

★ 25% discount for Telecoms Operators ★



13TH ANNUAL

# MOBILITY WORLD

## CONGRESS

24-28 NOVEMBER 2008, THE REGENT BEIJING, CHINA  
WHERE MOBILE, MEDIA AND BROADBAND CONVERGE



**"Great content. Much better organized than other events"**

Director of Strategy, MOBILINK

### HIGHLIGHTS FROM THE 2008 PROGRAMME INCLUDE:

**High level keynotes and roundtables exploring:**

- The business rationale behind network evolution LTE vs. WiMAX vs. CDMA
- Strategies for making money from data
- Key emerging disruptors of current business models
- How operators and vendors must change to survive in the emerging mobility market

**Focused congress tracks providing cutting edge insights into:**

- The growth and investment opportunities in the world's hottest emerging markets
- Deployment of technologies to deliver mobile broadband and next generation services
- Best practice business models for mobile commerce, entertainment and internet

**In-depth workshops bringing you a deeper understanding of:**

- The roadmap to LTE Advanced
- Evolution to next generation mobile technology solutions
- Bringing mobility to unified communications

Operators sharing deployment case studies, business model innovations and market insights include:

- BHARTI AIRTEL**, India
- DTAC**, Thailand
- GLOBE TELECOM**, Philippines
- HITS TELECOM GROUP**, Saudi Arabia
- KDDI**, Japan
- KTF**, Korea
- MOBILEONE**, Singapore
- MOBILINK**, Pakistan
- NTT DOCOMO**, Japan
- PACKET ONE**, Malaysia
- PT INDOSAT**, Indonesia
- PT TELKOM**, Indonesia
- RELIANCE**, India
- SAMPOERNA TELEKOM**, Indonesia
- SK TELECOM**, Korea
- TELEFONICA**
- TELENOR**
- THURAYA SATELLITE**, UAE
- T-MOBILE INTERNATIONAL**
- TRIVON**, Russia
- VODAFONE**

**PLUS**

### FOR THE FIRST TIME IN ASIA - THE HOTTEST TICKET AT CTIA

**Andrew Seybold Wireless University**

Renowned wireless guru Andrew Seybold brings you his unbiased in-depth insights into wireless technologies and applications, and his predictions for the future of mobility

#### KEY PARTNERS



#### SENIOR SPONSORS



To register phone: +852 2219 0111, fax: +852 2219 0112,  
email: [info@BeaconEvents.com](mailto:info@BeaconEvents.com) or visit [www.MobilityWorldCongress.com](http://www.MobilityWorldCongress.com)

ORGANIZED BY

BEACON



13TH ANNUAL

# MOBILITY WORLD

CONGRESS

24-28 NOVEMBER 2008, THE REGENT BEIJING, CHINA  
WHERE MOBILE, MEDIA AND BROADBAND CONVERGE

*"I like the diversity: From standards to kits to services and applications"*

- Head of Sales, BT

For twelve years, the Mobility World Congress and its forerunner the 3G World Congress has brought together the leading technology practitioners and business strategists in the mobile and wireless industry. Providing cutting edge insights to help you to win business and avoid costly mistakes, Asia's longest running telecoms conference is THE must-attend event for telecoms executives in the know.

- **LTE vs. WiMAX: Who will win the battle for 4G supremacy and what are the implications for my business?**
- **HSPA+ vs. EV-DO Rev A,B - How can I cut through the hype and determine which 3.5G standard will give me the best ROI?**
- **Mobile entertainment, internet, commerce and user generated content - How can my organization leverage faster data speeds to generate revenues and drive up ARPU?**
- **Indonesia, China, India, Vietnam, Pakistan, Russia or Africa – Where can I find the contacts I need to do business in the world's fastest-growing emerging markets?**

Find the answers to these questions and more at Asia's premier mobility conference. Join decision-makers from across APAC, Europe, Middle East, Africa and the Americas, and ensure you have the market information and key contacts vital for success in today's competitive mobile marketplace.

## PROGRAM AT A GLANCE

Date	Monday 24 November	Tuesday 25 November	Wednesday 26 November	Thursday 27 November	Friday 28 November
<b>Morning</b>	<b>In-depth pre-congress workshops</b>  <b>A:</b> Andrew Seybold Wireless University  <b>B:</b> Planning your roadmap to LTE-Advanced  <b>C:</b> Evolution to next-generation mobile technology solutions	<b>Emerging market opportunities summit</b> 09:00 – 13:00  • China • India • Russia • Indonesia • Vietnam • Thailand	<b>Plenary keynotes and industry roundtables</b> 10:00 – 13:00  <b>Keynote session 1:</b> Deploying networks to deliver wireless broadband  <b>Association roundtable:</b> How will competing technologies interact on the path to 4G and beyond?	<b>Parallel tracks</b> 09:15 – 13:00  <b>Business models track:</b> Assessing business models for mobile services and applications  <b>Technology deployment track:</b> Deploying technologies to deliver high quality, cost-effective next generation services	<b>Post-congress workshop</b> 09:30 – 12:30  <b>D:</b> Bringing mobility to unified communications: The implications for telcos
<b>Lunch</b>					
<b>Afternoon</b>	<b>In-depth pre-congress workshops continue</b>	<b>Emerging market opportunities summit</b> 14:30 – 18:00  • Gulf and Middle East • Africa • South Asia • Regulators roundtable	<b>Plenary keynotes and Industry roundtables</b> 14:30 – 18:00  <b>Keynote session 2:</b> Making money from data  <b>Keynote session 3:</b> New roles, relationships and value chains in the all-IP multi-play mobility ecosystem	<b>Parallel tracks</b> 14:30 – 18:00  <b>Business models track continues</b>  <b>Technology deployment track continues</b>	
<b>Evening</b>			<b>MWC Gala Cocktail Party</b>		

To register, phone: +852 2219 0111, fax: +852 2219 0112, email: info@Be

## CONGRESS SPEAKERS

Welcoming speakers from leading operators, regulators, technology suppliers and content providers, this event will showcase strategies, solutions and business models for turning technological innovation into profitable enterprise.

### OPERATORS

Shankar Halder, *Group CTO, Telemedia Services*  
**BHARTI AIRTEL**



Rakesh Mahajan, *Head of Mobility*  
**BT**



Amarit Sukhavanij, *SVP, Head of Next dtac Division*  
**DTAC**



Sultan Bahaberi, *Chairman*  
**HITS TELECOM GROUP**



Hideo Okinaka, *VP and GM Emerging Technologies and Spectrum Division*  
**KDDI**



Won Jin Park, *Senior VP, New Business Office*  
**KTF**



Vince Parr, *Head of VAS 2.0*  
**GLOBE**



Neil Montefiore, *CEO*  
**MOBILEONE**



Tahir Hameed, *Director Broadband Operations*  
**MOBILINK**



Takehiro Nakamura, *Director, Radio Access Network Development Department,*  
**NTT DOCOMO**



PS Tang, *Executive Director*  
**PACKET ONE**



Guntur Siboro, *Director of Marketing*  
**PT INDOSAT**



Gunadi Dwi Hantoro, *Researcher, Broadband Wireless, R&D Infrastructure*  
**PT TELKOM**

Jerry Mobbs, *Vice President Director*  
**PT SAMPOERNA TELEKOMUNIKASI**



Qiao Hua, *Manager - Technology Strategy Team, Institute of Network Technology*  
**SK TELECOM**



Wonsuk Chung, *Senior Manager, Advanced Technology Group*  
**SK TELECOM**



Barry West, *President - XOHM Business Unit*  
**SPRINT NEXTEL**



Uwe Lowenstein, *Manager Spectrum Technology*  
**TELEFONICA O2 EUROPE**

Oddvar Risnes, *VP Service Platforms*  
**TELENOR R&I**



Ali Al Mazrooei, *CTO*  
**THURAYA SATELLITE**



Hossein Moiin, *Group Vice President, Technical Strategy*  
**T-MOBILE INTERNATIONAL**



Bob Fonow, *Vice President*  
**TRIVON**

Thiti Nantapatsiri, *MD, Home/Consumer Solution & Highspeed Access,*  
**TRUE CORPORATION**



Michael Walker, *Director of Group R&D*  
**VODAFONE**

### ASSOCIATIONS & GOVERNMENT



Asok Chatterjee, *Head of Delegation to 3GPP*  
**ATIS**



Perry M. LaForge, *Executive Director*  
**CDMA DEVELOPMENT GROUP**



Adrian Scrase, *Head of Mobile Competence Centre*  
**3GPP**



Alan Hadden, *President*  
**GLOBAL SUPPLIERS ASSOCIATION**



Jing Wang, *Acting Secretary-General and Senior Advisor*  
**TD-SCDMA FORUM**



NK Goyal, *Chairman Emeritus*  
**TEMA**  
*President*  
**COAI**

### ADVERTISING, CONTENT, ENTERTAINMENT, SERVICES & SOFTWARE



Marcel Puyk, *CEO*  
**CELLECTIVITY**

Emmanuel Allix, *Regional Technology Development Director*  
**GROUPM INTERACTION**



Emmanuel Sauquet, *Director of Business Development, APAC*  
**GOOGLE**



Colin Miles, *Executive Vice President*  
**I-POP NETWORKS**



Anne Leonardo, *Director Digital Media*  
**MTV PHILIPPINES - ALL YOUTH CHANNELS**



Janne Uusilehto, *Chair, Mobile Work Group*  
**TRUSTED COMPUTING GROUP**



Young-Kil Suh, *CEO/President*  
**TU MEDIA CORP**

Charles Brookson, *Department for Business, Enterprise, and Regulatory Reform*  
**UK GOVERNMENT**



Scott Spirit, *China Strategy Director*  
**WPP**

### INDUSTRY ADVISORS



Karim Taga, *Managing Director & Global TIME Practice*  
**ARTHUR D. LITTLE**



Amrish Kacker, *Head of Asia*  
**ANALYSYS MASON**



Andrew Seybold, *President & CEO*  
**ANDREW SEYBOLD INC**



Jeffery Belk, *Principal*  
**ICT168 CAPITAL**



Paul Wuh, *Senior Vice President, Asian Telecom, Media/Internet Equity Research*  
**LEHMAN BROTHERS**



Jeremy Green, *Practice Leader, Mobile*  
**OVUM**



Thomas Ramsey, *Partner*  
**SQUIRE, SANDERS & DEMPSEY**



Stuart Sharrock, *President*  
**TELEMATES**



Maurie Dobbin, *Managing Director*  
**TELERESOURCES ENGINEERING**

## PRE-CONGRESS WORKSHOPS

In-depth technology workshops, focusing on cutting edge network and applications developments

**FIRST TIME  
IN ASIA**

### Workshop A Andrew Seybold Wireless University

For thirteen years, ANDREW SEYBOLD WIRELESS UNIVERSITY has provided an in-depth, unbiased view of wireless technologies and applications in a convenient one-day seminar.

Led by renowned wireless guru Andrew Seybold, this full-day educational course explores complex wireless mobility issues and is designed for executives and entrepreneurs who want to make informed decisions based on solid facts and keen insights.

#### 09:30 Wireless Technology Update

- Introduction and Terminology
- Spectrum Allocations: 700, 800, 1900 MHz, AWS, 2.5 GHz AWS and 700 MHz Auction Results – What it means to whom
- Wide-area wireless networks today
- Wide-area wireless networks of the future: LTE, UMB, WiMAX-M
- WiMAX-A world update
- Muni-Wi-Fi, Wi-Fi, White Noise-Fi and where they fit
- Device trends
- Smarter networks enable smarter devices
- Convergence, fixed, mobile, wireline, and Wi-Fi
- A look into the wireless technology future

#### 12:30 Lunch

#### 14:00 Content Is King

- Worldwide facts and figures
- Mobile operating systems: A new contender
- Changing business models – MVNOs, open access and shared networks
- The impact of internet companies on traditional wireless companies
- The evolution of consumer applications
- The evolution of applications for the enterprise
- Mobile TV and standards
- Location is everything
- What's real, what's hype and what's next in mobile location services globally?
- Blending technology and content for the future
- Predicting the future – trends and the next big thing

#### Workshop leaders:

Andy Seybold, *President and CEO*  
ANDREW SEYBOLD INC

### Workshop B Planning your roadmap to LTE-Advanced

#### Chair:

Asok Chatterjee, *Head of Delegation to 3GPP ATIS*

**09:30 Overview of 3GPP LTE**  
Adrian Scrase, *Head of Mobile Competence Centre 3GPP*

**10:10 Progress report on NTT DoCoMo LTE trials and development of commercial LTE networks**  
Takehiro Nakamura, *Director, Radio Access Network Development Department NTT DOCOMO*

OPERATOR

**10:40 Morning break**

**11:10 Bharti Airtel: Plans for deployment of LTE**  
Shankar Halder, *Group CTO, Telemedia Services BHARTI AIRTEL*

OPERATOR

**11:50 Security Aspects; LTE and Systems beyond 3G**  
Charles Brookson, *Department for Business, Enterprise and Regulatory Reform UK GOVERNMENT*

**12:30 Lunch**

**14:00 Regulatory Issues for LTE**

**15:00 Update on E-UTRAN & IMT-Advanced requirements**  
Takehiro Nakamura, *Director, Radio Access Network Development Department NTT DOCOMO*

OPERATOR

**15:50 Roundtable: Do all roads lead to LTE for Mobile Broadband?**

**17:00 Close**

### Workshop C - FREE for operators Evolution to next-generation mobile technology solutions

**13:00 Welcome and strategic overview**

- Migration to next-generation mobile broadband services in Asia and Worldwide

**14:30 Update on CDMA2000 1X and EV-DO enhancements**

- Additional voice capacity, interference cancellation, MIMO, 16 QAM, advanced LBS
- Deployment considerations for EV-DO Rev. A and Rev. B
- Mobile broadband technology advancements: Multimode solutions, broadcast enhancements, advanced mobile computing solutions and 802.11n

**16:00 Refreshments and networking**

**16:30 CDMA and OFDM coexistence**

- Exploring interoperability with next generation OFDM-based mobile broadband solutions
- Update on radio network advancements: All-IP, FMC, femtocells, VoIP

**18:00 Close**

Featuring presentations from:



**“Rich information, enabling me to understand the evolution path of mobile broadband”**

PCCW

## EMERGING MARKET OPPORTUNITIES

### 09:00 Welcome remarks and business card exchange

#### SESSION CHAIRS:

*Amrish Kacker, Head of Asia*

**ANALYSYS MASON**

*Karim Taga, Managing Director & Global TIME Practice*

**ARTHUR D. LITTLE**

*Thomas Ramsey, Partner*

**SQUIRE, SANDERS & DEMPSEY**

### 09:10 Where to invest? - Identifying the hottest growth opportunities in Asia's emerging markets

- Market trends and growth forecasts
- Which markets show the greatest potential and why?
- The impact of macroeconomic trends on the growth potential of Asia's emerging markets
- Key risk factors and threats to growth

*Paul Wuh, Senior Vice President, Asian Telecom, Media/Internet Equity Research*  
**LEHMAN BROTHERS ASIA**

### 09:30 China

#### Opportunities following restructuring in the world's biggest single market

- How will restructuring impact the opportunities for investment in the Chinese market?
- Timelines for 3G, WiMAX and TD-SCDMA network deployment and impact on the market
- Developing revenue generating next generation services for China's 600 million subscribers
- Opportunities for international vendors and investors in the Chinese market

### 10:00 India

#### Network expansion and ARPU growth strategies in the Indian market

- Strategies for driving up the ARPU of India's 280 million subscribers
- Beyond voice and data - what services and applications do Indian consumers want?
- Building services to meet the needs of the rural market
- Plans for network expansion and evolution

*NK Goyal, Chairman Emeritus*

**TEMA**

*President*

**CMAI**

### 10:30 Morning refreshments and networking

### 11:00 Indonesia

#### Providing mobile connectivity to a country of 240 million

- Licensing and regulatory update
- Growth and network development plans of Indonesian operators

- Exploring solutions to meet Indonesia's geographical challenges: Satellite networks

*Guntur S. Siboro, Director of Marketing*  
**PT INDOSAT**

OPERATOR

#### Bringing WiMAX networks to the Indonesian market

*Gunadi Dwi Hantoro, Researcher, Broadband Wireless R&D Infrastructure Department*  
**PT TELKOM**

OPERATOR

#### 450Mhz in Indonesia: A low cost solution to bring ubiquitous connectivity to emerging markets?

- Leveraging the 450 bandwidth to complement existing GSM and CDMA networks
- How do 450 networks compare on cost and performance with other network solutions?
- The role of 450 in bringing low cost connectivity to otherwise uneconomic and inaccessible locations
- Case studies from Sampoerna Telekom's 450 deployment

*Jerry Mobbs, Vice President Director*  
**SAMPOERNA TELEKOM**

### 12:10 Vietnam

#### Growth opportunities in the Vietnam market

- Impact of structural change on the growth potential of the Vietnamese market
- Network infrastructure deployment and evolution plans
- Next generation service innovations for the Vietnamese customer

### 12:40 Thailand

#### Deploying wireless broadband to bring internet to the masses

- Assessing demand for wireless internet services in the Thai market
- Network deployment plans for delivering wireless broadband
- Assessing the range of network technology choices on offer
- Update on the licensing and regulatory environment for wireless broadband development in Thailand

*Amarit Sukhavanij, SVP, Head of Next dtac Division*

**DTAC**

### 13:15 Lunch and networking

### 14:45 Gulf and Middle East

#### Exploring the international investment strategy of Gulf operators into emerging markets

- Assessing opportunities for market growth across the Middle East

- Exploring the international investment strategy of Middle East operators into Africa

• Where next for GCC investment in Asia?  
*Dr Sultan Bahabri, Chairman*  
**HITS TELECOM GROUP**

### 15:15 Pakistan

OPERATOR

#### Exploring network development plans and service innovation

- Key growth trends in the Pakistan marketplace
- Network evolution choices, challenges and deployment timelines
- How to leverage the GSM network for WiMAX operations
- Update on Mobilink's WiMAX deployment

*Tahir Hameed*

*Director Broadband Operations*  
**MOBILINK**

### 15:40 Russia

OPERATOR

#### Lessons learnt from a greenfield WiMAX roll-out

*Bob Fonow, Vice President*  
**TRIVON**

### 16:10 Afternoon refreshments and networking

### 16:40 Satellite

OPERATOR

#### Complementing coverage and bringing ubiquitous connectivity to emerging markets

- Introduction to Thuraya's technology, services and coverage: New approaches to satellite telephony
- How satellite is complementing and extending coverage in both mature and emerging markets
- Exploring the role of satellite services in natural disasters: Case studies of previous experiences
- Tailoring service offerings to match the need of the market: Contrasting Africa and the Far East

*Ali Al Mazrooei, Chief Technology Officer*  
**THURAYA SATELLITE**

### 17:10 Africa

#### Investment opportunities and market challenges

- Which regions and countries offer the most potential for market growth?
- Assessing low cost network technology options for African markets
- What are the key risk factors for doing business in Africa?

### 17:45 Chairman's closing remarks

OPERATOR

OPERATOR

BUSINESS IMPLICATIONS OF NEXT GENERATION

10:00 Opening ceremony and welcome address

10:15 Ministerial welcome address

10:30 **Keynote session 1**

OPERATOR

**Deploying next generation networks to deliver mobile wireless broadband: Business strategies, technology choices and deployment timelines**

- What are the commercial and technological imperatives necessitating network evolution?
- Why WiMAX? Which 4G technology will become the dominant standard?
- Will the technology deliver what is promised?
- How and when should operators invest in network upgrades to maximize ROI?

**Speakers include:**



**The onward march of wireless: Broadband goes mobile**  
 Mike Walker, *Group Research and Development Director*  
**VODAFONE**



**Business strategies and technology choices for delivering mobile broadband**  
 Barry West, *President – Xohm Business Unit*  
**SPRINT NEXTEL**



**Business rational and strategies for deployment of next generation mobile networks**  
 Hossein Moini, *Group VP, Technical Strategy*  
**T-MOBILE INTERNATIONAL**



**Living up to the hype: Meeting the technological challenge of delivering next generation networks**  
 Zhao Ming, *President, CDMA & WiMAX Product Line*  
**HUAWEI**

11:50 **Operator roundtable**

OPERATOR

**Critical success factors in the deployment of networks to deliver mobile broadband**

Zhao Ming, *President CDMA & WiMAX Product Line*,  
**HUAWEI**

Hideo Okinaka, *Vice President and GM of Technical Standards and Spectrum Division*  
**KDDI**

Neil Montifiore, *CEO*  
**MOBILEONE**

Barry West, *President – Xohm Business Unit*  
**SPRINT NEXTEL**

Hossein Moini, *Group VP, Technical Strategy*  
**T-MOBILE INTERNATIONAL**

Mike Walker, *Group Research and Development Director*  
**VODAFONE**

12:20 **Association roundtable**

**How will competing technologies interact on the path to 4G and beyond?**

- Does the deployment of all OFDM-based technologies signal an end to the "Radio Wars" and what does this mean to the industry going forward?
- Will the competing technologies coexist, complement or compete in the all-IP environment?
- Implications for device development – Towards open mobile handsets?
- How will an all-IP architecture impact current business models and revenue streams?

Perry LaForge, *Executive Director*  
**CDMA DEVELOPMENT GROUP**

Adrian Scrase, *Head of Mobile Competence Centre*  
**3GPP**

Alan Hadden, *President*  
**GLOBAL MOBILE SUPPLIERS ASSOCIATION**

Jing Wang, *Secretary General*  
**TD-SCDMA FORUM**

13:00 Lunch and networking

14:15 **Keynote session 2**

OPERATOR

**Making money from data: Assessing business models, profitability, threats and opportunities for mobile entertainment, commerce and internet**

- Mobile TV, music, gaming, user-generated content: What services do customers really want and how much will they pay?
- How big is the mobile commerce market and how can operators generate revenues from it?
- What is the true potential of mobile advertising and ad-sponsored mobile content?
- What are the key threats to building profitable mobile data services?

**Speakers include:**

**Developing a portfolio of next generation Information, Communication, Entertainment and Transaction (ICET) services**

Won Jin Park, *Vice President, New Business Development*  
**KTF**

**Making money from data: Opportunities and challenges in the fast-growing Indonesian market**

Guntur S. Siboro, *Director of Marketing and Board Member*  
**PT INDOSAT**

15:30 **Keynote panel discussion**

**When and how will data services live up to the hype and deliver the revenues?**

Won Jin Park, *Vice President, New Business Development*  
**KTF**

Guntur S. Siboro, *Director of Marketing and Board Member*  
**PT INDOSAT**

16:00 Afternoon refreshments and networking

16:30 **Keynote session 3**

OPERATOR

### New roles, relationships, value chains and strategies for success in an all-IP, multi-play ecosystem

- What role will internet providers, content providers and handset manufacturers play in future all-IP networks?
- Transforming your organization to succeed in the new marketplace
- Who will control mobile content?
- How can operators avoid becoming only a bit pipe?
- How will revenues be shared in the new IP marketplace?
- Operators, vendors, content providers: Who will be the winners and losers in the future marketplace?

#### Speakers include:

#### From search engine to major mobility player - Google's ambitions in the telecoms market

- Strategic investments to prosper in the all-IP mobility marketplace

*Emmanuel Sauquet, Director of Business Development, APAC*  
**GOOGLE**

#### Towards one Web

- Access methods to the web: Developing world vs developed world
- There is only one Web: Enabling full access from the mobile
- Exploring surfing patterns on the mobile to give the user the access and content they demand
- Predictions of tomorrow's mobile business: Winner and losers

#### Making a success of Quad Play: Opportunities and challenges of convergence

- Transforming a telecoms company into a multi-play multimedia lifestyle brand
- Impact of 3G, 4G and all-IP architectures on multi-play operators
- The challenges of managing content and content providers

*Thiti Nantapatsiri, Managing Director of Home/Consumer Solution & Highspeed Access*  
**TRUE CORPORATION**

17:30 **Keynote panel discussion**

#### What will a successful operator look like in the all-IP multimedia environment?

*Emmanuel Sauquet, Director of Business Development, APAC*  
**GOOGLE**

*Thiti Nantapatsiri, Managing Director of Home/Consumer Solution & Highspeed Access*  
**TRUE CORPORATION**

18:00 Close

19:30 Cocktail reception and networking party



## BUSINESS MODELS

### Assessing business models for mobile services and applications

09:15 Welcoming remarks from track Chairman

09:20 **Live consumer panel: Assessing the demand for mobile services among Asian consumers**

- How do Asian young professionals use their mobiles?
- What services will they pay for?
- What are their attitudes towards mobiles advertising?
- What would encourage greater uptake of mobile VAS?
- What could be the next killer application?

**Panel facilitators:**

*Duncan Dodds, Head of Qualitative Research*

**SYNOVATE THAILAND**

*Richard Buckley, Associate Director*

**SYNOVATE THAILAND**

**Mobile advertising business models**

10:00 **What is the true revenue potential of mobile marketing and advertising and how can it be realized?**

- What is the appetite of brands for the mobile advertising channel?
- Exploring mobile advertising innovations across Asia to leverage 2G and 3G technologies
- Critical appraisal of mobile advertising business models: Where is the money being made?
- Assessing the potential of ad-sponsored content and the revenue sharing implications
- How will the development of location-based services and NFC impact the mobile advertising market?

*Scott Spirit, China Strategy Director WPP*

*Emmanuel Allix, Regional Technology Development Director*

**GROUPM INTERACTION**

10:40 **Marketing through mobile content: Innovation, replication & reward**

- Summary of the brand centric view of mobile content distribution
- How content owners and brand sponsors become aligned
- Insights into the use of mobile integration across media channels
- Sports marketing with a mobile twist
- Ad supported services in emerging markets

*Colin Miles, Executive Vice President*

**I-POP NETWORKS**

11:00 Morning refreshments and networking

11:30 **Developing mobility services for the enterprise customer - Case studies from BT**

OPERATOR

- What does the enterprise customer want in terms of mobility and convergence?
- Solutions to help enterprises mobilize their workforce for competitive advantage
- Marketing and pricing strategies for enterprise solutions
- What is the revenue potential of enterprise services?

*Rakesh Mahajan, Director of Mobility*

**BT**

**Business models for mobile entertainment**

12:00 **Mobile TV and video: Getting a return on investment**

- What do customers want to watch on their phones and how much are they willing to pay?
- Case studies of mobile TV and video business models
- Assessing the costs of deploying mobile TV network technologies: Where can the savings be made?
- Managing the relationship with content providers to overcome rights and revenue sharing issues

*Young-Kil Suh, CEO/President*

**TU MEDIA CORP**

12:30 **Monetizing branded mobile content: The licensing challenge**

- What does the customer want, and how much will they pay?
- How licensing costs impact the profitability of 3G streaming content services
- Exploring potential solutions to the licensing conundrum
- Impact of mobile internet on future revenues from branded content

*Anne Leonardo, Director Digital Media*

**MTV PHILIPPINES – ALL YOUTH CHANNELS**

13:00 Lunch and networking

14:30 **VAS 2.0: Assessing the revenue potential of user-generated content and mobile web 2.0**

OPERATOR

- UGC, social networking, blogs, content sharing: Assessing potential business models for VAS 2.0
- Pricing and marketing strategies for UGC services
- Managing privacy, liability and rights issues
- Impact of flat rate data charging and the mobile internet on the revenue potential of UGC services

*Vince Parr, Head of VAS 2.0*

**GLOBE TELECOM**

15:00 **Building a profitable mobile gambling service**

- Assessing consumer demand and potential rewards
- Regulatory, technical and billing challenges
- Exploring the business models of European mobile gambling services
- Challenges and successes from the perspectives of the operator

*Marcel Puyk, CEO*

**CELLECTIVITY**

15:30 **Maximizing the return on mobile games**

- Assessing potential demand for downloadable and online video games
- How can ad-sponsored content impact your mobile games business model?
- Managing revenue sharing and rights issues

16:00 **Afternoon refreshments, networking and exhibition**

**Business models for mobile commerce**

16:30 **Assessing business models for mobile payment services and applying them to your service portfolio**

- Showcasing mobile payment business models
- Assessing potential revenue versus deployment and running costs of a mobile payment service
- Overcoming the security concerns of your customers
- Winning the cooperation of banks in your business plan

17:00 **How can operators develop a successful mobile banking and remittance service?**

- How big is the remittances market?
- Examining mobile remittance service business models
- Opportunities for operators to develop MVNOs to service the remittance needs of overseas nationals
- Assessing the plans of banks and financial services for moving into the mobile remittances market

17:30 **Developments in mobile devices and the impact on operator business models**

- Latest developments in ultra mobile PCs and wireless enabled devices
- When will mobile internet enabled devices become widely available?
- Affordability and impact on market penetration
- Assessing the network technology preferences of major device manufacturers

18:00 Chairman's closing remarks

## TECHNOLOGY DEPLOYMENT

### Deploying technologies to deliver high quality, cost-effective mobile broadband

**09:15 Welcoming remarks from track Chairman**  
**Stuart Sharrock, President**  
**TELEMATES**

**Upgrading to next generation networks: What operators need to know**

**09:20 LTE: Update on trials and deployment strategies**

**OPERATOR**

- Assessing the technological challenges of deploying LTE
- What lessons can be learned from early trials to help plan for future deployment?
- Update on the development of technology enablers, MiMo etc. and the impact on LTE deployment
- Latest thinking on system architecture evolution to enable the development of LTE

**Takehiro Nakamura, Director, Radio Access Network Development Department**  
**NTT DOCOMO**

**09:40 WiMAX: Deployment progress and technology update**

- Optimizing the strengths and overcoming the weaknesses of the current technology
- Technological advances to overcome indoor coverage and VoIP concerns
- What role will WiMAX play in 4G networks?

**Yao Zheng, Director of WiMax Marketing Department**  
**HUAWEI TECHNOLOGIES**

**10:00 Challenges faced and lessons learnt from an end-to-end WiMAX roll-out**

**OPERATOR**

- Building a successful business case for WiMAX
- Bidding for the WiMAX license and funding the rollout
- Vendor selection: Picking the most suitable partner
- Building the WiMAX ecosystem: Devices, networks and applications
- Marketing a fairly untested telecommunications technology

**P S Tang, Executive Director**  
**PACKET ONE SDN BHD**

**10:20 Panel discussion: How 3G will interoperate with next generation broadcast technologies to enable a smooth evolutionary path**

- How interoperable are 3G and LTE, WiMAX, and IEEE 802.11n?
- Technological solutions for interoperability issues including:
  - Hand-offs
  - Roaming
  - Billing
- Implications for core network upgrades

**10:40 Panel discussion: How can operators select the best roadmap to 4G?**

**10:50 Morning refreshments and networking**

**Delivering mobile broadband today**

**11:20 HSPA update: Facts and figures from the front line**

- Update on deployment and launches
- New opportunities in lower frequency bands
- HSPA device availability and key trends
- Subscriptions growth and update of new services: Who is making money from HSPA and how?
- Evolution to LTE

**Alan Hadden, President**  
**GSA**

**11:40 Deploying HSPA evolution technologies to maximize the capacity and efficiency of existing networks**

**OPERATOR**

- What speeds can be achieved from HSPA evolutions?
- How does HSPA+ compare with WiMAX and alternative available mobile broadband network technologies?
- Lessons learnt from deployment case studies
- Technological challenges and their solutions

**Qiao Hua, Manager - Technology Strategy Team, Institute of Network Technology**  
**SK TELECOM**

**12:00 EV-DO: Deployment case studies and technology update**

- Update and lessons learnt from the deployment of EV-DO Rev A & Rev B networks
- Key technological challenges when deploying an EV-DO network
- What speeds can be achieved with the currently deployed technology?
- Latest on the development of further EV-DO evolutions

**Li Wenxian, Director of CDMA Marketing Department**  
**HUAWEI TECHNOLOGIES**

**12:20 TD-SCDMA: Progress update and performance review**

- How does it compare with other 3G options?
- Review of TD-SCDMA's Olympic performance
- Where next for the technology?

**Jing Wang, Secretary General**  
**TD-SCDMA FORUM**

**12:40 Panel discussion: How to select the right network technology to meet the needs of your customers**

**13:00 Lunch and networking**

**Critical building blocks for delivering mobile broadband services**

**14:30 Network optimisation and backhaul solutions to enable high speed mobile broadband services**

- The impact of user generated content and video traffic on access networks

- Backhaul solutions to manage capacity issues in the delivery of high speed broadband for mobile services
- Designing for interoperability between legacy TDM and IP Ethernet backhaul

**15:00 Security: The essential enabler of new services and revenue streams**

- Update on the development of global open mobile security standards
- Building on standardized security characteristics to develop new mobile service channels
- What are the key security threats for the development of mobile services?
- Leveraging your security capabilities to gain a competitive edge in the VAS market

**Janne Uusilehto, Chair, Mobile Works Group**  
**TRUSTED COMPUTING GROUP**

**15:30 New approaches to network, service and device management**

**OPERATOR**

- Upgrading OSS and Service Delivery Platforms to raise end-to-end quality of experience
- Case studies showing how intelligent network management can reduce churn and lower operating costs

**Oddvar Risnes, VP Service Platforms**  
**TELENOR R&I**

**16:00 Afternoon refreshments and networking**

**Meeting the network capacity requirements of mobile broadband services**

**16:30 Optimizing wireless network capacity by deploying enablers for fixed mobile convergence: Femtocells, IMS, UMA**

- Assessing advances in IMS, UMA, femtocells and in-building solutions for enabling FMC
- Leveraging these technologies to redirect data traffic onto fixed networks to free up wireless network capacity
- Lessons from operator deployment experiences
- Applying these technologies in your network

**17:00 Panel discussion: Making the most of your spectrum allocation to meet the capacity requirements of next generation networks and services**

**OPERATOR**

- What demands will next generation services put on existing spectrum allocation?
- Where are the opportunities for operators to acquire additional spectrum?
- What technological solutions can be employed to utilize spectrum more efficiently?
- Should regulators re-allocate spectrum to drive more efficient usage?

**Uwe Lowenstein, Manager Spectrum Technology**  
**TELEFONICA O2 EUROPE**

**17:45 Chairman's closing remarks**

POST-CONGRESS WORKSHOP

**Workshop D – Bringing mobility to Unified Communications: The implications for operators**

Mobility is the missing link in most of the current UC offerings. Mobile operators are well placed to fill this gap and offer UC functionalities to the users on the move. This session will explore how Telcos 2.0 will use their core asset, the network, to add mobility to their UC services

**09:30 Session 1: Unified Communications: The fortunes of the wired world**

- Assessing the performance trends of fixed-line telcos
- The rise and fall of end-to-end ICT
- Exploiting the soft network asset and the impact on UC services in the telco 2.0 market
- Case studies: BT's SOI
- Customer perspectives on telco 2.0: Feedback from Ovum's MNC clients
- How telcos can differentiate their services in a 2.0 soft world

**10:30 Morning break**

**11:00 Session 2: UC and mobility**

- Marketing mobility solutions to the UC user
- Managing presence information to develop effective mobile UC
- Future possibilities for operators in mobile UC: Exploring the demand for hosted and managed services
- Technologies: Network approach versus Software as a Service (SaaS) approach
- Opportunities for operators in IMS architectures

**12:30 Close**

**Workshop Leader:**



Jeremy Green, Practice Leader, Mobile OVUM

SPONSORS AND SUPPORTING ORGANISATIONS

Senior Sponsors



Huawei Technologies is a leader in providing next generation telecommunications networks for operators around the world. The company is committed to providing innovative and customized products, services and solutions to create long-term value and potential growth for its customers.

Huawei's products and solutions cover wireless products (HSPA/WCDMA/EDGE/ GPRS/ GSM, CDMA2000 1X EVDO/CDMA2000 1X, TD-SCDMA, WiMAX, core network products (IMS, Mobile Softswitch, NGN ), network products (FTTX, xDSL, Optical, Routers, LAN Switch), application and software (IN, mobile data service, Boss), as well as terminals(UMTS/CDMA). Major products are based on Huawei's self-designed ASIC chips and shared platforms to provide high-quality and cost-effective products and solutions with quick response.

Huawei has around 62,000 employees, and 48% of them are dedicated to R&D. Huawei global R&D centers are located in Bangalore India, Silicon Valley and Dallas USA, Stockholm Sweden and Moscow Russia in addition to those in Beijing, Shanghai, Nanjing, Shenzhen, Hangzhou and Chengdu China. Huawei has set up over 100 branch offices worldwide to provide customers with quick and excellent services.

Huawei products are deployed in over 100 countries, and serve 31 of the world top 50 operators, as well as over one billion users worldwide.

For more information, please visit [www.huawei.com](http://www.huawei.com)



Juniper Networks provides a wireless carrier network solution that helps mobile operators evolve to a secure, converged IP infrastructure. We work closely with strategic partners to integrate our products into end-to-end solutions for core, RAN, and IMS. Eight of the top ten mobile operators use our mobile solutions, and customers have deployed our products in over 80 wireless networks worldwide.

Scalable and secure IP networks enable mobile and wireless and mobile carriers to pursue new revenue streams and a lower-cost services infrastructure.

Increasingly, mobile operators are moving to a single infrastructure, looking towards Fixed Mobile Convergence (FMC). An IP/MPLS mobile backbone serves as the network foundation, efficiently supporting a mix of voice and data services, as well as wireless and wireline. As mobile services transition to IP, operators must secure both users and the services against threats previously limited to wireline networks.



QUALCOMM Inc. is a leader in developing and delivering innovative digital wireless communications products and services based on the Company's CDMA digital technology. Headquartered in San Diego, California, QUALCOMM is included in the S&P 500 Index and is a FORTUNE 500® company traded on The Nasdaq Stock Market® under the ticker symbol QCOM.

For more information about QUALCOMM, please visit [www.qualcomm.com](http://www.qualcomm.com)

Supporting Associations



Official Media



Supporting Media



Supporting Analysts and Research Partners



Official English Language Newspaper



Official online TV Partner



## SPONSORING & EXHIBITING OPPORTUNITIES

### The benefits of sponsoring/exhibiting at MWC

- Associate yourself with a high level event attracting senior telecoms professionals from Asia and the international community
- Increase your brand awareness in Asia
- Network with major decision-makers in the wireless community
- Source new partners and alliances
- Establish a market presence in the largest mobile region in the world
- Ensure you stay ahead of your competition

### How can I get in front of this targeted audience?

Exhibition space and sponsorship opportunities are still available.

The **Mobility World Congress** team is able to work with any budget to get the exposure your company needs. For more information on how this event can help your business, please contact **Geoffrey Ip** on **+852 2531 6138** or email him at **gip@beaconevents.com**



### Who will you meet?

Year in and year out, the key decision-makers in the industry attend the **Mobility World Congress**. In 2007 34% of the audience came from telecom operators, making them the single largest group at the event. The combination of a leading Congress and a highly targeted audience ensures you meet both the specifiers as well as the senior personnel who sign off on very large deals.

By taking part in MWC you can ensure you will be getting in front of CEOs, COOs, CTOs, CIOs, Managing Directors, Senior Planning Officers, Service Planning Managers, Technical Engineers, Sales & Marketing, Business Development Personnel, R&D Senior Staff, Application Software Engineers, Private Equity Investors, Venture Capitalists, Financial Advisors, Telecoms Industry Analysts from the following types of organizations:

- Mobile/Wireless operators
- Fixed-mobile/Broadband operators
- Mobile internet and web service providers
- Mobile media, content and entertainment providers
- Applications service providers
- Network infrastructure suppliers
- Mobile phone, PDA and portable PC manufacturers
- Software and application developers
- Systems integrators
- Outsourcing and managed service providers
- Mobile virtual network providers (MVNOs)
- Venture capital and investment banking firms
- Government regulatory authorities and institutes
- International industry development and standards organizations





13TH ANNUAL  
**MOBILITY WORLD**  
CONGRESS

24-28 NOVEMBER 2008  
THE REGENT BUILDING, CHINA

[www.MobilityWorldCongress.com](http://www.MobilityWorldCongress.com)

Phone: +852 2219 0111

Fax: +852 2219 0112

Email: [info@beaconevents.com](mailto:info@beaconevents.com)

Address: Beacon Events Ltd, 20/F Siu On Centre, 188 Lockhart Road, Wanchai, Hong Kong

Web: [www.MobilityWorldCongress.com](http://www.MobilityWorldCongress.com)

Brochure Code: AT500MS WEB

Conference Code: AT500

**Step 1:** Please select the number of days you wish to attend

TICK ✓		DAYS	BOOK BEFORE 5 SEPTEMBER	BOOK AFTER 5 SEPTEMBER
	All Access	5	US\$4595	US\$4795
	4 Day Pass	4	US\$4095	US\$4295
	3 Day Pass	3	US\$3345	US\$3495
	2 Day Pass	2	US\$2495	US\$2595
	Workshop	1	US\$1045	US\$1095

**GROUP DISCOUNTS:** Please contact Beacon Customer Service for details. Delegates are entitled to ONE discount per person registration ONLY. In the event that more than one discount is applicable, delegates will receive the discount with the highest value.

**PLEASE NOTE:** Early bird rates are contingent upon payment being received within 14 days from the registration date. There will be an addition US\$200 surcharge for registrations take on-site. Registration includes attendance at all sessions, documentation, refreshment breaks and lunches. Admittance will only be permitted upon receipt of full payment. (Please note the conference fee does not include travel or hotel accommodation costs.)

**Step 2:** Please select the days/sessions you would like to attend

TICK ✓	MON 24 NOV	TICK ✓	TUES 25 NOV	TICK ✓	WED 26 NOV	TICK ✓	THURS 27 NOV	TICK ✓	FRI 28 NOV
	Workshop A		Emerging Market Opportunities		Plenary Keynotes		Business Track		Post-Congress Workshop D
	Workshop B						Technology Track		
	Workshop C								

**Your Details** (Please use BLOCK LETTERS)

(Mr/Ms/Mrs/Miss/Dr) First Name: \_\_\_\_\_

Family Name: \_\_\_\_\_

Job Title: \_\_\_\_\_ Department: \_\_\_\_\_

Direct line: \_\_\_\_\_ Mobile no: \_\_\_\_\_

Email: \_\_\_\_\_ Fax no: \_\_\_\_\_

Yes, I would like to receive information on future events via email. By giving you my email address, I am giving only the organizers the permission to contact me by email.

- I am an operator and I'm entitled to a 25% discount
- I am a member of CDG / GSA / MEF / MMA / TD-SCDMA Forum / UMTS Forum and I'm entitled to a 20% discount
- I am a member of 3GPP / 3GPP2 / ATIS / FLO Forum / Global Platform / HKWTIA / HKWDC / IA450 / ICU / Liberty Alliance / OMA / SIP Forum / TEMA / UMTS TDD Alliance / W3C and I am entitled to a 15% discount

**Your Company Details**

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

State: \_\_\_\_\_ Postal code: \_\_\_\_\_ Country: \_\_\_\_\_

Business Nature: \_\_\_\_\_ No. of Employees: \_\_\_\_\_

**Payment Options:**

Please tick the relevant box to indicate your method of payment (\*\*When making payment, please indicate delegate name and conference code: AT500\*\*)

**Bank transfer**

Bank transfer should be made to: **Beacon Events Ltd.**  
Payment in US\$ Account Number: **004-808-129399-838**  
Payment in HK\$ Account Number: **004-808-129399-001**  
Swift code: **HSBCHKHHHKH**  
Bank name & Address: **HSBC, 1 Queen's Road Central, Hong Kong.**

**Cheque or Bankdraft**

Please make your crossed cheque or bank draft payable to Beacon Events Ltd. in US\$ or HK\$ only. Please contact Beacon customer service for standard exchange rate. Beacon only accepts cheques drawn on a Hong Kong bank or bank draft / demand draft only. Cheques drawn on an overseas bank will be returned. PLEASE mail your cheque or bank draft and registration form (including mailing label) to Customer Service, Beacon Events Ltd, 20/F, Siu On Centre, 188 Lockhart Rd, Wanchai, Hong Kong.

**Credit Card** (AMEX card will be charged in HK\$)

Card Type:

Card Number: \_\_\_\_\_

Signature: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

Expiry Date (mm/yy): \_\_\_\_\_

Payment Amount (in US\$): \_\_\_\_\_

Date: \_\_\_\_\_

**Cancellation Policy:**

Should you be unable to attend, a substitute delegate is always welcome at no extra charge. Alternatively, we will make a prompt refund less service charge of 10% of the fee for cancellations received in writing (letter or facsimile) no later than 15 September 2008. Where notice is given between this date and 29 September 2008, refunds will be 50% of the fee; thereafter we regret that no refunds can be made. © 2008 Beacon Events Ltd. All rights reserved.