

## CONFERENCE INFORMATION

### How to Register

Please book and confirm your registration by completing and sending the reservation form on or before June 19, 1997 by fax, to the number +39 2 8514825 or +39 2 89010605, or by mail, to The Adam Smith Society, via Cornaggia 10, 20123 Milano.

Number of participants is limited to 140, for further information, please call +39 2 8514829.

### How to pay

The registration fee of Lit. 150.000 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 The Adam Smith Society with the Milan branch of Credito Commerciale - Cariparma. A copy of the bank transfer order must be enclosed with the reservation form. 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 June 18, 1997. Cancellations after this date will be subject to a Lit. 100.000 administration charge.

### Hotel Accomodation

If you wish to reserve a room at the Hotel Principe di Savoia for the day the conference is scheduled, you can benefit from a special rate if you mention this conference at the hotel reservation desk.



The Adam Smith Society

## RESERVATION FORM

I confirm my participation at the conference "The Future of the Italian Telecom Market"

Lit .....

by bank transfer (copy attached).

Name ..... Surname .....

Position ..... Company .....

Adress .....

Town ..... Postcode .....

Tel. .... Fax ..... Date .....

Signature .....



The Adam Smith Society

# *The Future of the Italian Telecom Market*

Monday, 23 June 1997  
Hotel Principe di Savoia, Milano

In co-operation with:



With contributions of:



BROSIO, CASATI E ASSOCIATI

# *The Future of the Italian Telecom Market*

The Italian telecom market is undergoing a profound transformation and the 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 choices that will be made on the following issues:

- Liberalisation of all the services including voice telephony;
- Privatisation of STET;
- The experience in other countries;
- The new Telecom Authority;
- The EU legislative framework ;
- The impact on the economy at large.

In this conference all key players and policymakers deal with these items and discuss them with the persons involved in the telecom market.

This conference, also due to the particular timing of its scheduled date, 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 or those interested in operating in this market.

Registration:	ore 9,30
Coffee- Break:	ore 11,30
Lunch:	ore 13,30
Tea-Break:	ore 16,00
Closing of the Conference:	ore 18,00

**TRADUZIONE SIMULTANEA  
ITALIANO - INGLESE**

## **MORNING**

### **The British Experience**

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

### **Proposals for Reform**

Franco Debenedetti - Senator, Senate of the Republic

### **Competition in the Italian Telecom Market**

Alberto Pera - Secretary General, The Italian Antitrust Authority

### **Privatization of Telecoms**

Pier Giusto Jaeger - Professor of Corporate Law, Università degli Studi di Milano.

### **Telecom Impact on the System of the Small-Medium Firms**

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

### **The EC Notice on Competition in Telecommunications**

John Kallaughier - Professor of Comparative Antitrust Law, University College,  
University of London

### **Final Remarks: The Future of the Italian Telecom Market**

Antonio Maccanico - Minister of Post and Telecommunications

## **AFTERNOON**

### **"Prospectives and Experiences of the Main Players in the Market"**

**Chairman:** Pierluigi De Biasi - The Adam Smith Society

#### **Speakers:**

Giuliano Venturi - Amministratore Delegato, Albacom S. p. A.

Massimo Biondi - Amministratore Delegato, Cable & Wireless S. p. A.

Corrado Ruffini - Partner, McKinsey & Company, Inc. Italy

Silvio Scaglia - Ammin. Delegato, Omnitel-Pronto Italia S. p. A.

Davide D' Angelo - Avvocato, Studio Legale Brosio, Casati e Associati

Elserino Piol - Consulente, Mediaset S. p. A.

Claudio Sposito - Managing Director, Morgan Stanley