

CONFERENCE INFORMATION

How to Register

Please book and confirm your registration by completing and sending the reservation form before May, 22nd 1998 by fax to the number +39 2 8514825 (Milan) or +44 171 5944101 (London), or by mail, to The Adam Smith Society, via Cornaggia 10, 20123 Milan.

Number of participants is limited to a maximum of 100, for further information, please call +39 2 48002596 (Milan) - +44 171 3763607 (London).

How to pay

The registration fee of £. 30 includes coffee break, lunch and tea-break and can be paid by bank transfer to the account n°54354 (ABI 06230 CAB 01627) in the name of Adam Smith Society with the Milan branch of Credito Commerciale - Cariparma, or to Barclays Bank PLC, Strand Business Center, 357 Strand London, The Adam Smith Society sort code 208294 account no. 40893129, specifying your name, or by cheque sent to Mrs Emanuela Campari, The Adam Smith Society, suite 603, The Chambers, Chelsea Harbour, London SW10 OXS. A copy of the cheque or of the bank transfer order must be enclosed with the reservation form below.

The Adam Smith Society members are admitted to the conference and to the lunch, if booked in advance, free of charge.

Cancellation

Cancellations must be received in writing by May, 21st, 1998. After this date no refund will be possible.

Hotel Accomodation

If you wish to reserve a room at The Kingsley Hotel, Bloomsbury Way, London (tel. +44 171 2425881, fax +44 171 8310225 - Miss Lindsay Srapira), for the night before the conference is scheduled, you can benefit from a special rate if you mention this conference at the hotel reservation desk.

RESERVATION FORM

I confirm my participation at the conference "The New Italian Telecoms Market"

£.

by bank transfer (copy attached).

Name Surname

Position Company

Adress

Town Postcode

Tel. Fax Date

Signature



The Adam Smith Society

The New Italian Telecoms Market

Monday, June 1st, 1998
Common Room
Law Society
113, Chancery Lane
London



In co-operation with:

ATKEARNEY

INFOSTRADA

ERNST & YOUNG
CORPORATE FINANCE

In collaboration with:

Studio Legale
CARNELUTTI

The Italian Chamber of Commerce and Industry
for the U.K.


Istituto nazionale per il Commercio Estero
Italian Trade Centre - Government Agency

The New Italian Telecoms Market

The Italian telecoms market is undergoing a profound transformation and some major guidelines of this process are being defined in these weeks by the Government and the other bodies involved.

Important business opportunities may arise and large areas of economic freedom may be obtained depending on the progress that will be made on the following issues:

- Liberalisation of all the services, including voice telephony
- The outcomes of the Telecom Italia privatisation
- The new Telecommunications & Media Authority
- The evolution of the EU regulatory framework

In this conference the key players and policy makers of the Italian market will deal with these items and discuss them with the persons involved in the telecom market.

This conference, due also to its appropriate timing, constitutes a valuable opportunity to meet those key individuals driving forward the new shape of the Italian telecom market, as well as the key business operators of the market and those interested in operating in this market.

Registration:	9.00 a.m.
Coffee- Break:	11.00 a.m.
Lunch:	1.00 p.m.
Tea-Break:	3.30 p.m.
Closing of the Conference:	5.30 p.m.

**SIMULTANEOUS TRANSLATION
ITALIAN - ENGLISH**

MORNING

REGULATORY RULES AND COMPETITIVE SCENARIOS

Chairman: Alessandro De Nicola - President, The Adam Smith Society

Private and Public in the Italian Telecoms Market

Antonio Maccanico - Italian Minister of Communications

Telecom Impact on the System of the Small-Medium Firms

Giuliano Mussati - Professor of Industrial Economics, Università Cattolica di Milano

Lessons Learned from International Experience

Hugh Small - Vice President, A.T. Kearney U.K.)

Regulating for Competition in Italian Telecommunications

Cento Veljanovski - Managing Partner, Case Associates

The New Italian Telecoms Authority

Antonio Pilati - Commissioner, The Italian Telecommunications & Media Authority

Proposals for Reform

Franco Debenedetti - Senator, Senate of the Italian Republic

Competition in the Italian Telecoms Market

Alberto Pera - General Secretary, The Italian Antitrust Authority

AFTERNOON

Chairman: Colin Robinson - Professor of Economics, University of Surrey,

Editorial Director, IEA - Institute of Economic Affairs

Salvatore Amato - Vice President, AT Kearney

Riccardo Ruggiero - Managing Director, Infostrada S.p.A.

Elserino Piol - President, Picienne S.p.A.

Peter Curwen - Professor of Business, Sheffield Hallam University

Tommaso Pompei - CEO, Wind Telecomunicazioni

Giancarlo De Felice - Managing Director, Ernst & Young Personnel Services

Luca Arnaboldi - Partner, Studio Legale Carnelutti

Paolo Donzella - CEO, RSL Telecommunications Italia S.p.A.