



For Immediate Release

## The Besen Group's Founder Alex Besen to Present at Eurasia Com 2009 in Istanbul, Turkey

### Eurasia Com 2009

**Washington, D.C., March 23, 2009** (Business Wire) -- The Besen Group, an international management consulting practice to the mobile data industry headquartered in the Washington DC area, with representatives in Paris and Tokyo, announced today its founder Alex Besen will be a featured presenter at Eurasia Com 2009 in Istanbul, Turkey on April 1st at 4 p.m. at the Movenpick Hotel. For more information on the Eurasia Com 2009, visit <http://eurasia.comworldseries.com/>.

Workshop: Launching a Successful MVNO: Evaluating Partnership Deals and Business Models

Abstract: The Turkish mobile market is set to be affected by the entry of MVNOs. With the regulatory and licensing position now clarified, prospective MVNOs are waiting for imminent improvements in the way services will be taxed. Once this final hurdle is overcome, MNOs, MVNEs, and MVNOs will be free to do deals and launch services. This interactive workshop will give participants a solid understanding why MNOs should consider hosting MVNOs and understand the key MVNO business fundamentals. The workshop features lessons learned from all around the world and diverse MVNO case studies from different categories including: mobile advertising, banking, financial services, ethnic segments, and major football clubs.

Individuals interested in scheduling a meeting on March 30th, March 31st, April 1st, April 2nd, and April 3rd may send their request to [istanbul@thebesengroup.com](mailto:istanbul@thebesengroup.com).

Mr. Besen has over 14 years of hands-on experience in the mobile industry working for operators and vendors in North America and Europe in numerous roles including business development, marketing, project management and finance. He has spoken at Mobile World Congress 2008, MVNO Summit 2008, MVNO Summit 2007, MVNO Congress 2007, Emerging Mobile Partnerships & MVNOs Conference 2007, CTIA Wireless 2006, CTIA Wireless 2005 and is also quoted frequently in the leading telecommunications and media publications.

### About The Besen Group ([www.thebesengroup.com](http://www.thebesengroup.com))

The Besen Group is an international management consulting practice to the mobile industry headquartered in the Washington DC area, with representatives in Paris and Tokyo. Its mission is to provide mobile players with tools, knowledge, and services enabling them to perform optimally in their mobile environment. The Besen Group's competitive edge is based on practical experience with mobile operators, mobile vendors, and a mobile data laboratory.

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