



23<sup>rd</sup> November, 2023

Mr. Kila Gulo Vui  
The National Information and Communications Technology Authority  
P.O. Box 8444  
BOROKO 111  
National Capital District  
Papua New Guinea

Dear CEO

## **VODAFONE PNG**

### **SUBMISSION ON MOBILE NUMBER PORTABILITY (MNP) PUBLIC CONSULTATION – BUSINESS RULE**

Vodafone PNG appreciates the opportunity to comment on NICTA's market inquiry into mobile number portability in the telecommunications industry.

Mobile Number Portability (MNP) is a crucial feature in the telecommunications industry, enabling users to switch their mobile service providers while retaining their existing phone numbers. This submission highlights the importance of MNP and the essential need to have MNP in the PNG mobile market.

We understand from your consultation that you are initially inquiring into the key parameters that will define the MNP business rule. This includes information and feedback on the functional features of a number portability solution. Vodafone is fully committed in support of NICTA to roll-out MNP in PNG.

As Mobile Number Portability emerges as a pivotal factor in this dynamic environment, offering consumers the freedom to change providers without the inconvenience of altering their phone numbers is a key and essential move to guarantee customer satisfaction. The implementation of MNP also contributes to economic growth by fostering a more dynamic and efficient telecommunications sector. Increased competition often leads to reduced prices, improved service quality, and greater investment in network infrastructure, benefiting both consumers and the broader economy.

As we highlight in this submission, Vodafone strongly supports number portability. Furthermore, Vodafone is willing to bear the cost of MNP deployment and implementation required on the Vodafone PNG network infrastructure.

Yours sincerely

Pradeep Lal  
**Chief Executive Officer**