations
- Requirement for sufficient time for public and expert consultation
- Enforcing acceptable service levels
- Financial hardship policies to assist consumers with payments

Course content

A way forward (continued)

- Monitoring average actual usage, average total revenue and average total cost of the bundles services
- Development of consultative papers on competitive safeguards including support of such instruments by key stakeholders including carriers, including review of sample competitive safeguards policies.

Other discussion items on consumer protection

- Affordable customer subscriptions e.g. monthly payments, price reductions, fixed penalties for non-payment
- Improving rural telecom services and increasing tele-density in rural areas
- Extending the reach of access to emerging networks in the community
- Compliance with anti-trust laws e.g. avoiding cross-ownership of companies
- Regulation of specific competitive services particularly related to mobile services
 - Mobile termination rates and the pricing mechanisms being adopted globally (high level introduction to LRIC)
 - Money transfers
- Allocation of telephone numbers potentially harmful or disruptive to consumers
- Mandated network neutrality
 - ISPs to deliver data equally without regard to the source or subject matter
 - ISPs to disclose the way they are managing their networks and if they deliver on the speeds they promise
- Eliminating misleading sales and marketing practices in the mobile market

Course leader



Zain Khan
B.Chem Eng, B.Comm, CMC.

Zain Khan is an experienced management consultant with over 20 years in telecommunications and information technology. He has consulted extensively for Fortune 100 private and public sectors companies with geographically dispersed company sites throughout North America and globally, private enterprises, telephone companies and other industry-related companies. Although he spent his early years in the United Kingdom training as a chemical engineer, Zain has spent most of his entire adult and professional career in Canada, where he held several management positions with a major carrier, in areas such as sales, marketing, strategic planning, product management, policy development and regulatory support for new products and services including economic evaluations and studies. His current practice areas include strategic planning in ICTs, including technology transformation and implementation, competition and marketing strategy for telecommunications and other businesses, software development, and large security systems. Zain holds degrees in business and engineering and is a Certified Management Consultant (CMC) earned through the Canadian Association of Management Consultants (CAMC).

Hosted by:

Communications Commission of Kenya

In partnership with:

Alliances Consulting Group Inc.

About the CTO

The Commonwealth Telecommunications Organisation (CTO) is an international development partnership between Commonwealth and non-Commonwealth governments, business and civil society organisations.

It provides the international community with effective means to help bridge the digital divide and achieve social and economic development through the use of Information and Communication Technologies (ICT) in the specific areas of Telecommunications, IT, Broadcasting and the Internet.

About the programme for development and training (PDT)

Managed by the CTO, the PDT is a unique low-cost membership programme providing needs-based professional training and capacity building courses on telecommunications policy, regulation, technologies and telecoms business management.

The PDT has delivered over 3600 bilateral training and consultancy projects, covering every aspect of the telecommunications industry, training over 35,000 professionals in 33 countries of the Commonwealth.

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Registration form

Consumer Protection
18 - 22 January 2010, Nairobi, Kenya

ID: 6588

Please fill in this application form and fax it back to +44 208 600 3819 or return it to the CTO at the address below. Please use CAPITAL LETTERS.

Personal details

Mr/Mrs/Ms/Other First name Last name

Job title

Organisation

Address

City Postcode Country

Tel Mobile Fax

Email

Authorising line manager's name

Authorising line manager's email

Payment options

1) Select delegate rate

	Standard rate	Early registration/Group discounts*
CTO members	<input type="checkbox"/> £699	<input type="checkbox"/> 10%
PDT partners	<input type="checkbox"/> £699	<input type="checkbox"/> 10%
Others	<input type="checkbox"/> £1,129	<input type="checkbox"/> 10%

* two or more delegates from same organisation

2) Payment mode (choose one option only)

Invoice
Invoice me at the above address (Discounts do not apply, payment must be received by us prior to event).

Bank transfer
Make payments to: Coultts & Co.
440 Strand, London, WC2R 0QS, UK
A/C Name: CTO; A/C Number 08367507
Bank Sort Code :18-00-02
SWIFT Code: COUT GB22
IBAN Reference: GB72COUT18000208367507

Credit Card: Visa / Mastercard (delete as appropriate)

Card holder's name

Card holder's billing address (if different from above)

Card number

Valid from Expiry date 3 digit security code

Signature


Date Name Signature

Additional information

To help us improve our services to you and your organisation, please tell us more about yourself and your organisation.

Your role in the organisation	Your area of work in the organisation	
<input type="checkbox"/> Strategic / executive	<input type="checkbox"/> Business development	<input type="checkbox"/> Marketing and sales
<input type="checkbox"/> Planning	<input type="checkbox"/> Corporate affairs	<input type="checkbox"/> Public relations and corporate communications
<input type="checkbox"/> Control	<input type="checkbox"/> Customer service and care	<input type="checkbox"/> Regulatory and legal affairs
<input type="checkbox"/> Operational	<input type="checkbox"/> Engineering and technical management	<input type="checkbox"/> Telecoms network management
	<input type="checkbox"/> Financial, purchasing & investor relations	<input type="checkbox"/> Human resources
	<input type="checkbox"/> IT / IP management	<input type="checkbox"/> Other
Your organisation type	Your organisation's service areas	
<input type="checkbox"/> Government	<input type="checkbox"/> Fixed network / services	<input type="checkbox"/> Broadcasting
<input type="checkbox"/> Regulator	<input type="checkbox"/> Mobile / wireless network / services	<input type="checkbox"/> Value-added services
<input type="checkbox"/> Operator	<input type="checkbox"/> Satellite network / services	<input type="checkbox"/> Support
<input type="checkbox"/> Manufacturer	<input type="checkbox"/> Internet	<input type="checkbox"/> Other services
<input type="checkbox"/> Other		

3 SIMPLE WAYS TO REGISTER

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Summary Terms and Conditions

The CTO will endeavour, as can be reasonably expected, to ensure that the course is delivered to meet delegates' expectations. Registration is subject to availability and payment received by the deadline, where specified for each course. Dates may be subject to changes. Travel, accommodation, daily transportation to venue, subsistence and other costs are the sole responsibility of the delegate and are not included in the above fees.

Applicants are responsible for their visa arrangements and other formalities wherever required. Course bookings may be cancelled at the discretion of the CTO or its partners. Applicants paying by bank transfer are responsible for bank charges and any other such costs and should ensure the exact amount in GBP Sterling is credited in the CTO bank account. Applicants requiring additional information prior to their booking should ensure they provide sufficient time before the booking deadline.

Cancellation rules apply, as summarised above. For a full version of our Terms and Conditions, please visit our website at www.cto.int.

Withdrawals / Cancellations / Refunds

For delegate cancellations/withdrawals, the following refund rules apply:

- 31 days or more prior to event: the full amount less a handling charge of £55
- 30 days or less prior to event: no refund

For CTO cancellations/withdrawals, delegates are entitled to a 100% refund within 60 days of the cancellation/withdrawal. Refunds will be made by bank transfer only.

Data Protection / Privacy

The CTO does not sell, rent or lease its customer information to third parties. We may, from time to time, contact you on behalf of a third party/partner about a particular offering that may be of interest to you. In those cases, your unique personally identifiable information (email, name, address, telephone number) is not transferred to the third party/partner.

In addition, we may share your information with trusted partners to help us perform statistical analyses, send you by e-mail or postal mail, provide customer support, or arrange for deliveries or other such services.

All such third parties are prohibited from using your personal information except to provide these services to the CTO and they are required to maintain the confidentiality of your information. For more information about our Privacy Policy, visit our website at www.cto.int