



consumer  
seminar

## **Placing Consumers at the Heart of Electronic Communications Services**

21 November 2019



# Agenda



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| 08:30 – 09:00 | <b>Registration and welcome coffee</b>  |
| 09:00 – 09:10 | <b>Welcome and Introduction</b><br><i>Mr. Jesmond Bugeja - CEO, MCA</i>   |
| 09:10 – 09:40 | <b>Quality of Experience Snapshot: Presentation of key findings of a study conducted by MISCO</b><br><i>Mr. Lawrence Zammit - Founding Partner and Director, MISCO</i>  |
| 09:40 – 10:00 | <b>Diffusion of Technology Products in Complex Markets</b><br><i>Prof. Tanya Sammut-Bonnici - Pro Rector Strategic Planning and Enterprise, University of Malta</i>   |
| 10:00 – 10:30 | <b>Panel Discussion: Raising the game to meet consumers' expectations</b><br><i>Mr. Nikhil Patil - CEO, GO plc</i><br><i>Mr. Harald Rösch - CEO, Melita plc</i><br><i>Ms. Sonia Hernández - CEO, Vodafone Malta ltd</i> |
| 10:30 – 11.00 | <b>Coffee Break</b>   |

# Agenda



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| 11:00 – 11:20 | <b>EU measures to strengthen consumer protection in electronic communications</b><br><i>Mr. Stefan Lechler - Deputy Head of Unit, Electronic Communications Policy, DG CNECT (European Commission)</i> |
| 11:20 – 11:40 | <b>A strategy to deliver a step change in quality of service in telecoms</b><br><i>Ms. Cristina Luna-Esteban - Director of Consumer Policy, OFCOM</i>  |
| 11:40 – 12:00 | <b>Quality of service: Practices around the world</b><br><i>Ms. Laurence Nivot - Senior Analyst, Cullen International</i>  |
| 12:00 – 12:20 | <b>Empowering consumers: The role of authorities and civil society</b><br><i>Dr. Maryant Fernandez - Senior Digital Policy Officer, BEUC</i>   |
| 12:20 – 12:30 | <b>Closing remarks</b><br><i>Hon. Silvio Schembri - Parliamentary Secretary for Financial Services, Digital Economy and Innovation</i>   |
| 12.30         | <b>Networking Lunch</b>  |



## **Silvio Schembri**

Hon. Silvio Schembri is a Maltese politician, academic and economist by profession currently serving as the Parliamentary Secretary for Financial Services, Digital Economy and Innovation within the Office of the Prime Minister of Malta. Hon. Schembri was first elected in Parliament back in 2013 and was then re-elected in 2017 after re-contesting the general election under the Malta Labour Party ticket, the party currently in government.

Hon. Silvio Schembri attained a Master's degree in Economics right after graduating with a Bachelors of Honours in Economics from the University of Malta. Hon. Schembri is the architect of the Blockchain Island concept and Malta's Blockchain's strategy. Hon. Schembri is also responsible for Financial Services, Telecommunications, Digital Economy, Research and Innovation.





# Jesmond Bugeja

Mr. Jesmond Bugeja is an accomplished management professional with an extensive track record in managing complex operations in the public and private sector. He has held senior executive management roles across diverse industries including ICT, Telecommunications and Identity Management.

Mr. Bugeja has a strong background in telecommunications network management and policy development having worked in the industry for more than 15 years. He started his career with the then national telecommunications operator in Malta and subsequently held operational and managerial roles at Ericsson AB, an established multinational provider of infrastructure and services solutions for the global electronic communications market.

He is currently the Chief Executive Officer of the Malta Communications Authority and is a member of the BEREC Board of the Regulators and the Board of Administrators of Start-up Island (Malta).

Mr. Bugeja holds a Master's in Leadership and Management from the University of South Wales. He is a certified Prince 2 Project Management Professional and a Microsoft Certified Systems Engineer.



# Lawrence Zammit

Mr. Lawrence Zammit is a Founding Partner and a Director of MISCO, a Maltese management consultancy and marketing research company. He has developed the market research division of the organisation and has directed a number of local and foreign research assignments. Such research projects included social surveys, consumer surveys and business-to-business research.

He also conducts MISCO training programmes on a regular basis on management and marketing topics. He serves as a consultant to a number of business organisations across a range of economic sectors. Lawrence also has direct hands on experience in leading organisations, serving and having served on the Board of Directors of a number of Companies and Corporations. He is a fellow of the Chartered Institute of Marketing and a member of the European Society of Opinion and Marketing Research.

# Tanya Sammut-Bonnici



Prof. Tanya Sammut-Bonnici is Pro Rector Strategic Planning and Enterprise at the University of Malta, and Joint Editor of the Wiley Encyclopedia of Strategic Management. Prof. Sammut-Bonnici has held managerial and executive posts in the microelectronics, media, communications and banking industries as well as directorships in the finance, security, employment and education sectors.

Prof. Sammut-Bonnici's contribution to academia lies in Strategic Management. Her research is published in the International Journal of Management Reviews, European Business Journal, Encyclopedia of International Management, Encyclopedia of Marketing Management, as well as leading textbooks including Strategy Analysis and Practice, and Dynamics of International Strategy. Prof. Sammut-Bonnici received the honorary title of Associate Fellow at Warwick Business School, University of Warwick, UK and has acted as Guest Editor of the Management Research Review.

Amazon, BT, eBay, Google, IBM, Reed Elsevier, SAS, Telenor, Time Warner, and Yahoo are some of the international corporations that have collaborated in Prof. Sammut-Bonnici's research projects. Prof. Sammut-Bonnici is a founding member of the Partnership Development Forum, which brought together strategy directors from IBM, Ericsson, Motorola, Marconi, Nortel Networks and Nokia in the United Kingdom.

Prof. Sammut-Bonnici has acted as advisor to the EU Parliamentary Committee on Industry Research and Energy (ITRE) and the EU Committee on Internal Market and Consumer Protection (IMCO), on an initiative which led to the harmonisation of roaming charges across Europe.



## **Nikhil Patil**

Mr. Nikhil Patil, CEO of GO plc is a professional with over 15 years of experience in strategy, operations and mergers & acquisitions across telecoms companies like GO, Cablenet, BMIT and Interoute. Nikhil previously served as non-executive director of GO, working closely with the Company's senior management to define and implement its strategy. He spearheaded a number of strategic acquisitions, helping GO to diversify its business both in Malta and Cyprus. Mr. Patil was responsible for the creation of Malta Properties Company plc, today one of the largest publicly listed real estate companies in Malta, where he served as CEO until 2018.

Mr. Patil has a Bachelor's degree in Mechanical Engineering from the University of Mumbai, India, a Master's degree in Industrial Engineering from Georgia Institute of Technology and an MBA from IMD, Switzerland. Mr. Patil is a Charter Financial Analyst (CFA).





# Harald Rösch

Mr. Harald Rösch is Chief Executive Officer of Melita (Malta) joining in April 2016. He was previously CEO of blizoo (Bulgaria, 2014-15), Kabel Baden-Württemberg (Germany, 2009-2012) and HanseNet (Germany, 2003-2008).

Prior to this he held management positions in Telecom Italia and Infostrada and worked with McKinsey&Co for 6 years.

His experience in non-executive Board positions include Sky Germany, Internetstores, United Digital Group and SEAT Pagine Gialle.

Mr. Rösch has degrees in Business Administration from ESB Reutlingen and ESC Reims and holds an MBA from INSEAD. He is married with 2 children.

# Sonia Hernández



Ms. Sonia Hernández joined Vodafone in 2012 as the head of supply chain radio access at the Vodafone Procurement Company (VPC) in Luxembourg. In 2015 she was promoted to Group supply chain commercial and services director and was responsible for expenditure across all operating companies, in the areas of Marketing, Customer Care, Human Resources, Business Services and Real Estate. She also was a member of the Board of Directors of the VPC.

Currently she is a member of the Board of Directors of Vodafone Germany and Kabel Deutschland.

Throughout her career, Ms. Hernández has occupied key roles in sales, human resources and supply chain management. Prior to joining Vodafone, she worked for Siemens Mobile Communications and was in charge of global sales account management for international accounts such as Telefonica and Telecom Italia.

She was a key contributor to the growth of the Siemens mobile and Nokia Siemens Networks business in Latin America. She then made a career change to human resources management, and served as Head of HR for Nokia Siemens Networks.

In June 2018, Ms. Hernández joined Vodafone Malta as Chief Executive Officer. She speaks five languages fluently and studied Electrical Engineering at the Technical University of Madrid.



## Stefan Lechler

Mr. Stefan Lechler has been working since 2013 in the Directorate-General for Communication Networks, Content and Technologies of the European Commission. Since August 2018 he is Deputy Head of Unit for Electronic Communications Policy. Previously, Mr. Lechler worked for DG Competition and for the Legal Service of the Council of the European Union.

Prior to joining the European institutions in 2008, Mr. Lechler worked for ten years for Deutsche Telekom AG in Bonn, where he headed the legal department's unit for competition law and major litigation since 2002. After his law studies in Erlangen (Germany), Geneva (Switzerland) and the College of Europe in Bruges (Belgium), he was admitted to practice as a German Rechtsanwalt in 1996 and began his career as a lawyer in Brussels working for a US law firm.



## **Cristina Luna-Esteban**

Ms. Cristina Luna-Esteban is Director of Consumer Policy at Ofcom which she joined in April 2017 with responsibilities for driving forward Ofcom's customer fairness agenda.

During her time in Ofcom Cristina has been responsible for introducing the automatic compensation scheme, one of Ofcom's key projects for delivering a step change in quality of service in the telecoms industry as well as introducing reforms to the switching process in mobile, whereby consumers are now able to switch providers quickly and easily by text and online as well as by phone. Cristina is currently working on issues relating to the structure of mobile contracts and introducing a gaining provider led process in fixed services.

Previously Cristina worked at the Competition and Markets Authority (CMA) and the Office for Fair Trading (OFT) where she directed a range of competition, mergers and consumer projects.





## **Laurence Nivot**

Ms. Laurence Nivot leads the company's research on consumer protection in the field of telecommunications, pulling in contributions from analysts and correspondents across Europe. She follows telecoms regulatory developments in France, Belgium and Lithuania.

Before joining Cullen International in 2012, she worked as a journalist for the European Commission's news website. She holds a Master's degree in European Law from the Aix-Marseille University.



# Maryant Fernandez

Dr. Maryant Fernandez is a lawyer and a Senior Digital Policy Officer at the European Consumer Organisation (BEUC), an association of 45 national consumer organisations from 32 countries. At BEUC, she represents and defends consumer interests in the fields of telecommunications, online platforms and e-commerce, digital trade and data flows, privacy and data protection. She is also an Advisory Board member of the Data Protection On The Ground Chair at the Vrije Universiteit Brussel, the interim EU Co-Chair of the Trans-Atlantic Consumer Dialogue (TACD)'s Information Society Policy Committee and a member of the Steering Group of the NetCompetition Alliance.

Maryant previously worked as a Senior Policy Advisor at European Digital Rights (EDRi) and was a member of the European Commission's Expert Group on Trade Agreements. Maryant is the author of several publications and speaker at multiple conferences in Europe and around the world.