

# Mobile Broadband China 2010

July 1-2, 2010  
Shanghai

<b>DAY 1</b>	<b>Mobile Broadband: A Global View</b>
<b>9:00 – 9:30</b>	<b>Opening Address</b> <i>Patrick Donegan, Senior Analyst, Heavy Reading</i>  <i>Heavy Reading analysts will deliver a unique, research-driven, perspective on the global mobile network market. Drawing on proprietary research with operators and major global technology suppliers, the session will address the market transition to 3G and LTE mobile broadband to set the scene for the rest of the conference.</i>
<b>9:30 – 10:10</b>	<b>Keynote Address</b> <i>Bi Qi, CTO, China Telecom Beijing Research Institute</i>  <i>The outlook for 3G mobile data in China and the prospects for emerging LTE technology. The speaker will address the role the Chinese wireless industry plays in the global mobile technology market.</i>
<b>10:10 – 10:30</b>	<b>Platinum Sponsor Address</b> <i>Huawei</i>  <i>In this prestigious opening session a platinum sponsor will have the opportunity to present its vision for the growing mobile communications industry. The sponsor keynote will highlight examples of successful services and technology development strategies for mobile operators in which it has been involved.</i>
<b>10:30 – 11:00</b>	<b>Break</b>
<b>Growth Strategies for Mobile Data</b>	
<b>11:00 – 11:30</b>	<b>Analyst Outlook: Success Strategies for 3G Data</b>  <i>Gabriela Baez Managing Director, Global Research &amp; Consulting Pyramid Research</i>  <i>Drawing on work developing and analyzing mobile data strategies for mobile operators worldwide, Pyramid Research will present</i>

	<i>examples of best practices for increasing 3G data revenues in different market contexts.</i>
<b>11:30 – 12:30</b>	<p><b>Panel Session</b></p> <p><b>Moderator:</b>  <i>Gabriela Baez Managing Director, Global Research &amp; Consulting Pyramid Research</i></p> <p><b>Panelists:</b>  <i>Dan Bantukul, Principal Engineer, Office of the CTO, Tekelec</i></p> <p><b>Monetizing the Network: The Applications &amp; Services Opportunity in 3G &amp; LTE</b></p> <p><i>Widespread deployment of 3G networks underpins the innovation currently occurring in mobile Internet applications and services, creating tremendous opportunities for operators, developers, content providers, and device makers. Combined with open network APIs, subscriber data management, policy tools, and business model innovation, this session will examine the fundamental links among service innovation, the capabilities of today's 3G networks, and emerging all-IP 4G technology.</i></p>
<b>12:30 – 2:00</b>	<b>Lunch &amp; Displays</b>
<b>The Global Reach of LTE</b>	
<b>2:00 – 2:10</b>	<p><b>Analyst Introduction: Is LTE the New GSM?</b></p> <p><i>Patrick Donegan, Senior Analyst, Heavy Reading</i></p> <p><i>To open the afternoon session, Heavy Reading analysts will examine the status of LTE technology and position it in the wider market context with a focus on the potential for LTE to become the first truly global mobile broadband standard.</i></p>
<b>2:10 – 2:40</b>	<p><b>Operator Presentation</b></p> <p><i>Huang Yuhong, Director Department of Wireless Communication, China Mobile Research Institute</i></p> <p><i>These presentation slots provide the opportunity for the Chinese operator to discuss key aspects of the TDD- LTE ecosystem and how to establish a global scale for TDD-LTE.</i></p>
<b>2:40 – 3:00</b>	<p><b>Platinum Sponsor Address</b></p> <p><i>In this prestigious opening session a platinum sponsor will have the opportunity to present its vision for the growing mobile communications industry. The sponsor keynote will highlight examples of successful services and technology development strategies for mobile operators in which it has been involved.</i></p>

3:00 – 4:00	<p><b>Panel Session</b></p> <p><b>Moderator:</b> <i>Gabriel Brown, Senior Analyst, Heavy Reading</i></p> <p><b>Panelists:</b> <i>Michael Zhang, Director, Lab DOCOMO</i></p> <p><i>This panel session, moderated by Heavy Reading, will discuss the attributes of emerging TDD-LTE technology and investigate potential deployment options for TDD-LTE in China and around the world. Subject matter will include capturing scale economies through common FDD/TDD infrastructure and device chipsets; macro and small cell deployment options; and the potential to create a global TDD-LTE ecosystem at 2.3 GHz.</i></p>
4:00 – 4:15	<b>Break</b>
4:15 – 4:45	<p><b>Panel Session - Optimizing Investment in Multi-Standard Radio Access Networks</b></p> <p><b>Moderator:</b> <i>Patrick Donegan, Senior Analyst, Heavy Reading</i></p> <p><b>Panelists:</b> <i>Henry Ye , R&amp;D Director , Hong Kong Applied Science and Technology Research Institute (ASTRI)</i></p> <p><i>This session will discuss how operators can best support multi-technology radio access networks and debate the benefits and trade-offs associated with “Overlay” and “Single RAN” approaches to managing 2G, 3G, and LTE. Panelists will be invited to discuss the value of multi-standard base stations and controllers, software-defined radio heads, smart/active antenna technology, and cell site solutions that enable operators to reduce the overall cost of ownership of converged radio access networks.</i></p>
5:45 – 6:15	<p><b>Technology Spotlight Sessions (Sponsored) – 2x15 minutes</b></p> <p><i>These presentation slots provide the opportunity for sponsors to demonstrate leadership in converged RAN technology and deliver products that reduce opex and future-proof investment in cell site hardware.</i></p>
6:15 – 7:15	<b>Cocktail Reception</b>
<b>DAY 2</b>	<b>Mobile Backhaul: The TDM to Packet Transition</b>

<b>9:00 – 9:10</b>	<b>Key Enablers for Packet Backhaul</b>  <i>Patrick Donegan, Senior Analyst, Heavy Reading</i>  <i>To open the second day of the conference Heavy Reading analysts will provide an outlook on how carriers are progressing in deploying new packet backhaul services out to the cell site, the rate at which this is scaling, and the impact this is having on mobile broadband network evolution and, ultimately, on operator profitability.</i>
<b>9:10 – 9:50</b>	<b>Operator Presentation</b>  <i>Mupiao-Shih, President, Chunghwa Mobile</i>  <i>This invitational session provides an operator from a 3G operator the opportunity to discuss the services and market development strategies that have proven a success in their network.</i>
<b>9 : 50-10 : 10</b>	<b>Technology Spotlight Session - Inventing the Intelligent Mobile Internet</b>  <i>Frank Wu, Solutions Sales Manager, Tellabs</i>  <i>The accelerating pace of 3G and 4G technology adoption is moving telecommunications from the voice era to the age of data services. While data traffic is booming, CAPEX has increased sharply, and revenue growth is flat. The intelligent mobile internet is an idea whose time has come. We have developed solutions that help wireless operators reduce the gap between revenue expectations and data traffic growth by enhancing the intelligence of the network, to inspect and manage customer traffic and behavior. Our solutions extend current 3G technologies and open a window to new business models for future 4G technologies.</i>
<b>10:10 – 10:40</b>	<b>Panel Session - Overcoming the Scale Challenge in the Transition to Packet Backhaul</b>  <b>Moderator:</b> <i>Gabriel Brown, Senior Analyst, Heavy Reading</i>  <b>Panelists:</b> <i>Chen Jinqiao, Deputy Chief Engineer, China Academy of Telecommunication Research of MIIT</i>  <i>Technology alignment, vendor interoperability, manageable OA&amp;M, and end-to-end IP networking smarts are just four factors affecting an operator's ability to migrate from supporting a few hundred cell sites with packet backhaul to several thousands. This panel, moderated by Heavy Reading, will asses what's required from an operational perspective, in terms of both organizational processes and product capabilities, to ensure that the transition to IP in the backhaul network can scale rapidly and cost-effectively.</i>
<b>10:40 – 10:55</b>	<b>Break</b>

<b>10:55 – 11:55</b>	<p><b>Panel Session – New Backhaul Challenges With LTE</b></p> <p><b>Moderator:</b> <i>Patrick Donegan, Senior Analyst, Heavy Reading</i></p> <p><b>Panelists:</b> <i>Ranjit Kumar Karna Engineer, Performance and Quality, Ncell (Nepal)</i></p> <p><i>The X2 interface, new security risks, and the potential need for phase synchronization are just three features of the LTE standard that generate different requirements in the way backhaul is delivered and managed in LTE as compared with 3G. This panel will debate how operators should be building LTE design requirements into their existing backhaul networks and how much of what's in the ground for 3G can be reused.</i></p>
<b>11:55 – 12:25</b>	<p><b>Technology Spotlight Sessions (Sponsored) – 2x15 minutes</b></p> <p><i>These presentation slots provide the opportunity for sponsors to discuss LTE backhaul and how next-generation requirements can be supported cost-effectively by carriers seeking to introduce LTE alongside widely deployed 3G networks.</i></p>
<b>12:30 – 2:00</b>	<b>Lunch &amp; Displays</b>
<b>Mobile Packet Core: Towards EPC &amp; the All-IP Network</b>	
<b>2:00 – 2:30</b>	<p><b>Trends in Mobile Packet Core</b></p> <p><i>Gabriel Brown, Senior Analyst, Heavy Reading</i></p> <p><i>Drawing on exclusive in-house research, Heavy Reading analysts will introduce key trends in the packet core market, highlight operators' emerging product requirements, and look at the role packet core plays in monetizing network investment.</i></p>
<b>2:30 – 3:00</b>	<p><b>Operator Presentation</b></p> <p><i>James Jeng , Chief Technology Officer and COO of Household Business Group , Tai Wan Mobile</i></p> <p><i>An operator will address key requirements of the packet core and the migration to an Evolved Packet Core (EPC) infrastructure capable of supporting 3G and LTE on a common core network.</i></p>
<b>3:00 – 4:00</b>	<p><b>Panel Session – The Evolution of the Mobile Packet Core</b></p> <p><b>Moderator:</b> <i>Gabriel Brown, Senior Analyst, Heavy Reading</i></p> <p><b>Panelists:</b> <i>Dan Bantukul, Principal Engineer, Office of the CTO, Tekelec</i> <i>Yang Hua, secretary-general, TDIA</i></p>

	<p><i>The transition towards EPC with LTE will create a single packet core for voice and data services. This session will look at the composition of the new architecture, the implications for how overall traffic and specific applications in the network are managed, and the prospects of elements of the EPC starting to be distributed out from the core to the edge of the network over time.</i></p>
<b>4:00 – 4:15</b>	<b>Break</b>
<b>Backhaul &amp; Core Convergence</b>	
<b>4:15 – 5:15</b>	<p><b>Panel Session – Making Sense of Backhaul &amp; Core Convergence</b></p> <p><b>Moderator:</b>  <i>Patrick Donegan, Senior Analyst, Heavy Reading</i></p> <p><b>Panelists:</b>  <i>Henry Ye , R&amp;D Director , Hong Kong Applied Science and Technology Research Institute (ASTRI)</i></p> <p><i>This sponsored panel session, moderated by Heavy Reading, will investigate where, how, and why, it makes sense to align packet backhaul and packet core technology strategies. The counter-argument, that backhaul/core convergence is more an engineer's fantasy than operational reality, will also be discussed.</i></p>
<b>5:15 – 5:45</b>	<p><b>Technology Spotlight Sessions (Sponsored) – 2x15 minutes</b></p> <p><i>These presentation slots provide the opportunity for sponsors to feature key innovations and features of new-generation packet core platforms. Potential subject areas include: using EPC to monetize the network and applications; migration to EPC from a 2G/3G core; packet gateways and Internet offload; and end-to-end QOS in all-IP networks.</i></p>
<b>5:45 – 6:00</b>	<p><b>Conference Wrap-Up</b></p> <p><i>The organizers will summarize the event and synthesize some of the findings and debating points from the earlier sessions.</i></p>