

PRESS RELEASE- Global Crossing announce Enterprise Host role at CEWC this September www.carrierethernetworld.com

The industry consensus is that the recession does not seem to have slowed Ethernet service adoption. Enterprise customers are looking for cost effective networking solutions and ***Ethernet is proving an attractive proposition***. Operators are looking to minimise cost-per-bit of transport and migrate mobile backhaul to an **LTE-ready** flat IP architecture based on Ethernet. Activity in this market is far from depressed.

However, for the market to move forward quickly, operators must agree on some ground rules to allow Ethernet Interconnect. The MEF are supporting the development of a consensus in this vital business area, around their **ENNI initiative**, and you can find out just how far the industry has moved forward at CEWC, the MEF's official World Congress in Berlin this September.

With over 500 senior decision makers and Ethernet networking and services experts present at CEWC, the opportunities to learn, share experiences and make important new contacts in the EMEA and worldwide service provider community are substantial.

Over 150 individual sessions are planned over 3 days, offering you unparalleled choice and access to leading members of the Ethernet networking community. Whether your interests are in technical implementation of Ethernet in your networks, or you are looking for innovative marketing approaches to Ethernet services, CEWC offers a comprehensive programme from which to ***build your own networking and learning programme***.

At CEWC you will find many of the most innovative examples of the application of Carrier Ethernet to solve operators' and their customers' short term cost reduction and **long term business evolution requirements**. The event itself has also changed substantially in response to customer requirements - both expressed and implied:

Here are some of the innovations you can benefit from at CEWC this September:

- **New formats** - reducing repetition, encouraging active learning and networking, providing a wealth of choice to ensure that you get what you need from the event
- **Round table format problem solving sessions** - enabling the exchange of experiences, expertise and best practice benchmarking information throughout the audience - issues identified in consultation with IIR OTV's **Operator Advisory Group** ensuring that debate is focused on real, practical challenges
- **Condensed 3 day agenda** - reducing your costs and time out of the office, while increasing your ability to tailor your learning experience
- **Early morning sessions** - providing a forum in which you can develop your general understanding of Carrier Ethernet before attending the more specialist sessions
- **Knowledge consolidation** - a forum in which you can discuss your key learning points from the event and clarify any areas of uncertainty

Unique opportunities at CEWC:

- Take a guided tour around the **World's largest Ethernet interoperability showcase**
- Network with **locally-based enterprise customers** at the CEW Drinks Reception
- Meet **all of the industry's experts** in one place within 3 days
- Hear from **20+ EMEA based fixed and mobile service providers** as they detail their innovative Ethernet projects
- Attend the **MEF's EMEA Service Provider Awards and Dinner** - by invitation only - more details at the MEF's website www.metroethernetforum.org

For information on press passes at the event please contact Catherine Holley at cholley@iir-conferences.com or +44(0)207 017 5888