

# WI-FI REVOLUTION: DRIVING DIGITAL GROWTH

RAI Convention Centre, Amsterdam, Netherlands

#WGCEMEA | #wifirevolution | #lovewifi

October 20th – CET Timezone (+1 GMT + 6 EDT + 9 PDT)

Wireless Global Congress – Public Event

8:30 AM (CET) Registration and Coffee

Moderator: Tiago Rodrigues, CEO, Wireless Broadband Alliance

9:00 AM (CET) **CEO Opening Remarks**  
Tiago Rodrigues, CEO, Wireless Broadband Alliance



9:05 AM (CET) **The Role Operators can Play in Solving Enterprise Smart Connectivity Needs: How to be a solutions provider**  
Maria Cuevas, Networks Research Director, BT Applied Research, BT



9:25 AM (CET) **Taking Enterprise Wi-Fi to the Next Level**  
Giovanni Pecora, VP Sales, Cloud4Wi



9:45 AM (CET) **Evolution of Wi-Fi and beyond. Emerging use cases and propositions enabled by next gen Wi-Fi, including Wi-Fi 6E and Wi-Fi 7**  
David Coleman, Director, Wireless Technology, Extreme Networks



10:15 AM (CET) **Wi-Fi 7: Built for Immersive Experiences, Provides Fast, Robust and Reliable Connectivity**  
Parul Singla, Director of Marketing – Wi-Fi, MaxLinear



10:35 AM (CET) COFFEE & NETWORKING

Moderator: Steve Nam, Director of Industry Engagement, Wireless Broadband Alliance

11:05 AM (CET) **The future of Wi-Fi, benefits of Wi-Fi 6E and 7 in the home environment**  
Arjan van der Vegt, Senior Manager Connectivity CPE, Liberty Global



11:25 AM (CET) **FIRESIDE CHAT: Ahold Delhaize: Delivering Wi-Fi Excellence in Retail with OpenRoaming**  
Rolf Vanden Eynde, Manager CoE Infrastructure Engineering, Ahold Delhaize  
Mattias Demeyere, IT Project Manager, Ahold Delhaize  
Bart Brinckman (Moderator), Distinguished Engineer, Cisco



11:45 AM (CET) **5G/Wi-Fi Convergence Without Compromise**  
Blaz Vavpetic, Business Development & Strategic Partnerships, Galgus



12:00 AM (CET) **PANEL DISCUSSION Enhancing the Enterprise Wi-Fi Experience**  
Irvind Ghai, Vice President of Product Marketing, onsemi  
Chris Elliot, EMEA Channel Director, Commscope  
Blaz Vavpetic, Business Development & Strategic Partnership, Galgus  
Steve Nam (Moderator), Vice President – Membership & Industry Engagement, WBA



12:40 PM (CET) LUNCH & NETWORKING

Moderator: Bruno Tomás, CTO, Wireless Broadband Alliance

2:00 PM (CET) **Building future-proof CSP-managed Wi-Fi solutions**  
Justin Doucette, Head of Nokia WiFi, Fixed Networks, Nokia



2:20 PM (CET) **Getting Ahead of the Threat: Securing Public Wi-Fi – Foreseeing public Wi-Fi threats for consumer and enterprises, and how to address them – Discussing Open Roaming as a solution**  
Rutger van Haastert, Consultant Security, KPN  
Bart Brinckman, Distinguished Engineer, Cisco  
Bruno Tomas (Moderator), CTO, WBA



3:10 PM (CET) **PANEL DISCUSSION Spectrum Today vs. Spectrum Tomorrow**  
Ziyad A AlDobaian, System Engineer, CITC  
Burhan Masood, Business Development & Product Management, Broadcom  
Scott Blue, Director of Global Wireless Policy, Cisco  
Matt MacPherson (Moderator), Wireless CTO, Cisco



3:50 PM (CDT) **Closing Remarks**  
Tiago Rodrigues, CEO, Wireless Broadband Alliance



4:00 PM (CET) CLOSE