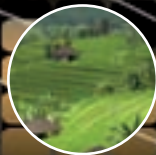
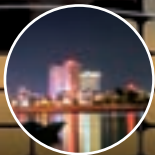


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# 2<sup>nd</sup> Annual Vietnam *elecoms* International Summit



Building a sustainable mobile and broadband future for Viet Nam: 3G and beyond  
19 – 21 May 2009 | Melia Hotel | Ha Noi Viet Nam



Endorsed by: **Ministry of Information and Communications, Socialist Republic of Viet Nam**  
Supported by: **VNPT, Viettel, EVN Telecom, SPT, Ha Noi Telecom, FPT Telecom, VTC, Gtel, CMC Telecom**

## CONFIRMED VIETNAMESE SPEAKERS INCLUDE:

- **Dr Le Doan Hop**  
Minister of Information and Communications, **MIC**
- **Pham Hong Hai**  
Director General, Department of Telecommunication, **MIC**
- **Nguyen Manh Hung**  
Deputy General Director  
**VIETTEL CORPORATION**
- **Ho Hong Son**  
Deputy General Director, **SPT**
- **Le Van Khuong**  
Deputy General Director, **VTC**
- **Nguyen Dang Nguyen**  
Manager of Technology & Network Development Division, **MOBIFONE**
- **Dr. Pham Anh Chien, CEO,**  
**CMC TELECOMMUNICATION**
- **Le Quang Dao**  
Deputy Manager of Intergration Division, **VDC**
- **Vu Hoai Van,** Head Mobile and Wireless Sector, **VNPT**

## INTERNATIONAL TELECOMS EXPERTS CONFIRMED ON THE PROGRAMME INCLUDE:

- **Karan Henrik Ponnudurai,** SVP, Products & Services Innovation and Board Member, **CELCOM**
- **John Shirley,** CEO, **GAPIT**
- **Tim Storey,** Head of Asia Telecoms Research, **JP MORGAN**
- **PS Tang,** Executive Director, **PACKET ONE**
- **Indar Atmanto,** President Director, **PT INDOSAT MEGAMEDIA**
- **Indra Utoyo,** CIO & IT Director, **PT TELEKOMUNIKASI**
- **Roger Barlow,** Chairman and CEO, **RJB CONSULTANTS LTD**
- **Byron Clatterbuck,** Senior Vice President, Global Transmission Services, **TATA COMMUNICATIONS**
- **Jean-Pierre Bienaime,** Chairman, **UMTS FORUM**
- **Phil Patel,** Commercial Director APAC, **VODAFONE**
- **Philippe Berard,** Group Business Development Director, **WI-TRIBE**
- **Xavier Rocoplan,** Group Head of Network Quality, **MILLICOM/COMVIK INTERNATIONAL**
- **Matthias Kunze,** Managing Director, **YAHOO! MOBILE APAC**

## WHY YOU SHOULD BOOK YOUR PLACE TODAY:

1. No other conference offers such in-depth coverage of Viet Nam's fast growing telecoms market
2. Unrivalled business development opportunities with more of Viet Nam's operators taking part than any other event
3. Four 3G licenses will be issued shortly before this Summit.
4. WiMAX licenses will also be issued in 2009. Position your company to take advantage
5. With so many Vietnamese operators attending this summit, tickets will sell out fast. Book NOW to avoid disappointment

PLUS For the first time, the Viet Nam Mobile Content Developers Forum –  
19 May 2009, Melia Hotel, Ha Noi – see inside for more details

Supporting associations:



Organized by:



[www.Vietnam-Telecoms.com](http://www.Vietnam-Telecoms.com)

## DAY ONE • 20 MAY 2009 • WEDNESDAY • MORNING

Opening Keynote Session • Commences at 8:30am (Simultaneous translation will available in English & Vietnamese)

- |  |   |
|--|---|
| <p>07:30 Registration</p> <p>08:30 Opening Ceremony<br/>Opening Ceremony Chairman:<br/><b>MINISTRY OF INFORMATION &amp; COMMUNICATIONS</b><br/>Keynote Session Chairman:<br/><b>NIICS</b></p> <p>08:45 Ministerial Welcome Address<br/><b>Dr Le Doan Hop</b>, Minister of Information and Communications<br/><b>MINISTRY OF INFORMATION AND COMMUNICATIONS</b></p> <p>08:55 Update on 3G Licensing and Government Vision for Sustainable Growth of Mobile and Broadband Services to 2020<br/><b>Pham Hong Hai</b>, Director General, Department of Telecommunication,<br/><b>MINISTRY OF INFORMATION AND COMMUNICATIONS</b></p> <p>09:20 Vietnamese Operator Keynotes:<br/><b>Viettel's view on 3G</b><br/><b>Nguyen Manh Hung</b>, Deputy General Director,<br/><b>VIETTEL CORPORATION</b><br/><b>VNPT: Moving towards deployment of 3G networks</b><br/><b>Vu Hoai Van</b>, Head of Mobile and Wireless Sector Telecom Division,<br/><b>VNPT</b></p> <p>10:10 Morning Networking Break</p> | <p>10:30 International Operator Perspectives on 3G:<br/><b>Making a Success of 3G – Deployment and Monetization Strategies for an Emerging Market</b><br/>Senior Vice President, <b>ORANGE FRANCE TELECOM</b><br/><b>Nurturing Digital Broadband Services &amp; Lifestyle: Building Successful Business Models for 3G in an Emerging Market</b><br/><b>Indra Utoyo</b>, CIO &amp; IT Director, <b>PT TELEKOMUNIKASI</b><br/><b>Building a business from 3G – Lessons from the Malaysian experience</b><br/><b>Karan Henrik Ponnudurai</b>, SVP, Products &amp; Services Innovation and Board Member, <b>CELCOM</b></p> <p>11:30 Industry Leaders Roundtable: Building Business Models and Technology Strategies for the Sustainable Development of Viet Nam's Telecoms Sector for 3G and beyond<br/>Panelists include speakers from the above keynotes plus:<br/><b>Dr Chungming An</b>, VP Southeast Asia and Greater China, <b>CDMA DEVELOPMENT GROUP</b><br/><b>Jean-Pierre Bienaime</b>, Chairman, <b>UMTS FORUM</b><br/><b>Matthias Kunze</b>, Managing Director, <b>YAHOO! MOBILE APAC</b><br/><b>Colin Miles</b>, Executive Vice President and Co-Founder, <b>I-POP NETWORKS</b></p> <p>12:00 Networking Lunch Sponsored by  <b>VIETTEL</b><br/>Say it your way</p> |
|--|---|

## DAY ONE • 20 MAY 2009 • WEDNESDAY • AFTERNOON

### Track A – Building Sustainable Future for Viet Nam's Mobile Networks

- 13:30 **Chairman's Opening Remarks**  
**Jean-Pierre Bienaime**, Chairman, **UMTS FORUM**
- 13:45 **Mobifone: Strategy for HSPA in Viet Nam's mobile market**  
**Nguyen Dang Nguyen**, Manager of Technology & Network Development Division, **MOBIFONE**
- 14:15 **Future-Proofing Backhaul Networks for 3G and Beyond**  
• Assessing the impact of multimedia services on legacy backhaul networks  
• IP-based technologies to ensuring scalability in your backhaul capacity  
• How to ensure the QoS of legacy services over a packet-switched backhaul network  
• Assessing the impact on cost-per-bit of moving to IP-based backhaul  
**Yeu Ping**, Senior Product Marketing Manager, **HARRIS STRATEX NETWORKS**
- 14:45 **International Operator Perspective: Optimising Network Assets through Directional Payback Techniques**  
**Xavier Rocoplan**, Group Head of Network Quality, **MILLICOM/COMVIK INTERNATIONAL**
- 15:15 Afternoon Networking Break
- 15:45 **Effective OSS/BSS Strategies for Managing Change and the Launch of 3G**  
• Billing, charging and revenue assurance challenges and solutions for 3G-enabled services  
• OSS/BSS consolidation & business process re-engineering for improved operations and cost-efficiency  
• Ensuring reliable delivery of services for customer satisfaction  
• OSS migrations from 2G to 3G: Lessons learnt  
**Mikko Jarva**, Business Development, **COMPTEL**
- 16:15 **Next Generation Backhaul: Preparing Mobile Transmission for the 4G Era**  
• Transport solutions to effectively deliver the services required by the Gigabit Age  
• Exploring the range of requirements for HSPA, LTE, WiMAX and FMC  
• Integrating 2G, 3G, and 4G networks to harmoniously migrate to high bandwidth multimedia end-user services  
• Examining solutions to deliver services cost-effectively  
**TELLABS ASIA PACIFIC**
- 16:45 Panel discussion: **Where to Invest in your Mobile Network for the Greatest Return – Maximizing Investment Efficiency**
- 17:15 Close of Summit Day One

### Track B – Technology and Business Models to Bring Ubiquitous Internet Access to Viet Nam

- 13:30 **Chairman's Opening Remarks**  
Senior Representative of **MINISTRY OF INFORMATION AND COMMUNICATIONS**
- 13:40 **International Operator Perspective: Bringing Broadband Internet to the Masses: Lessons from Indonesia**  
• Understanding the demographics of computer users in Indonesia  
• Technology choices for delivering nationwide broadband access  
• Pricing broadband services to develop a sustainable business model  
• The role of regulators and spectrum allocation in enabling "broadband for all"  
**Indar Atmanto**, President Director, **PT INDOSAT MEGAMEDIA**
- 14:10 **Wimax: Trials and capability of commercialization in Viet Nam**  
**Le Quang Dao**, Deputy Manager of Intergration Division, **VDC**
- 14:40 **International Operator Perspective: Using WiMAX to Extend Broadband Access: Opportunities and Challenges**  
• What role can WiMAX play in the delivery of broadband in Viet Nam?  
• Building a sustainable business model  
• Assessing technological capabilities  
• Pricing and distribution strategies for WiMAX devices  
**PS Tang**, Executive Director, **PACKET ONE**
- 15:15 Afternoon Networking Break
- 15:45 **International Operator Perspective: Building Regulator/Investor Cooperation to Ensure a Successful Wireless Broadband Deployment**  
• Allocating spectrum to ensure a successful wireless broadband service  
• Managing the roll-out obligations  
• Facilitating site acquisition  
• Lessons from emerging markets across the Middle East and Asia  
**Philippe Berard**, Business Development Group, **WI-TRIBE**
- 16:15 **Building International Capacity to Support Growing Data Connectivity to Viet Nam**  
• Current capacity and bottlenecks  
• Impact of international capacity connectivity on data traffic  
• Updates on projects to increase international capacity  
• What could the future hold?  
**Byron Clatterbuck**, Senior Vice President, Global Transmission Services Global Carrier Solutions, **TATA COMMUNICATIONS**
- 16:45 Panel Discussion: **What are the Key Technological and Business Enablers of a Nationwide Broadband Network**
- 17:15 Close of Summit Day One

18:00 VIP Dinner (All participants are invited)

Hosted by the Ministry of Information & Communication

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## DAY TWO • 21 MAY 2009 • THURSDAY • FULL DAY

Starts at 8:45am (Simultaneous translation will available in English & Vietnamese)

08:30 Chairman's Opening Remarks: Facts, figures and forecast for the Viet Nam Telecoms Market  
Roger Barlow, Chairman and CEO, RJB CONSULTANTS LTD

### Business Models for a Financially Sustainable Future

08:45 Examining the ups and downs of 3G deployments across Asia  
• Where have 3G deployments been a success?  
• Why have some 3G deployments been a costly failure?  
• Why can 3G deployments be challenging in an emerging market?  
• Where should Viet Nam focus its 3G investments to ensure long term success?

Tim Storey, Head of Asia Telecoms Research, JP MORGAN

09:10 International Operator Perspective: Marketing Mobile Broadband

Phil Patel, Commercial Director APAC, VODAFONE

09:35 Mobile Content and 3G: Opportunities to Develop and Pitfalls to Avoid

Le Van Khuong, Deputy General Director, VTC

10:00 Morning Networking Break

10:25 Mobile Marketing/Advertising: Business Models and Market Potential in Viet Nam

- What is the potential market size for mobile marketing in Viet Nam?
- Revenue sharing: What's in it for the operators?
- MIC Regulations applied to protect the consumer.
- Examining some case studies

John Shirley, CEO, GAPIT

10:50 Monetizing the Mobile Internet: Exploring Business Models from Across Asia

Matthias Kunze, Managing Director, YAHOO! MOBILE APAC

11:15 CMC: Professional Telecommunications Services: Opportunities and Challenges for New Telecom Services Providers

Dr. Pham Anh Chien, CEO, CMC TELECOMMUNICATION

11:40 A Tale of Three Countries

- Mobile content consumption in prepaid cultures: Indonesia, Philippines and Viet Nam
- What works in these markets?
- Snapshot of successful sports and entertainment services
- Surprising parallels between Asia's emerging markets

Colin Miles, Executive Vice President and Co-Founder, I-POP NETWORKS

12:00 Networking Lunch

13:30 Successful business approach for 3G dongles

- Key success factors for 3G dongles worldwide – pricing, services
- Key challenges in the 3G dongle business compared to mobile voice – managing data costs

- Role for mobile dongles vs. WiMAX in emerging markets, including Viet Nam, and potential pricing approaches

Amrith Kacker, Partner, ANALYSYS MASON

14:00 Multimedia mobile business strategies

- Using the open garden to advantage – working with brand partners
- The impact of the iPhone on content usage – the importance of quality of experience
- Developing mobile campaigns for consumer brands – the tool kit
- Case Study: The Australian Broadcasting Corporation and its off-deck strategy

Maurie Dobbin, Director, GOMEETI

14:30 Panel discussion: What are the Emerging Killer Applications and Content Services for the Vietnamese Market?

15:15 Afternoon Networking Break

15:45 Virtual Network and Service-based Operator Opportunities for Foreign Operators in Viet Nam

16:15 Panel Discussion: Towards Convergence? – Next Steps for the Viet Nam Telecoms Sector

17:00 End of Summit

## 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](http://www.BeaconEvents.com).



National Institute of Information and Communications Strategy (NIICS) is a member unit of the Ministry of Information and Communications of Viet Nam (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 Viet Nam'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.

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# MOBILE CONTENT DEVELOPERS FORUM • 19 MAY 2009 • TUESDAY

Melia Hotel, Ha Noi, Viet Nam (Simultaneous translation will available in English & Vietnamese)

With the arrival of 3G, there is an urgent need for more Vietnamese language mobile content.

Showcasing the finest examples of Vietnamese mobile content business models, this one day forum and workshop will explore step-by-step how to develop, finance, and market a mobile content business in Viet Nam.

09:00	Welcome and Opening Remarks from Chair	14:00	Pricing and Marketing Strategies for Mobile Content in the Vietnamese Market <b>Alexis Bartelds, Managing Director, SAM MEDIA</b>
09:10	Incentives and Regulatory Environment for the Development of Mobile Websites and Applications <b>Dr Hoang Le Minh, Director, VIET NAM NATIONAL INSTITUTE OF SOFTWARE AND DIGITAL CONTENTS INDUSTRY (NISCI)</b>	14:30	Financing Life-Cycle for a Mobile Content Start-up <b>Hoang Duc Trung, Director, DFJ VINACAPITAL</b>
09:35	How to "Mobilize" Your Business: A Step-by-Step Guide <b>Do Hung Loc, Senior Developer, GAPIT COMMUNICATIONS</b>	15:00	Afternoon Networking Break
10:20	Open Mobile Initiatives in Viet Nam to Facilitate the Development of Mobile Applications	15:20	Developing great mobile client applications for a variety of operating systems <b>Tran Hai Linh, Managing Director, FELIX STUDIOS</b>
10:50	Morning Networking Break	16:00	Forum Round-up
11:20	Ten Minute Showcases: Introducing the Best of Vietnamese Mobile Content and Applications	16:10	Close
12:30	Lunch		

Programme Development Partner:



## Lunch Sponsor



Viettel Telecom, one of the largest telecom operators in Viet Nam, provides a full range of telecom services, including Internet, Fixed line services, VoIP (Voice over Internet Protocol), mobile and network leased line services. After four years of operation, Viettel Telecom has reached 33 million mobile subscribers, had total 15,000 BTS nationwide as of Feb 2008, and is currently the biggest telecommunications provider, contributing 45% of the total mobile communications market in Viet Nam. Viettel Telecom is well-known for high quality of service, best price packages and the widest national network coverage with the most innovated Value Added Services. For more information, visit Viettel Telecom on the Internet: <http://vietteltelecom.vn>

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## MINISTRY OF INFORMATION AND COMMUNICATIONS SOCIALIST REPUBLIC OF VIET NAM

### WELCOME MESSAGE

In recent years, telecommunication and internet in Viet Nam has made significant advances. Despite the global economic crisis, telecommunications and internet networks have continued to grow rapidly in 2008, with improvements both in network capacity and the provision of services to remote areas.

Although 2009 will be a challenging year, due to the global situation, the potential for internet and telecommunication development are still very high. Opportunities abound in the Vietnamese internet and telecommunications sectors, with 3G and WiMAX licenses to be issued over the coming months.

The government of Viet Nam continues to give high priority to telecommunication and internet development and the Ministry of Information and Communications (MIC) is delighted to give its endorsement to the **Viet Nam International Telecoms Summit**.

The inaugural event held in 2008 in Ha Noi was very successful and contributed to the development of telecommunications and the internet in Viet Nam. This year, MIC resumes its endorsement and warmly welcomes delegates to the **2nd Viet Nam International Telecoms Summit** to be held under the theme of "Building a sustainable mobile and broadband future for Viet Nam: 3G and beyond" from 19-21 May 2009 in Ha Noi.

The objectives of this summit are to strengthen understanding of the investment opportunities in the Viet Nam market for both local and foreign investors and to enable Vietnamese telecommunication enterprises to learn more about new technologies, business models, services and applications.

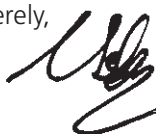
In 2009 the conference agenda will explore the goals of Viet Nam's telecommunication and IT development from 2011 to 2020 and the deployment plans of Viet Nam's operators. The agenda will also consider how best Viet Nam can optimize its mobile networks and build nationwide ubiquitous internet connectivity. In addition the Summit will showcase efficient business models for delivering next generation broadband and mobile data services drawing on the experience of leading international operators and service providers.

With the full support of the Ministry of Information and Communications, **Viet Nam International Telecoms Summit** is co-organized by the National Institute for Information and Communications Strategy (NIICS) and Beacon Events. Over three days more than 250 participants are expected, including 30 industry speakers from Viet Nam and around the world.

As well as an opening address from an MIC leader and updates on broadband and mobile development plans from the Vietnamese telecom operators, MIC encourages international operators and service providers to participate in the conference to share their experiences and expertise to help ensure the success of Viet Nam's telecommunication infrastructure development.

We look forward to meeting you in Ha Noi.

Sincerely,



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



# Viet Nam Telecoms • 19-21 May 2009

## 2nd Annual Viet Nam Telecoms International Summit

Melia Hotel, Ha Noi, Viet Nam

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	2 day Conference	US\$1,995	US\$2,195
	Content Developers Forum	US\$895	US\$995
	<b>Vietnamese Delegates**</b>		
	2 day Conference plus 1 day Content Developers Forum	US\$745	US\$795
	2 day Conference	US\$595	US\$645
	Content Developers Forum	US\$395	US\$495

**Note:** On-site registrations – US\$200 surcharge will be collected and no discounts are available. Please note the fee does not include travel or hotel accommodation costs. Group discounts available for three or more bookings from one company, please contact the organiser for more information. Early bird rates are contingent upon payment being received within 14 days from the registration date.

\* For foreign nationals from overseas and in Viet Nam.

\*\* For Vietnamese nationals in Viet Nam ONLY. Plus 10% VAT

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