

10th Annual  
**China Mobility**  
 International Summit 2009  
 第十届中国无线移动通信国际论坛

New  
 Speakers  
 Announced

2-3 December 2009, The Regent, Beijing, China

**Networks, Services and Applications to Create a Compelling Mobile Experience for China's 1.3 Billion**

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**工业和信息化部**  
 Ministry of Industry and Information Technology

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**Back for its 10th Anniversary Year!**

Attend The China Mobility Summit 2009 to Meet with Senior Representatives of :



**Plus International Experts From Across the Mobile Ecosystem Including:**



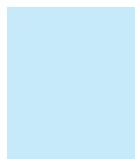
**Tarek Robbiati**  
 CEO  
 CSL



**Sanjiv Ahuja**  
 Chairman & CEO  
**AUGERE** and  
 Chairman  
**ORANGE UK**



**Adrian Scrase**  
 Vice President -  
 International  
 Partnership Projects  
**ETSI**



**Wang Yong**  
 CEO  
**DENA CHINA**



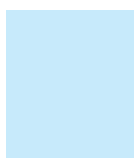
**Damien Byrne**  
 Head of New  
 Propositions  
**T-MOBILE**



**Jojit Alcazar**  
 Head of Mobile  
 Advertising  
**SMART  
 COMMUNICATIONS**



**James Wei**  
 SVP  
**OPERA**



**Ruben Eduardo  
 Maislos**  
 Founder  
**PUDDING  
 MEDIA**



**Colin Miles**  
 Co-Founder  
**I-POP  
 NETWORKS**



**Pedro Duarte  
 González**  
 Mobile Marketing  
 Manager  
**REAL MADRID FC**

**5 Great Reasons to Attend China Mobility Summit:**

1. **Learn** how China's three operators plan to monetize their mobile broadband networks
2. **Spot** business opportunities as China's 633 millions mobile subscribers go 3G
3. **Meet** with the leadership of the world's largest mobile market
4. **Understand** the challenges and opportunities for growing your business in China
5. **Discuss** emerging services, applications and usage trends with key decision makers in China

Co-Organisers:



Supporting Associations:



To register visit [www.China-Mobility.com](http://www.China-Mobility.com)

## INTRODUCTION

China boasts the largest single telecoms market in the World. The investment currently being poured into China's mobile broadband build-outs, make China the hottest destination for those seeking telecoms-related business development opportunities.

China Mobility International Summit 2009 is the premier mobile-focused conference on China's telecoms calendar and brings together senior representatives of China Mobile, China Telecom and China Unicom, for two unmissable days to discuss the future development of China's mobile market.



## Conference Day One **2 December 2009**

- 08:00 Registration
- 09:00 Opening Ceremony
- 09:10 **Ministerial Address: Supporting the Development of Mass Market Mobile Broadband**  
 Vice Minister, MIIT
- 09:20 **China Operator Keynotes by Conference Co-Chairmen: Networks, Services and Applications – Creating a Compelling Mobile Experience for the Chinese Consumer**  
 VP, CHINA MOBILE  
 VP, CHINA TELECOM  
 VP, CHINA UNICOM
- 10:20 Morning refreshments and networking
- 10:50 **International Operator Keynote: Broadband for All – The Role of Wireless in Bringing Universal Service Provision**
- 
- Sanjiv Ahuja**,  
 Chairman and CEO,  
**AUGERE** and  
 Chairman, **ORANGE UK**
- 11:20 **International Operator Keynote: NextG and the Evolution Path to LTE - A Practical Experience**
- 
- Tarek Robbiati**,  
 CEO,  
**CSL**
- 11:50 **Technology Keynote: Rethinking Business Models and Technology Strategies to Create a Winning Mobile Broadband Business**
- Key market trends and disruptive technologies that will impact China's mobile industry
  - Putting the customer at the heart of an operator's technology strategy
  - What 4G means for operators' business models
  - How can China learn and benefit from the mistakes of mobile broadband implementations overseas?

- 12:20 **Panel Discussion: Key Factors for Making a Success of Mobile Broadband in China**
- Which services should China's operators focus on? Which should they avoid?
  - Spectrum availability: Challenges and solutions
  - What must be done to create a healthy mobile broadband ecosystem in China?
  - Content provider, Operator, ISP, Handset Vendor: Who will be the winners and losers in the future mobility marketplace
- Panelists include speakers from the Keynote Sessions
- 13:00 Lunch

### LTE – PROGRESS TOWARDS COMMERCIALIZATION

- 14:30 **3GPP Standards Briefing – LTE: What Still Needs to be Done?**
- Release overview (8,9 & 10)
  - Industrial commitment in 3GPP
  - Maturing LTE - Change requests, testing and trials
  - Overview of 3GPP's response to IMT-Advanced
  - The bigger picture - How LTE contributes to public safety and the green agenda
- 
- Adrian Scrase**, Vice President -  
 International Partnership Projects,  
**ETSI**
- 14:55 **Update on the Development and Market Potential of TD-LTE**
- Results of TDD-LTE field trials
  - Progress in developing devices for TD-LTE
  - Initiatives to enable TDD-FDD interoperability
  - TDD-FDD convergence: Myth or reality?
- 15:20 **LTE Roundtable: Trials and Progress Towards Commercialization**
- Update on LTE field trials: How is the technology performing?
  - Building a clear roadmap from each of the 3G standards to LTE
  - When will the LTE ecosystem be ready for mass market deployment?
  - What does LTE offer for the operators' business model?
- Panelists include:
- James Person**, COO, **CDG**  
**Jean-Pierre Bienaimé**, Chairman, **UMTS FORUM**  
**Jing Wang**, Secretary General, **TD-FORUM**

Endorsed by the Ministry of Industry and Information Technology, MIIT, and co-organized by MIIT department, the China Institute of Communications, this high-level conference provides a unique opportunity for face-time with representatives of all three Chinese operators.

With standing room only for the 2008 keynote sessions, China Mobility Summit is THE ultimate conference for all those seeking to understand the future direction of the Chinese mobile industry.

To put yourself at the heart of the action, be sure to get a ticket for this year's event!

16:00 Afternoon Refreshments and Networking

**SERVICES AND APPS TO DRIVE MOBILE BROADBAND USAGE**

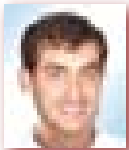
16:30 **Revenue Streams from Mobile Broadband – Where's the Money?**

- What services and applications are generating the greatest revenues on 3G and 3.5G networks?
- Services and applications to drive the growth of mobile broadband subs and revenues
- Mobile entertainment: Market potential and challenges to overcome
- Assessing the key challenges facing the growth of content services in China

**Benjamin Joffe**, Managing Director, **PLUS8STAR**

16:55 **Content Case Study: Real Madrid's Worldwide Mobile Strategy**

- The role of Real Madrid mobile content in reaching and growing a worldwide fan base
- Worldwide distribution strategies
- Mobile social networking to create a worldwide Real Madrid fan community
- Mobile Interaction between the Club and the Fans



**Pedro Duarte González**,  
 Mobile Marketing Manager,  
**REAL MADRID FC**

17:10 **SNS Roundtable: Social Networking in China: Monetization Challenges and Solutions**

- How can mobile operators benefit from China's Social Networking phenomenon?
- How can mobile social networking be monetized?
- Case study on monetizing Twitter
- What are the implications of mobile social networking to the operators' infrastructure planning?
- What can China learn from mobile social networking services from around the world?

Panelists include:

**Colin Miles**, Co-Founder, **I-POP NETWORKS**

**Wang Yong**, CEO, **DeNA CHINA**

**Benjamin Joffe**, Managing Director, **PLUS8STAR**

**Pedro Duarte González**, Mobile Marketing Manager, **REAL MADRID FC**

18:00 Close of day one



Conference Day Two 3 D

09:00 Chairman's opening remarks

**SERVICES AND APPS TO DRIVE MOBILE BROADBAND USAGE**

09:10 **China Mobile: Selling Mobile Broadband - Driving the Uptake of TD-SCDMA and HSPA**

- What applications and services are proving to be popular with the Chinese consumer?
  - Initiatives to create a compelling services and applications portfolio
  - Introducing the China Mobile Apps Store
  - Developing mobile broadband services for the enterprise
  - Pricing and positioning approaches to drive subscriber growth
- Senior Executive, **CHINA MOBILE**

09:35 **Strategies to Realize the Full Potential of Mobile Advertising – Lessons from the UK**

- Where has mobile advertising succeeded and where has it failed to realize the hype?
- How is mobile advertising faring in the economic crisis?
- 'Mobile' & 'Advertising' – a perfect marriage of two super-industries?
- Outlook for the operator – where do the opportunities lie?



**Damien Byrne**,  
 Head of New Propositions,  
**T-MOBILE**

10:05 **Hop on the Mobile Web Wave: Driving Mobile Internet Usage through an Improved Customer Experience**

- Insights on trends in the mobile Web space
- Key similarities and differences between PC/mobile internet experiences
- Best practices for delivering Web content to the mobile
- Inspiring customers to hop on the mobile internet wave
- Case study: T-Mobile WebNWalk powered by Opera Mini and Opera Mobile



**James Wei**,  
 SVP,  
**OPERA**

10:30 **Mobile Apps Roundtable: Creating Business through Mobile Applications**

- How will content be accessed on the mobile? – Apps, browsers, widgets etc.
- Challenges and opportunities for creating Apps Stores in China
- Implications for apps stores for operator business models: Revenue sharing, billing, security, usability

**December 2009**

- How to cope with multiple mobile OS variants? Are global standards necessary?
- How can security and customer privacy be ensured across such a diverse market?

Panelists include:

Senior Executive, **CHINESE OPERATOR**

**James Wei**, SVP, **OPERA**

11:00 Morning Refreshments and Networking

11:30 **China Telecom: EV-DO Deployment and Monetization Strategies**

- Outline of mobile broadband service portfolio and future expansion plans
- Lessons learnt from the deployment of 3.5G EV-DO networks
- Which services and applications show the most potential for revenue generation
- Update on device strategy to drive the uptake of mobile broadband

Senior Executive, **CHINA TELECOM**

12:00 **Mobile Advertising: Growth Opportunities across Asia as Mobile Advertising Comes of Age**

- Mobile advertising in action across Asia: Success stories and lessons learnt
- Key industry initiatives to promote the growth of mobile advertising
- Exploring legal and regulatory approaches to mobile advertising in other Asian countries



**Jojit Alcazar**,  
 Head of Mobile Advertising,  
**SMART COMMUNICATIONS**

12:25 **Advertising Roundtable: How can China Make the Most of Mobile Advertising**

- Mobile advertising in action across Asia: Success stories and lessons learnt
- Key industry initiatives to promote the growth of mobile advertising
- Understanding legal and regulatory implications for the mobile advertising market
- How is mobile advertising faring in the economic crisis?

Panelists include:

**Jojit Alcazar**, Head of Mobile Advertising,

**SMART COMMUNICATIONS**

Senior Executive, **CHINESE OPERATOR**

**Ruben Eduardo Maislos**, Founder, VP Business Development,  
**PUDDING MEDIA**

12:45 Lunch

14:15 **China Unicom: Combining Services, Applications and Devices to Drive HSPA Subscriber Growth**

- HSPA deployment progress and future plans
- Developing killer apps and services to attract and retain subscribers
- Update on HSPA devices strategy
- How do HSPA evolutions fit into China Unicom's network deployment plans?

Senior Executive, **CHINA UNICOM**

14:45 **Backhaul Roundtable: Meeting the backhaul requirements of 3.5G and beyond**

- Assessing the impact of 3G and 3.5G enabled services on backhaul networks: User generated content, video, music, internet, VoIP etc.
- Impact of the I-Phone on backhaul requirements
- What impact will backhaul costs potentially have on the profitability of mobile broadband?
- Building a mobile backhaul infrastructure to future-proof your network

Panelists include:

Senior Executive, **CHINESE OPERATOR**

15:15 Afternoon Refreshments

15:45 **Mobile Broadband Services for the Enterprise: Benefits for Businesses and the Operators**

- Assessing demand and market potential for mobile broadband services from China's business users
- Exploring the range of potential 3G and 3.5G enterprise applications
- Creating devices for the business user
- Update on the development of wireless cities across China and the impact on economic growth

16:15 **Rural Telecoms Roundtable: Exploring the Potential of Mobile Broadband for Driving Economic Development**

- Exploring government initiatives to bring broadband access to rural areas in China
- Low cost devices and energy efficient networks to deliver wireless broadband to underserved areas
- Developing services and applications to help drive economic development
- Exploring mobile broadband enabled health, education and government services for rural populations

Panelists include:

Senior Executive, **CHINESE OPERATOR**

16:45 **Conference Wrap-up: Next Steps for the Development of China's Mobile Market**

17:00 Close of Summit

## ATTEND CHINA MOBILITY INTERNATIONAL SUMMIT 2009 IF YOU ARE:

- An international operator or carrier looking to do business and strike deals with China's operators
- A Mobile Broadband-related infrastructure vendor looking to win contracts on China's 3G build-out
- A handset or device manufacturer looking to supply China's rapidly expanding mobile market
- A content provider looking to meet China's growing need for mobile content.
- An analyst seeking the latest information on the opportunities-rich China mobile market

## SPONSORSHIP OPPORTUNITIES

China Mobility Summit provides the ideal platform to showcase your solutions and expertise to key decision makers from China's three operators.


Take a sponsorship or branding package at China Mobility Summit if you are looking to:

- **Raise** awareness of your brand in the Chinese market
- **Demonstrate** your expertise to key Chinese technology buyers
- **Drive** sales of your products in China


For more information contact **Geoffrey Ip +852 2531 6130 or gip@beaconevents.com**


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**I will attend:**

	Conference	Register by 25 Sept 2009#	Register by 16 Oct 2009 #	Thereafter
<input type="checkbox"/>	International Delegates	USD 1,795	USD 1,995	USD 2,195
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\*For Chinese nationals in mainland China only, fee is subject to 5.5% Chinese business tax.

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