

Advance Notice

Save up to
US\$400
if you book by
11 April 2008

Vietnam **elecoms** International Summit

11 – 13 June 2008

Melia Hotel, Hanoi, Vietnam

Bringing broadband & mobile connectivity to the mass market

Endorsed by:



**Ministry of Information and Communications
Socialist Republic of Viet Nam**

Supported by:

VNPT, Viettel, EVN Telecom, Saigon Postel, Hanoi Telecom, VTC, FPT

Confirmed speakers include:

Dr Le Doan Hop, Minister of Information and Communications
Ministry of Information and Communications, Socialist Republic of Viet Nam

Pham Hong Hai, Head of Department of Telecommunications
Ministry of Information and Communications, Socialist Republic of Viet Nam

Karan Henrik Ponnudurai, Senior VP Products & Services Innovation & Mobility Solutions
Celcom

Liu Cai, Vice Chairman
China Institute of Communications

Xavier Rocoplan, Head of Quality Assurance
Comvik

Tony Foster, Managing Partner
Freshfields

Vince Parr, Head of VAS 2.0, Multi Media Group
Globe Telecom

Dr. Jong-Seog Koh, Executive Vice President and Head of R&D Group
KTF

Dr. Nikolai Dobberstein, Head of Strategy & Head of New Businesses
Maxis

Andre Levisse, Principal
McKinsey & Co

Prof Chen Ruming, Vice Chairman, Communications Science & Technology Commission
MII, China

Marc Fossier, Group CTO
Orange - France Telecom Group

Joseph Sim, Assistant Vice President, Regional Sales & Marketing (International Projects)
PCCW

Roger Barlow, Chairman & CEO
RJB Consultants

Sergey M Avdeev, Chief Technical Officer
VimpelCom

Michael Walker, Group Research & Development Director
Vodafone

Interactive Workshops 11 June 2008 Wednesday

**Workshop 1
(Morning)**

**Preparing for Equitization:
Key Challenges and Considerations
before Inviting Foreign Investors**

**Workshop 2
(Afternoon)**

**Evolution to Next-Generation
Mobile Technology Solutions**

**Workshop 3
(Afternoon)**

**How to Derive and
Implement a Fair
Interconnection Agreement**

Supporting Associations:



Official Publications:



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Co-organized by:



With assistance from:

Information & Public Relations Center

www.Vietnam-Telecoms.com



Ministry of Information and Communications

Socialist Republic of Viet Nam

Welcome Message

The government of Viet Nam always gives high priority to telecommunication development. We have been streamlining business and investment environment to make Viet Nam an attractive and trustworthy location to international investors, especially world-leading telecommunications and IT companies. In that spirit, the Ministry of Information & Communications (MIC) of Viet Nam endorses and is pleased to welcome you to the inaugural ***Vietnam International Telecoms Summit 2008 – Bringing Broadband & Mobile Connectivity to the Mass Market*** to be held in June, 2008 in Ha Noi, Viet Nam.

Our objective for this international gathering is to provide an insight into the enormous network development and business opportunities in Vietnam's telecommunications market. The telecom market of Viet Nam has witnessed positive moves. Vietnam's government has worked out a strategy for the development of telecommunications and given priority to developing broadband market. Through discussions and dialogue including government updates, case studies and trails experience we hope that delegates will go away with a detailed understanding of Vietnam's telecom sector today and plans for the future.

The conference agenda will explore the key business opportunities available in Viet Nam, provide a development progress update and address the challenges related to the Vietnam Infrastructure Development Plan, including 3G/WiMAX; detailed international operator trails and experiences; spectrum needs and allocation; network planning and deployment approaches; international standardization initiatives; fixed and mobile services and application platforms; as well as new enabling technologies for handsets and other wireless information devices.

Vietnam International Telecoms Summit is fully supported by the Ministry of Information and Communications (MIC) and is co-organized by the National Institute for Information and Communications Strategy (NIICS) and Beacon Events. Over the two days, more than 150 participants are expected including 30 industry speakers from Vietnam and around the world. The summit will be opened by government officials followed by some local market updates by Vietnamese telecom operators. We encourage international operators and service providers to share their experiences to help boost the development of telecom infrastructure in Viet Nam.

We look forward to gathering with you soon in Ha Noi.

Sincerely

Dr. Le Doan Hop
Minister

DAY ONE · 12 JUNE 2008 · THURSDAY · MORNING

Opening Keynote Session

- 1 Ministerial Welcome Address**
- 2 Plans, Policies and Priorities to Develop Next Generation Telecoms Infrastructure and Services – Opportunities and Challenges over the Next 5 to 10 years**
- 3 The Incumbent Operator's Perspective: Development Plan for Vietnam's Telecoms Network: Today, Tomorrow and A Long Term Outlook**
- 4 International Perspective: The Status and Future Plans for 3G and WiMAX - What are the Opportunities for Vietnam (Network Technology Choices, Handsets, Services and Applications)**
- 5 Preparing for the Mobile Revolution in Vietnam: Deploying the Suitable Network Technologies, Business Models and Service Innovation Strategies for an Emerging Market**
- 6 Emerging Opportunities with Low Cost Networks and Ultra Low Cost Wireless Devices for Developing Markets and Revenue Streams**
- 7 Playing in a Robust Market: Subscribers, Network Deployment and Challenges**
- 8 Industry Roundtable: Building Innovation Capability with the Right Telecoms Technologies to Meet Vietnam's Infrastructure Development Plan and Requirements**

Networking Lunch

Special Guest of Honour: Dr Le Doan Hop,
Minister of Information & Communications
Sponsorship opportunities available

DAY ONE · 12 JUNE 2008 · THURSDAY · AFTERNOON

Track A – Mobile Network

- 9 The Road Ahead: Achieving Success in Equitization, Technology and Commercial Goals**
 - Preparing for 3G and other next-generation technologies
 - Achieving commercial goals such as market share, ARPU, marketing strategies and customer satisfaction
 - Key milestones in equitization and challenges
- 10 CAPEX Optimization of GSM/UMTS Networks by Using Common Core Elements**
 - Understanding how to achieve a return on investments for 3G network in developing markets
 - To what extent is a GSM/UMTS network the optimum solution?
 - How to use MSC servers and media gateways to allow common core part based on IP protocol
 - How to configure a network to make it neutral to radio interface
- 11 Delivering Better Service Quality to Your Mobile Subscribers**
 - Reviewing mobile network performance and optimization
 - Minimizing call drops and improving clarity
 - Cost effective measures for good network performance and optimization
- 12 Designing an Efficient Mobile Device Distribution Framework for Vietnam**
 - Building professional distribution models
 - Implication of retail companies creating their own distribution models
 - Foreign entrants
- 13 Next-generation Service Innovation for Mobile Subscribers in Emerging Markets (Mobile Internet, m-Commerce and VoIP)**
 - Enabling 3G to provide high-quality data transmission services at reasonable charges
 - Trials and development
 - Building a sound business case
 - Key learning points from recent trials or deployment

Track B – Broadband Networks

- 9 Delivering Voice and Data Services on Next-generation Networks**
 - Focusing on QoE and technology to gain a competitive edge
 - Overcoming the technological hurdles to stay ahead of the competition in providing quality IP multimedia services in the most cost-effective way, with the introduction of new multimedia services such as data, audio, video and social networking
 - Moving from circuit switched technology to packet switched technology
- 10 Integrating Triple Play Delivery to Energize the Vietnam Telecoms and Mass Media Markets**
 - Key trends in network architecture and technologies
 - Building a suitable infrastructure for a sustainable and developing market
 - End user provisions and seamless convergence of triple play services
 - Building the right business models for revenue generation and revenue sharing
- 11 Improving Broadband Facilities for Vietnam**
 - Deploying the right optical and broadband access solutions
 - Improving the quality of internet access
 - Delivering online music, video, games and downloads.
 - Understanding the topology for effective network planning
 - Updates from the Lao Cai Projects
- 12 Opportunities and Challenges of IPTV Service**
 - Emergence of a converged telco/media market in Hong Kong
 - PCCW IPTV case study: outlining now TV
 - Investigating the new business opportunities of IPTV
 - Understanding the necessary factors to reposition IPTV from a defensive player to a market leader
- 13 Delivering Broadband to Rural Communities to Bridge the Digital Divide**
 - Working with national and regional government agencies
 - Working the business model for rural broadband
 - Balancing between national agenda government requirements and commercial returns

VIP Dinner

Hosted by the Ministry of Information & Communication
Sponsorship opportunities available

Visit www.Vietnam-Telecoms.com for event updates. To register,

Market Opportunities & Financing Options

1 Equitization and Regulatory Challenges During Times of Liberalization and Increased Competition

- The equitization process
- Qualifying as a foreign strategic partner
- Difficulties in successfully equitizing large SOEs and solutions
- Issues for strategic investors in newly-equitized telecoms companies

2 Sustaining Rapid Market Growth with a Sound Restructuring Plan in an Emerging Telecoms Market

- Understanding the key considerations and implication of consolidation
- Reviewing the various restructuring models around the world
- Executing a restructuring plan to encourage market growth and cost efficiency

3 Financing the Vietnam Telecoms Infrastructure Development Plan

- Capital requirements
- Risk assessment and opportunities
- Project financing options

4 A Realistic Market Status Report and Forecast of the Vietnam Telecoms Market

- Benchmarking Vietnam's telecoms sector against the region
- Using the right numbers in your business planning
- Forecast of Vietnam's telecoms market
- Implications for marketing strategy

5 Operator Panel: Key Commercial and Technological Considerations for Building the Critical Broadband and Mobile Telecoms Networks to Support Vietnam's Emerging Economy

- Identifying and delivering affordable and appropriate telecoms services
 - Key considerations for building the right business models for the Vietnam Telecoms Industry
 - Technology assessment and deployment experiences
- Participants: Mix of local and international operators and vendors

Networking Lunch

Sponsorship opportunities available

Making Technologies Work in Vietnam: Business Models, Technology Choice and Go-to-Market Strategies

6 Making the Business Case for WiMAX in Emerging Markets like Vietnam

- Key learning points from deployments in other emerging markets
- Analysis of how chipset and equipment costs are likely to change and the effect on profitability
- Introducing the right types of services for WiMAX networks

7 NGN Oriented Development Strategy Considerations on NGBWM, Frequency Planning and Technology Evolution

- NGN vs NGI, NGBWM, as well as GENI, FIND and HTN
- Frequency planning and technology evolution for NGBWM
- Development strategy considerations on market and applications

8 Delivering VoIP Service Over The New Low-Cost IP Network

- Evaluating the different VoIP business models
- Overview of standards and key technical issues
- Understanding the impact that VoIP is likely to have on telecoms operators' long-term strategies
- How can fixed and mobile operators reconfigure their networks to support VoIP?
- Understanding the VoIP opportunity for ISPs and cable operators

9 Assessing the Regulatory, Cost Saving and Technical Difficulties of Network Sharing

- Understanding the economics and other benefits
- Regulatory framework to support effective network sharing arrangements
- Comparing the scenarios for broadband and mobile
- Opportunities for MVNOs

Achieving Customer Satisfaction and Loyalty

10 Improving Customer Service to Reduce Customer Churn and Boost ARPU

- Troubleshooting and communicating with customers to rectify poor network performance
- Enhancing your call centre to turn customer service from a cost centre to a revenue generating function
- Training and resource planning
- What are the pros and cons of outsourcing the customer service function?

Overcoming Commercial Issues

11 Establishing Fair Interconnection Agreements

- Establishing the right technical standards for effective interconnection arrangements
- Increasing the accuracy for fairer interconnection settlements
- Managing the timescale for rebalancing and de-averaging tariffs

12 Optimizing Pricing Strategies in an Emerging Market

- What are the potential pricing pitfalls and how can you avoid them?
- Applying proven methodologies, sophisticated analytical tools and extensive practical experience to optimally align your tariffs with your strategic goals
- Tying your pricing strategy with an efficient cost modeling and overall market strategy (supporting positioning and brand values)

13 How to Increase ARPU by Introducing Innovative New Services

- What is the commercial potential of Mobile TV in Vietnam?
- Delivering a range of VoIP telephony services
- How to introduce affordable content services like online gaming
- Introducing the right value-added services for Vietnam

PRE-CONFERENCE WORKSHOPS · 11 JUNE 2008 · MONDAY

Interactive Workshops

Workshops will take place in small groups of 20-30 attendees to facilitate a more in-depth learning experience in a more interactive environment. These workshops will be led by up to 3 facilitators through straight presentations combined with exercises and/or small group discussions.

9:00am – 12:00pm Preparing for Equitization: Key Challenges and Considerations before Inviting Foreign Investors
2:00pm – 5:00pm Evolution to Next-Generation Mobile Technology Solutions
2:00pm – 5:00pm How to Derive and Implement a Fair Interconnection Agreement

Sponsorship Opportunities

MAXIMUM EXPOSURE

Your company name and logo will be included in the promotional material distributed worldwide to our exclusive database of proven conference attendees and will be inserted in key trade journals and magazines.

GUARANTEED RESULTS

Sponsorship of Beacon Telecoms Conferences in Asia helps companies make contacts and clinch deals with government officials and operators throughout the Asia Pacific.

TARGETED AUDIENCE

Meet a delegate pool of proven decision makers whose local and international organizations have already invested valuable time and money to speak at/or attend, rather than the standard trade show visitors who attend free of charge and are looking for complimentary hand-outs.

HIGH VISIBILITY

Sponsors will be prominently publicized before and through the event. A strictly limited number of display ensures your products and services will stand out and be noticed. Refreshment breaks are served in the exhibition area guaranteeing MAXIMUM traffic flow throughout the Event.

Please contact Will Ahmad on +852 2531 6128 or wahmad@BeaconEvents.com for speaking or sponsorship opportunities.

Why should you attend?

- Be the first to tap investment and market opportunities in Vietnam as it gears towards liberalization and more rapid competition
- Understand the current network configurations and the potential opportunities
- Get rare insights into trials and commercial deployments to assess future technology and service roadmaps
- Gain a better grasp of regulatory and investment procedures to better facilitate the impending partnerships between foreign and local operators
- Anticipate and overcome potential challenges for commercial and customer issues
- Improve the QoE and coverage for better customer experience

Who should attend?

- Government officials
- Local operators – Fixed, broadband and mobile
- Foreign operators – Fixed, broadband and mobile
- Equipment manufacturers
- Software providers

- Investors
- Financial institutions
- System integrators
- Consultants
- Law firms

About the Co-organizers:



Beacon Events is an international business services company focused on conferences, exhibitions and management training. Spun off from the Institute for International Research's (IIR) Asia team, the world's leading knowledge and skill transfer company, Beacon Events has an expanding portfolio of large-scale events.

Beacon Events' mission is to produce first class international events which help you cope with the challenges arising from different business communities. With support from such strategic partners as associations, government organizations, media and publications and industry leaders, our events guarantee quality and market-leading knowledge to every delegate.

For more information about Beacon Events, please visit www.BeaconEvents.com.



National Institute of Information and Communications Strategy (NIICS) is a member unit of the Ministry of Information and Communications of Vietnam (MIC). The main responsibilities of NIICS include conducting research, forecast and assessment of impacts on the following areas:

- socio-economic issues;
- science;
- technology;
- organization and
- management in posts, telecommunications, information technology, electronics, Internet, transmission, radio frequency, national information infrastructure.

In addition, NIICS plays a vital role in the recommendations required to assist the Minister implement a sound vision and strategy for MIC's short-term and long-term plans, policies, models and solutions to develop and support Vietnam's infrastructure to deliver world class postal and telecommunications services. NIICS regularly co-operates with local and international organizations to host numerous conferences and seminars to create more learning and networking opportunities for all professionals involved in the industries it supports.

Vietnam International Telecoms Summit 2008,

11 – 13 June 2008, Melia Hotel, Hanoi, Vietnam

F +852 2219 0112 **T** +852 2219 0111 **E** Info@BeaconEvents.com **M** Beacon Events Ltd, 20/F Siu On Centre, 188 Lockhart Road, Wan Chai, Hong Kong

Conference code: AV477 PM UMTS

I will attend:

- ☐ Pre-conference workshop 1 (morning, 11 June)
☐ Pre-conference workshop 2 (afternoon, 11 June)
☐ Pre-conference workshop 3 (afternoon, 11 June)
☐ Main Conference (12 - 13 June)

and I am:

- ☐ International delegate* ☐ Vietnamese delegate**

My company is:

- ☐ a Telecoms Operator and I claim 25% discount
☐ a member of CDG / GSA / UMTS Forum and I claim 15% discount

*All discounts can only be applied at the time of registration and discounts cannot be combined. All discounts are subject to approval. Please note the fee does not include travel or hotel accommodation costs.

Your Details (Please use BLOCK LETTERS)

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Save up to US\$400 if you book by 28 Mar 2008	Register before 11 April 2008		Register before 16 May 2008		Thereafter	
	International Delegate*	Vietnamese Delegate**	International Delegate*	Vietnamese Delegate**	International Delegate*	Vietnamese Delegate**
Conference + Workshops	US\$2,395	US\$695	US\$2,595	US\$745	US\$2,795	US\$795
Conference Only	US\$1,795	US\$545	US\$1,995	US\$595	US\$2,195	US\$645
*For foreign nationals from overseas and in Vietnam. 25% discount for operators. **For Vietnamese nationals in Vietnam ONLY. PLUS 10% VAT. On-site registration: US\$200 surcharge will be collected and no discounts are available. Group discounts are available! Please call +852 2219 0111 or info@BeaconEvents.com for details.						

For Vietnamese delegates, please contact our local representative for registration and enquiries:

Tel: +84 9034 60041

Fax: +84 4984 0882

Payment Options: Please tick the relevant box to indicate your method of payment

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☐ Bank transfer

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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 Events 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.

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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 11 MAY 2008. Where notice is given between this date and 25 MAY 2008, refunds will be 50% of the fee; thereafter we regret that no refunds can be made.

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