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Organisation de Coopération et de Développement Economiques
Organisation for Economic Co-operation and Development

09-Jul-2004

English - Or. English

DIRECTORATE FOR SCIENCE, TECHNOLOGY AND INDUSTRY
COMMITTEE FOR INFORMATION, COMPUTER AND COMMUNICATIONS POLICY

DSTI/CCP/TISP(2004)7
Unclassified

Working Party on Telecommunication and Information Services Policies

Developing broadband access in rural and remote areas

Porto, 25-26 October

This document contains the invitation letter, registration form and general information for the OECD Workshop: Developing Broadband Access in Rural and Remote Areas, to be held in Porto, Portugal (23-26 October). A revised agenda with speakers names will be posted separately on our Olis system in the near future.

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English - Or. English



PRESIDÊNCIA DO CONSELHO DE MINISTROS
Unidade de Missão Inovação e Conhecimento

July 2004

Dear Madam(s) / Sir(s),

On behalf of the Minister Assistant to the Prime Minister and in coordination with OECD, I am very pleased to invite representatives of all OECD delegations to attend the Workshop on developing broadband access in rural and remote areas, which will take place in Portugal in the city of Porto on the 25th – 26th October 2004.

This event will take place in a moment of significant interest on this subject, not only by governmental entities and market players, but also by the public opinion.

In fact, the availability of broadband services in rural and remote areas is presently one of the key aspects of many national broadband strategies. Worldwide, several initiatives have been launched to increase broadband coverage in under-served areas: some market driven, others as a result of State intervention.

During the OECD Workshop in Porto, world experts will share their experiences and discuss the practical aspects of some of the main projects and initiatives that are presently being undertaken in a strategic area for the promotion of sustained economic growth.

You will find enclosed the draft Workshop agenda, as well as the registration form and all necessary information regarding the venue. A revised agenda with speaker's names will be circulated shortly.

Yours faithfully,

Diogo Vasconcelos

President of UMIC

Innovation and Knowledge Society Mission Unit
Presidency of Council of Ministers

Taguspark, Edifício Inovação I, Sala 124
2780-920 Porto Salvo – Portugal
Tel: +351 21 391 84 00 – Fax: +351 21 391 84 48
<http://www.unic.pcm.gov.pt/>

*Developing broadband access in rural and
remote areas*

OECD Workshop

Porto, Portugal

25TH – 26TH October 2004

DSTI/ICCP/TISP(2004)7

HOSTED BY:

Portugal

**The Presidency of Council of Ministers
Innovation and Knowledge Society Mission Unit**

Taguspark, Edifício Inovação I, Sala 124
2780-920 Porto Salvo – Portugal
Tel: +351 21 391 84 00 – Fax: +351 21 391 84 48
<http://www.unic.pcm.gov.pt/>

WITH THE INITIAL ASSISTANCE OF:

Event coordinated by:

Porto Convention & Visitors Bureau

Diventos – Congressos e Eventos, Lda



Porto Convention & Visitors Bureau
Av. Inferior à Ponte D. Luís I, 53 1º
4050-074 Porto Portugal
Tel: ++ 351 22 3326751
Fax: ++ 351 22 3326752
Website: www.portocvb.com



Diventos – Congressos e Eventos, Lda
Rua da Paz, 66 – 2º, sala 24
4050-461 Porto Portugal
Tel: ++ 351 22 6076299
Fax: ++ 351 22 6076299
Website: www.diventos.com

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1. REGISTRATION FORM

Note: This form is for workshop registration, as well as for hotel reservations and payments if requested by the participants

1. Please register me for the Workshop on "Developing broadband access in rural and remote areas" (Porto, 25-26 October 2004):

Family Name/First Name/Mr./Ms./Dr:

Position/Organisation:

Contacts:

Address:

City: Post Code: Country:

Tel: (+) Fax: (+) E-mail:

2. Events I will attend:

Pre-tours:

Douro Valley
Porto

25th October 2004:

Workshop
Douro Cruise
Dinner at Port Wine
Cellar

26th October 2004:

Workshop
Dinner at Bolsa

3. Accommodation / Hotel Reservations:

I have made reservation and payment on my own

I want to make reservation and payment through your agency

(to fill remaining of section 3 only in case hotel reservation and payment are made through appointed agency)

Please, reserve me a room in one of the Workshop recommended hotels:

Hotel:

Date of arrival: Date of departure:

Type of room (single/double):

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Payment Terms:

*Special Workshop rates on recommended hotels, described on pages 16 - 20
Total payment upon confirmation of reservation*

1. CREDIT CARD

Please debit my credit card for the amount of € ,

AMERICAN EXPRESS

VISA

MASTERCARD

Cardholder's full name:

Card No: **Security N°** (the three last numbers refer to the last digits, on the right of the signature panel of your card)

Expiry Date: /

Address:

City: Zip code: Country:

Tel: (+) Fax: (+) E mail:

2. BANK TRANSFER

Total amount of € ,

Diventos – Congressos e Eventos, Lda

BPN – Banco Português de Negócios

SWIFT - BPNPPTPL

NIB: 0079 00000 45109841 0184

Date:

Signature:

I hereby indicate contacts for all reservation procedures and interactions with agency:

Name:

Tel: (+) Fax: (+) E mail:

4. Other relevant information:

(*e.g.* food allergies, vegetarian preferences, other)

Date:

Signature:

PLEASE RETURN THIS REGISTRATION FORM UNTIL THE 10th SEPTEMBER 2004 TO:

Diventos – Congressos e Eventos, Lda

Rua da Paz, nº 66 S/24 – 4050-461 Porto

Tel. + 351 22 607 62 90 Fax. + 351 22 607 62 99 E-mail: diventos@diventos.com

OBS: The organisation team strongly advises early registrations (*e.g.* July, August, early September). As October is usually a month of high occupation rates in the city of Porto, the recommended hotels will only maintain pre-reservations specifically for the Workshop participants until the 13th September. From this day on, reservations for the recommended hotels will be made with no guarantee of vacancy.



2. WORKSHOP VENUE AND AGENDA

2.1. WORKSHOP VENUE

The Workshop will take place in the Auditorium of the Serralves Foundation.

During the two days of the event, lunch will be offered by the hosting country and served in Serralves, at Casa do Jardim.

The *Serralves* Foundation is located in the new centre of Porto.

Address and contacts:

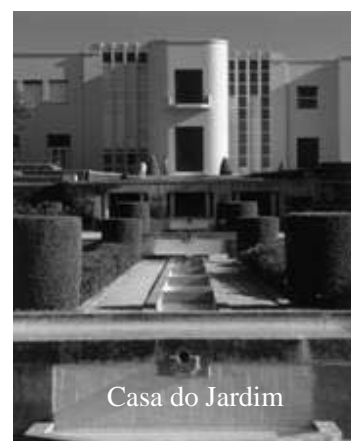
Rua D. João de Castro, 210
4150-417 Porto
Ph: +351 22 615 65 00 Fx: +351 22 615 65 33

(for map of the site, please see section 4.2. Hotel Location)

Website: www.serralves.pt

The *Serralves* Foundation is a private institution, which aims to stimulate interest in contemporary art and environmental issues. Housed in a 1930s mansion, surrounded by an 18 acre area of gardens, wood and farmland, The *Serralves* Foundation is a site of unique stature in Portugal.

Some of the most renowned international artists of the 1930's contributed to the design and construction of the house and park, including *Charles Siclis*, the architect; *Jacques Grèber*, the landscape architect, and decorators such as *Brandt*, *Lalique*, *Leleu*, *Perzel*, *Porteneuve* and *Rihmann*. The final design of the house (1940) was the work of *Marques da Silva*, a well-known Portuguese architect.



2.2. WORKSHOP DRAFT AGENDA (final agenda to be sent to delegates shortly)

DAY 1: Monday, 25 October, 2004

8:30 - 9:00 REGISTRATION

9:00 - 9:30 WELCOME:

Portugal: Host country welcome and introduction

OECD: Welcome and introduction

SESSION 1: Equipping Rural Broadband Networks

9:30 - 10:50 This session will examine trends in technological development which can be used to provide broadband access to rural and remote areas. Speakers from leading manufacturers would be invited to present the latest developments and projections concerning rural coverage across a range of platforms including DSL, fibre networks, cable modem networks, fixed wireless networks and powerline communications.

10:50 - 11:10 Coffee Break

SESSION 2: Rural and remote broadband access through xDSL and Cable

11:10 - 12:30 The session will examine opportunities and challenges to the upgrading of networks with the largest customer bases, using platforms such as DSL and cable modems, to extend coverage into rural and remote areas. The session could also look at practical initiatives which have been introduced by the private sector concerning the expansion of these services/networks to less populated areas. Speakers would include two telecommunication carriers and a cable company.

12:30 - 13:40 Lunch break

SESSION 3: Wireless Technologies and New Entrants in the Broadband Rural Market

13:40 - 15:00 This session will examine practical examples and models of new entry by the private sector in rural and remote areas for the provision of broadband access. The focus will be on examining innovative solutions by small companies who are providing service to less populated areas. The technologies used are often fixed wireless services resulting in the emergence of regional wireless Internet service providers (WISPs). Potential speakers could be drawn from fixed WISPs operating in less populated areas and a speaker from the cellular industry on the potential role of UMTS.

15:00 - 15:15 Coffee break

SESSION 4: Emerging Platforms for Rural and Remote Access

15:15 - 16:30 This session will continue the examination of new entry by the private sector in rural and remote areas for the provision of broadband access but with an emphasis on other emerging platforms, such as electricity networks, WiMAX and the role satellites can play. Speakers would also be invited to discuss technology choices and how different technologies can work together to provide broadband solutions (e.g. satellite/wifi, powerline/wifi and so forth). Potential speakers could include a satellite service provider, an electrical utility offering broadband access and a member of the WiMAX Forum.

SOCIAL EVENT:

17:30 Transportation from the hotels to Porto docks. Small Douro cruise
destination: Port wine cellars at Vila Nova de Gaia
(located on the opposite bank of the Douro river).

19:30 Visit to a Port Wine Cellar/Lodge, followed by dinner at the Cellar/Lodge.

DAY 2: Tuesday, 26 October 2004

SESSION 5: The role of government and the private sector

9:00 - 10:45 This session would build on the OECD Council's Broadband Statement in relation to the provision of rural broadband access. This would include discussion of the role of government and the private sector. Further issues could be: discussing when and how governments should intervene and whether this should be on the demand or supply side; local and regional models for sustainable broadband deployment and operation in rural areas – direct public investment, public-private partnerships, etc.; highlighting best practices in terms of not distorting potential competitive outcomes. Consideration could also be given to the issues that arise with municipal or provincial networks in rural areas. Speakers could include someone co-ordinating a government programme on rural broadband, a telecommunication regulator, a telecommunication carrier and a municipal network provider.

10:45 - 11:00 Coffee Break

SESSION 6: Government Programmes and Rural broadband

11:00 - 12:45 This session would be reserved for speakers from OECD governments to outline their policy initiatives in the area of rural broadband. Examples could include demand aggregation schemes, financial intervention as well as how information is collected to inform policy making. In addition, case studies and practical examples of the provision of broadband to particular communities would be encouraged.

12:45 - 14:30 Lunch Break

SESSION 7: Government Programmes and Rural Broadband

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14:30 - 16:15 This session would be reserved for speakers from OECD governments to outline their policy initiatives in the area of rural broadband. Examples could include demand aggregation schemes, financial intervention as well as how information is collected to inform policy making. In addition, case studies and practical examples of the provision of broadband to particular communities would be encouraged.

16:15 - 16:30 Coffee Break

SESSION 8: Rural broadband and its implications for the future of Universal Service

16:30 - 18:00 This session would aim to focus on the future of rural and remote broadband access in relation to universal service policies. Speakers could include a telecommunication regulator, a telecommunication incumbent with universal service obligations and a governmental entity responsible for information society policies.

WORKSHOP DINNER:

19:45 Transportation from the hotels to Palácio da Bolsa.

Dinner with the presence of the Minister Assistant to the Prime Minister.*

** presence pre-scheduled; to be confirmed closer to the event.*



3. SOCIAL EVENTS

3.1. DOURO CRUISE AND DINNER AT PORT WINE CELLAR

At the end of the first day of the Workshop, the hosting country will offer all participants a short cruise in the Douro river, followed by a visit and dinner at Taylors – one of the oldest Port Wine Cellars/Lodges.

DRESSING CODE: Casual wear. Although cruise boats have inside seats, it is advisable for all participants attending the cruise to wear comfortable clothes and shoes, as well as warm coats/sweaters, as in October outdoor temperature is expected to fall considerably during the evening. Expect a 5 min walk between the docks in Gaia and the Lodge/Cellar.

DOURO CRUISE



An opportunity to admire the old city of Porto and the hustle and bustle of the Ribeira, its typical houses, the Cathedral, and so much more...

Boarding at Cais da Ribeira quay. Cocktail on board

Address and contacts:

Douro Azul

Rua São Francisco, 4 - 2º Dto

4050-548 Porto

Ph: +351 22 3393950 / Fx: +351 22 2083407

www.douroazul.com

TAYLORS

Port is the world's greatest fortified wine, produced in the valley of the Douro River, east of Oporto in Northern Portugal.

Taylor, Fladgate & Yeatman - founded in 1692 - is the last totally independent company of the original British Port houses still family owned and managed by descendants of the Yeatman and Fladgate families. All rooms enjoy views of the lodges or across the river to the spectacular old city centre of Oporto.

Address and contacts:

Taylor's Port Wine Cellar

R. Choupelo, 250

4400-088 V.N. Gaia

Ph: +351 22 374 28 00 / Fx: +351 22 3705407



3.2. DINNER AT PALÁCIO DA BOLSA

At the end of the second day of the Workshop, the hosting country will offer all participants a dinner at the Palácio da Bolsa, with the presence of the Minister Assistant to the Prime Minister (pre-schedule, to be confirmed closer to the event).

DRESSING CODE: Dark Suit

PALÁCIO DA BOLSA

The Porto Commercial Association started building the Palácio da Bolsa, its seat and property in 1842. Throughout three generations, many masters and craftsmen worked towards the building of this 19th century palace in neoclassical style.

Classified as a National Monument, the Palácio da Bolsa, one of the city's and the region's main symbols and attractions, welcomes over 200,000 visitors every year.

A true visitors hall for the region, it is there that most State official receptions in the north of Portugal are held. The Palácio da Bolsa has hosted members of government and dignitaries from almost all the countries in the world and it was included in the candidacy of Old Porto to the title of World Heritage Site.

The dinner will be held at the Arabian Room, a spacious architectural setting conceived in a lively moorish styling. Considered to be the city's Reception Hall, glamorous parties have taken place there to honour Heads of State on official visits to Porto, from King Luís I to the current President.



Address and contacts:

Palácio da Bolsa
Rua Ferreira Borges
4050-253 Porto
Ph: +351 223399000 / Fx: +351 223399090/1/2
www.palaciodabolsa.com



4. RECOMMENDED HOTELS

4.1. HOTEL DESCRIPTION

QUALITY PORTUS CALE ★★☆☆



Opened in March 2001 the hotel, with 72 comfortable rooms, is ideally situated, close to business and shopping city areas, with direct avenue connection to highway interface that take you to International Airport and exhibitions & Conventions Centres.

When staying here on business, guests will find a centre to provide necessary secretarial services, Internet access, computer facilities as well as special room amenities like coffee maker, minibar, data port phone and complimentary cable TV.

Address and contacts:

Quality Portus Cale Hotel
 Av. da Boavista, 1060
 4100-113 Porto
 Ph: +351 22 6083900 / Fx: +351 22 6083906
www.choicehotelsportugal.com

LE MERIDIEN PARK ATLANTIC HOTEL ★★☆☆



Located at Avenida da Boavista, one of the most modern residential areas of the city's new business centre, the Hotel is only 20 minutes away from the Airport and 10 minutes away from the beautiful beaches of Foz.

The Hotel's quality and prestige are revealed by its fully equipped 232 rooms, several meeting rooms and other additional services

Address and contacts:

Le Meridien Park Atlantic Hotel
 Av. da Boavista, 1466
 4100-114 Porto
 Ph: +351 22 6072500 / Fx: +351 22 6002031
www.lemeridien-oporto.com

PORTO PALÁCIO HOTEL ★★★★★

Located in the new City Centre, at Avenida da Boavista, the Hotel offers 250 comfortable and fully equipped rooms. Also available are rooms for the handicapped and non-smoking and executive floors. The Health Club with heated swimming pool, the latest bodybuilding equipment, aerobics and step classes, squash, sauna, Jacuzzi, Turkish bath, massage and pool bar.



Address and contacts:

Porto Palácio Hotel
Av. da Boavista, 1269
4100-130 Porto
Ph: +351 22 608 66 00 / Fx: +351 22 600 63 97
www.hotelportopalacio.com

SHERATON PORTO HOTEL & SPA ★★★★★



Opened in November 2003, the Sheraton Porto Hotel & Spa was the first five-star hotel to open in Porto in the last 11 years. Its 266 spacious guest rooms and suites feature High Speed Internet Access and LCD/TFT TV's in the Club Level rooms. Its Junior Suites on the 12th floor feature balconies with beautiful views of the city below. Daily laundry service and 24-hour delivery service are both available as well.

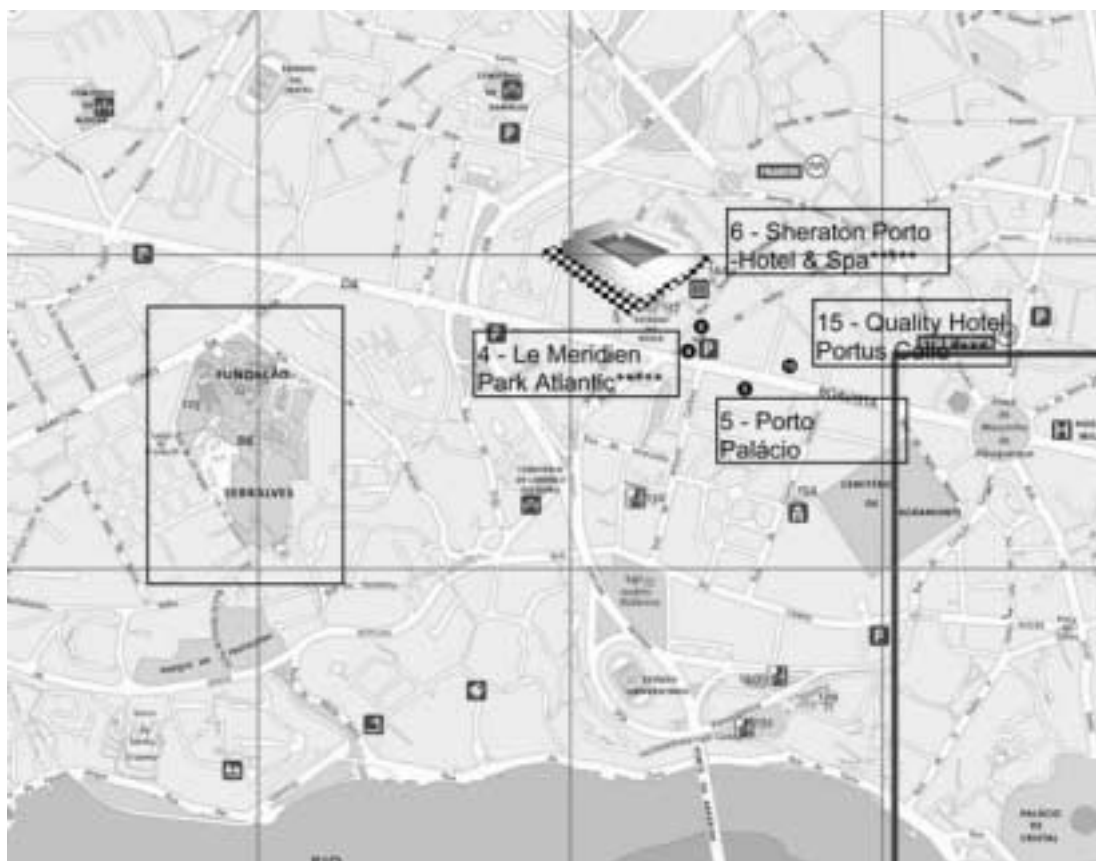
"Show cooking" concept with Portuguese and international flair at its restaurant. Piano bar and cocktail lounge. Spa and wellness centre for body and beauty treatments, indoor swimming pool, health club and fitness center.

Address and contacts:

Sheraton Porto Hotel & Spa
R. Tenente Valadim, 146
4100-146 Porto
Ph: +351 22 6060981 / Fx: +351 22 6060982
www.sheraton.com/porto

4.2. HOTEL LOCATION

All the recommended hotels are located near Avenida da Boavista, in the new center of Porto.



4.3. HOTEL RATES

The rates presented are special rates defined by each hotel exclusively for the OECD Workshop, for reservations and payments by the appointed local agency.

	Hotels	Rates (EUR/night)	
		Single	Double / Twin
4*	PORTUS CALE	71,0	78,5
5*	MERIDIEN	100,0	115,0
	PORTO PALÁCIO	115,0	130,0
	SHERATON	120,0	130,0

** WITH BREAKFAST
ALL TAXES INCLUDED*

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For participants that want to stay at the recommended hotels and benefit from these rates, please send reservations orders and hotel payments to the local agency indicated in the registration form.

To start this process, please fill section "3. Reservation for accommodation" of the **Registration Form** as follows:

1. checking the "*I want to make reservation and payment through your agency*" box
2. indicating the hotel required, as well as your date of arrival / departure and type of room;
3. indicating all additional elements requested in section 3

Should you choose this option, please do send your registration to the agency as soon as possible in order to assure the best reservations. Furthermore, as October is usually a month of high occupation rates in the city of Porto, the recommended hotels will only maintain pre-reservations for the Workshop participants until the 13th September. From this day on, reserves on the recommended hotels will be made with no guarantee of vacancy and rates.

In case you prefer to make your own reservations and payment (eg. in the improbable case you find even more favourable rates through your own agency or should you prefer to have your accommodation in any other hotel, etc.), please fill the section "3. Reservation for accommodation" of the **Registration Form** as follows:

1. checking the "*I have made reservation and payment on my own*" box

5. TRANSPORTATION

5.1. AIRPORT – RECOMMENDED HOTELS

As the airport is located about 15 km from the city centre, you have the following options regarding transportation to your hotel:

Taxi - A taxi will cost between 18 and 20 euros and the journey will last roughly around 15 and 20 minutes.

Aerobus - There is a bus that, each half hour, makes the journey from the airport to the city. This journey lasts around 30 minutes and it costs 2,60 euros

5.2. RECOMMENDED HOTELS – WORKSHOP AND SOCIAL EVENTS

Transfers will be offered by the hosting country organisation from the recommended hotels, as follows:

25th October 2004

Recommended hotels – Workshop location
Workshop location – Recommended hotels

Recommended hotels – Douro cruise departure location
Port Wine Cellar – Recommended hotels

26th October 2004

Recommended hotels – Workshop location
Workshop location – Recommended hotels

Recommended hotels – Palácio da Bolsa
Palácio da Bolsa – Recommended hotels

All transfers from the recommended hotels will always departure from the following location:

Sheraton Porto Hotel & Spa
R. Tenente Valadim, 146

Transfer departure times will be indicated closer to the event.

6. OTHER USEFUL INFORMATION

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6.1. USEFUL CONTACTS

- TOURISM OFFICE

City Council Tourism Office- Central

Rua Clube dos Fenianos, 25

4000-172 Porto

22 339 34 70/2

223 323 303

turismo.central@cm-porto.pt

www.portoturismo.pt

Monday to Friday 09.00-19.00

Saturday, Sunday and Holidays 09.30-18.30

TOURIST INFORMATION SERVICE (FREE LINE)

Tel: 800 296 296

- RESTAURANTS

RÉGIUS BARROCO - Rua de S.João, 46, 1º, Porto - Tel: 222 052 145

OS RAPAZES - Largo do Castelo, 39, Leça da Palmeira - Tel: 229 953 380

D. MANOEL - Avenida Montevidéu, 384, Porto - Tel: 226 170 179

OS LUSÍADAS - Rua Tomás Ribeiro, 257, Matosinhos Tel: 229 378 242

D. TONHO - Rua Cais da Ribeira, 13, Porto -Tel: 222 004 307

FOZ VELHA – Esplanada do Castelo, 141 – Foz do Douro/Porto – Tel: 226 154 178

- EMERGENCY NUMBER: 112

- HOSPITALS

Hospital Sto António - Rua Prof. Vicente José de Carvalho, Porto Tel: 222 077 500

Hospital S.João - Avenida Prof. Hernâni Monteiro, Porto Tel: 225 512 100

Hospital Pedro Hispano – Matosinhos Tel: 229 391 000

- POLICE

Rua Augusto Rosa, Porto Tel: 222 006 821 / 222 088 518

- TRANSPORTS

Airport: Tel: 229 432 400

Trains: Tel: 808 208 208

BUS: Tel: 808 200 166

Subway: Tel: 808 201 126

Táxis: Tel: 225 073 900

6.2. PRE-TOURS

Participants arriving earlier to Porto may join the following suggested pre-tours.

Should you be interested in any of the tours, registration and payment should be sent to the local agency indicated in the registration form. To start this process, please fill the first column of section "2. *Events I will attend*" in the registration form accordingly.

1 half day pre-tour PORTO CITY

24 October – 2.30 p.m.

Sightseeing tour to the city of Porto with professional guide in the chosen language with panoramic bus tour through the main streets of downtown and also by the river and sea: Batalha Square, Santa Catarina Street, Passos Manuel Street, Aliados Avenue, Carmo Street, Tower of Clérigos, Sto. António Hospital, Cristal Palace, Boavista Roundabout, Foz, Marginal, cross of D. Luis Bridge and overlook of Ribeira do Porto, looked from Gaia , on the other side of the river Douro.

Return to Porto and guided tour to Stock Exchange Palace and/or S. Francisco Church.

- This tour will be done in very comfortable coaches, with air-conditioning, driver and touristic guide.
- Duration of tour: 4 hours approx..
- Entrances in museums and monuments are not included.
- Price includes guide and transport.

Price (per participant, in EUR): € 14,28 (VAT INCLUDED)

Minimum number of participants: The prices have been calculated for a minimum of 50 persons

1 day pre-tour DOURO VALLEY

23 October – 8.30 a.m.

Declared World Heritage by UNESCO, this region is unique, full of contrasts and shows, in the slopes facing RIO DOURO, centuries of man's work to shape them into the needed land to plant the vineyards and to produce the world famous VINHO DO PORTO. Visit the cradle of PORT WINE, triangle limited by VILA REAL, RÊGUA and LAMEGO, as well as of the world famous rosé current wine, the MATEUS ROSÉ.

- This tour will be done in very comfortable coaches, with air-conditioning, driver and touristic guide.
- Entrances in museums and monuments are not included.
- This price includes guide, transport and lunch.
- The menu for lunch includes: Hors d'oeuvre, soup, 1 meat OR fish course, 1 dessert, wines, water, refreshments and coffee.

Price (per participant, in EUR): € 57,72 (VAT INCLUDED)

Minimum number of participants: The prices have been calculated for a minimum of 50 persons