

McKinsey Strategy Seminar

# Managing a Global Regulatory Agenda

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*Berlin, October 2006*



# The GSM Association Board



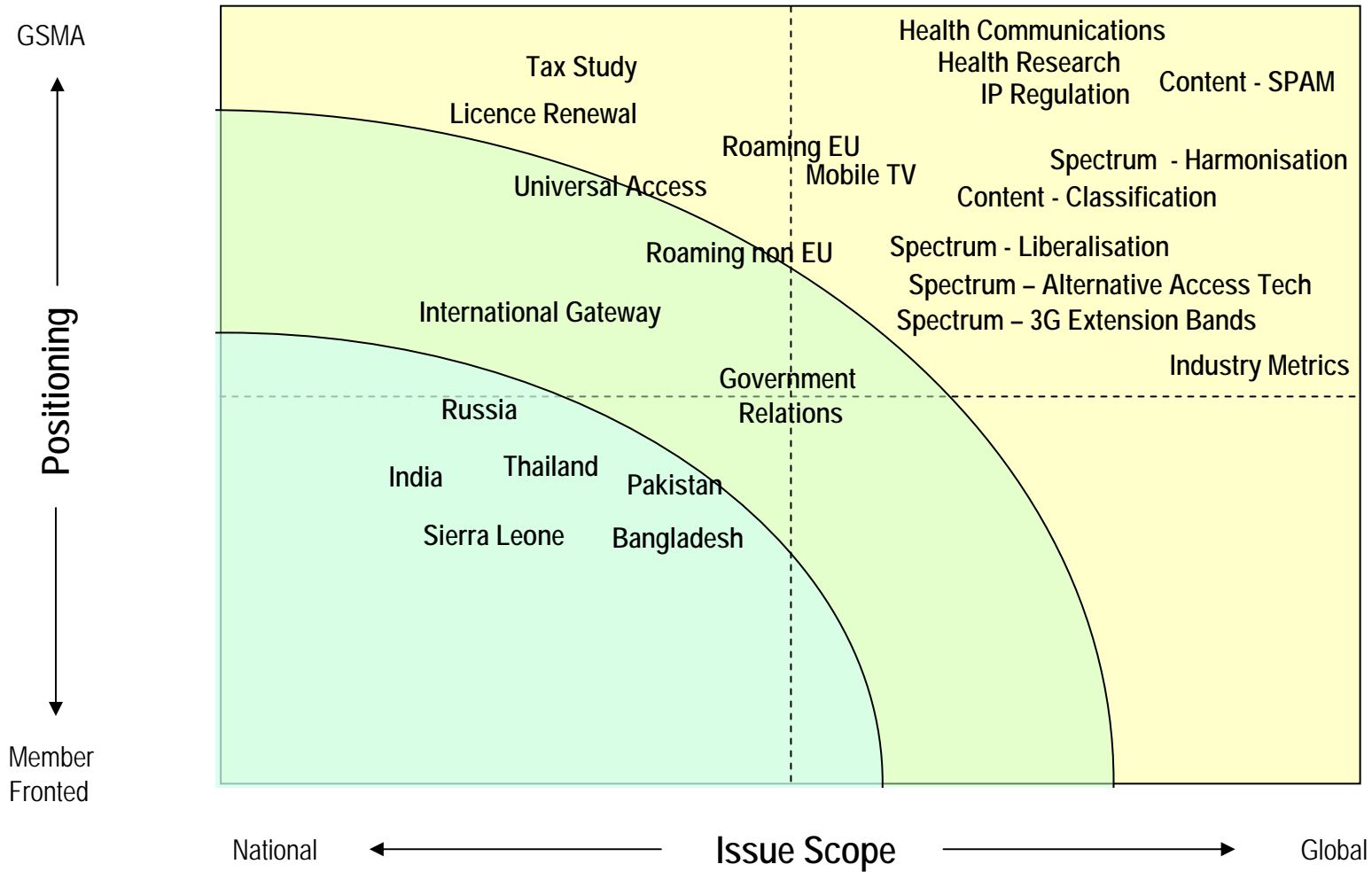
213 countries and territories, more than 690 operators

Craig Ehrlich (Chairman) Hutchison Mobile  
China Mobile: Mr. Lu Xiangdong  
Vodafone: Alan Harper  
China Unicom: Mr. Lu Jianguo  
T-Mobile: Matthias Schröter  
Orange SA: Frank Boulben  
NTT DoCoMo: Mr Takanori Untano  
SingTel Mobile: Mr Chuan Poh Lim  
TIM: Mauro Sentinelli (Deputy Chairman)  
Telefonica Moviles: Ignacio Camarero  
Cingular Wireless: Bill Hague  
Telenor Mobile: Arve Johansen  
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Orascom: Naguib Sawiris  
Rogers Wireless: Nadir Mohamed  
SFR: Frank Esser  
Smart: Napoleon Nazareno  
TeliaSonera: Håkan Dahlström  
Turkcell: Muzaffer Akpinar  
Vimpelcom: Alexander Izosimov  
EMC Chair: Stein Hansen  
GSM A CEO: Rob Conway

# Global Trends

1. Globalisation of regulation is a reality.
2. The overall burden of regulation is increasing, particularly in developed markets.
3. In developing countries, governments are beginning to recognise the full potential of mobile for economic and social growth.
4. Increasingly, services, not technologies, are defining regulation.
5. There is a widening competence gap within governments and regulatory authorities.

# GSMA Agenda 2006-2007



# Thank you!

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