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China Mobility International Summit 2007

**8th Annual China Wireless & Mobile Industry Gathering
第八届中国无线移动通信国际论坛
www.China-Mobility.com**

◆ 11 & 12 July 2007, China World Hotel, Beijing, China ◆

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• Summit Highlights

The new name (previously the China 3G Mobile International Summit) reflects the Summit's comprehensive and forward looking focus on wireless broadband and mobility independent of any particular technology including:

- **Network evolution** and **service strategies** of China's key operators
- **TD-SCDMA's** emerging role and co-existence with **enhanced 3G** technologies such as **HSPA** and **EV-DO**
- Prospects for **wireless broadband**, **WiMAX**, **McWiLL** and emerging initiatives for **4G**
- Evolving operator **business models** for multimedia **mobile content** and **value added services**
- How innovations in **chipsets** and **wireless devices** are driving new service opportunities
- The future for **IMS**, **FMC** and **multi-play** service opportunities in China
- **Mobile TV**, **Music** and **Entertainment** prospects and opportunities
- Next generation industry structure – **Mobile Advertising** and **Mobile Internet** players
- Foreign operator keynotes and **case studies**

**Simultaneous
interpretation
for all delegates**

• China's largest international wireless & mobile industry gathering

Join more than 500 participants from the leading operators and service providers, infrastructure providers, chipset suppliers, mobile phone developers, content providers and application developers from China and around the world. Over 2 days, China Mobility:

- **Delivers** unrivalled networking and business prospects in the world's largest mobile and wireless market
- **Focuses on** China's operator priorities and industry development needs
- **Attracts** senior executives from China's fixed and mobile operators
- **Is the official government and operator supported event in China**

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Confirmed speakers to-date include:

Chinese Ministry, leading Chinese and Foreign operators



- Xie Feibo
Deputy Director General
Bureau of Radio Regulation, MII



- Wang Lian
Director General
Department of Science and Technology, SARFT



- Zhao Huiling
Vice President
Beijing Research Institute, China Telecom



- Wu Chunlei
Chief Executive Officer
Dragon New Media



- Daisuke Mitani
Consumer Business Strategy Division
KDDI



- Dr. Liang Wu
Executive Vice-President, Emerging Technologies
PCCW, Hong Kong



- Dr. Mike Robey
Executive Director, Mobile Consumer Strategy,
Consumer & Marketing
Telstra



- Angela Bitetto
Mobile Multimedia Content &
Services Management
Wind Telecomunicazioni, Italy



- Song Wang
Head of IPNS R&D Unit, Research &
Development Beijing
France Telecom



- Senior Executive
NTT DoCoMo

Industry organisations and wireless technology experts



- Dongming Zhang
Research Director
BDA China



- David Artero
Senior Associate
Booz Allen Hamilton



- Dr. Chungming An
Vice President
CDMA Development Group (CDG)



- William Ho
Vice President, General Manager of China Service
Provider Mobile Operations
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Consulting Director, Asia Pacific
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- Jean-Pierre Bienaimé
Chairman
UMTS Forum



- Xiao Li
China Representative
Wi-Fi Alliance



- Jeanine Vos
Head of IP Regulation
GSM Association



- Paul Wuh
Senior Vice President, Asian Telecom
Equit Research
Lehman Brothers Asia



- Mark Natkin
Managing Director
Marbridge Consulting

Morning Plenary - Mobile Network Evolution and Service Strategies in China

- 1.1 Welcome and opening ceremony
- 1.2 Minister's opening presentation
- 1.3 Radio spectrum planning and management for future wireless broadband in China

China's mobile operator strategies and the role for TD-SCDMA

- 1.4 **Operator** Operator business and technology strategies in China - Mobile network evolution and next generation services
 - China Mobile's perspective
 - China Unicom's perspective
- 1.5 TD-SCDMA update and future directions
 - Potential deployment scenarios
 - Network infrastructure development and evolution
 - Handsets and wireless devices

Foreign operator and industry keynotes - Mobile and wireless broadband experiences, next generation planning and future vision

- 1.6 The future of wireless communications - Emerging next-generation architectures and services
- 1.7 **Operator** How foreign operators are driving growth and penetration of enhanced 3G mobile services
 - Revenue growth opportunities
 - New directions in services innovation
 - Profit margins and competition
- 1.8 **Discussion Panel** Plenary Discussion Panel - Capturing value in the network
 - Access competition
 - Fixed-mobile convergence
 - Enterprise communications
 - The future of devices and handsets
 - How will these transform the industry in the next 5-10 years?

Lunch

Afternoon Track A - Opportunities for Cellular Network Enhancement and Evolution

Realizing the potential of enhanced 3G technologies

- 2.1 HSPA / W-CDMA global deployment update
 - Network strategies
 - Services and applications driving revenue growth
- 2.2 **Operator** HSPA experiences with deployment and commercial services - Including operator case studies
- 2.3 Lessons from TD-SCDMA trials experiences and future directions - Operator deployment considerations
 - TD-SCDMA evolution from single-mode to dual-mode
 - Interoperation with other networks
 - LTE TDD prospects

Exploring evolutionary roadmaps and future opportunities

- 2.4 Standards for 3G long term evolution and the emerging IMS story
 - The central role of 3GPP in developing common IMS standards
 - Outlining the responsibilities of the various organizations involved in mobile fixed convergence
 - Status check on where IMS is today (standardization, implementation, testing and other issues)
 - What is planned for 3GPP Release 8 and beyond?
- 2.5 The Technology Evolution Framework (TEF) for CDMA and Ultra Mobile Broadband (UMB) - 3PP2 initiatives
 - Opportunities in combining key aspects of CDMA, TDM, LS-OFDM, OFDM, and OFDMA into a single air interface
 - Implications for next-generation systems
- 2.6 Next Generation Mobile Networks (NGMN) - The way forward and challenges for the mobile industry
- 2.7 **Discussion Panel** Discussion Panel - Maximizing the potential of enhanced cellular 3G technologies
 - Wireless broadband networks and services
 - Multi-band network and terminal issues

Close of Track A, Day One

Afternoon Track B - Maximizing Revenue Generation with Premium Services and Applications

Operator strategies for success in mobile multimedia services

- 3.1 **Operator** The operator's role in multimedia mobile content - Opportunities and evolving business models
- 3.2 Mobile entertainment today and tomorrow - Drivers in China's mobile market
 - Business cases for mobile music, TV and games
 - Convenience, personalization and social interaction

Innovation in wireless devices and chipsets driving new services

- 3.3 Building customer value with next generation smart phones and semiconductor innovations
 - Mobile devices driving the future of convergence
 - Impact of SoC initiatives on network and handset economics
 - HD-SIMs and enhanced memory for more secure content services and enhanced over the air delivery
 - Next generation operating systems and innovative user interfaces

Maximizing opportunities from mobile TV, music and entertainment

- 3.4 Building a "safer" content rights (intellectual property) environment with inbuilt DRM standards for content based services and mobile TV broadcasting - Including an update on mobile TV standardization for China
- 3.5 Status and trends in mobile TV planning and deployment
 - Consumer demand and working business models
 - Results and experiences from trials around the world
- 3.6 Market trends in mobile TV development and deployment
 - Consumer demand and working business models
 - Results and experiences from trials around the world
- 3.7 The enterprise segment and enterprise mobility - What are the opportunities for telcos?
- 3.8 **Discussion Panel** Discussion Panel - Future directions, roles and strategies for telecom operators in the content, media and entertainment ecosystem
 - Creating new revenue streams and evaluation of profit potential

Close of Track B, Day One

Morning Plenary - Network Evolution and Service Strategies in China (continued)

China's fixed operator wireless network and service strategies

- Operator**
- 4.1 China fixed operator planning for wireless broadband and mobility services
- China Telecom's perspective
 - China Netcom's perspective

The future for IMS, FMC and multi-play service opportunities

- Operator**
- 4.2 IMS as the point of convergence - Delivering true personalization, security and mobility to fixed and mobile broadband communications
- Motivation, architecture and applications
 - Evolution of service delivery platforms
 - Operator directions to date
- 4.3 FMC / IMS and multi-play - Service models to maximize the mobility premium
- Realizing value with the multi-play mix
 - Enhanced voice and music
 - Imaging and video services
 - Home gateway initiatives
 - Personal and corporate data management
- 4.4 Fixed line operators ambitions in the wireless world - Challenges of fixed and mobile convergence

Wireless broadband operator strategies and emerging visions of 4G

- Discussion Panel**
- 4.5 Evolving wireless broadband strategies and ecosystem development
- China developments with McWiLL (Multicarrier Wireless Local Loop) for high speed applications
 - WiMAX and WiBro - Foreign fixed and mobile operator strategies
 - Vision and usage models compared with other data service technologies
- 4.6 Defining and standardizing 4G - Long-range planning for ultra broadband access, connectivity, convergence and mobility
- 4.7 Discussion Panel - WiMAX, Wi-Fi and 3G UMTS coexistence in hybrid networks
- What new possibilities do these technologies bring to mobile and broadband operator strategies?
 - Wireless broadband user devices - Directions, strategies and challenges
 - Prospects for a future of ubiquitous broadband and seamless connectivity

Lunch

Afternoon Plenary - Mobile Internet, Web Services & Next Generation Applications

Opportunities in the emerging broadband mobile Internet marketplace and ecosystem

- 5.1 Transforming the mobile web - Emerging opportunities and markets in wireless
- How mobile search can accelerate mobile Internet development in China
- Unique characteristics of China's mobile Internet market
 - Opportunities and challenges
 - How mobile search can accelerate mobile Internet development
 - Glimpse into next stage of mobile Internet services in China
- 5.2 Web 2.0 meets mobile phones - Personalizing the entire user experience
- Delivering unique services including mobile search and advanced messaging
 - Implications of developments towards Web 3.0
- 5.3 Next generation industry structure - Prospects for mobile advertising and ad-funded content and services
- 5.4 The role for UMA services and multi-mode devices
- Unlicensed spectrum's role in high-bandwidth access
 - Opportunities with 802.11n and 802.11s (mesh networks)
 - Wireless enterprise applications including Wi-Fi / NFC / UWB co-existence
 - Prospects and implications of VoWiFi

Enabling technologies for a new generation of value added mobile services

- 5.5 Near Field Communications (NFC) opportunities in short-range wireless
- Applications experiences to date with mobile payments, ticketing and local sharing
- 5.6 New horizons with Radio Location Network-based LBS and GPS
- Enhancing mobile services via context awareness
- 5.7 Maximizing revenue through mobile application and services
- How China's mobile application industry will transform into web 2.0
 - What's the impact of mobile community and social networking to the upcoming mobile advertising wave
 - International case studies - What is working from abroad
 - Who is doing what and what is the winning strategy in China's dynamic market place
- Discussion Panel**
- 5.8 Discussion Panel - How will revenue-generating opportunities evolve in the future world of global broadband mobility?
- Impact on today's industry structure: evolution or revolution?
- 5.9 Special Closing Presentation - Vision, planning and strategies for a wireless and mobile Olympics 2008 in Beijing

Close of China Mobility Summit 2007



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- CEOs, CTOs and Senior Directors from Telecom Operators in China and overseas
- Senior Management from Manufacturers, Technology Developers and Service Providers
- Marketing and Business Development Directors from the above
- Investors, Venture Capitalists, Private Equity and other Financiers
- Industry Advisors and Analysts

China Mobility International Summit is the largest international wireless and mobile business gathering in China. This annual Summit has top level government and industry support, being endorsed by the MII and supported by all of China's mobile and fixed operators.

Don't miss out on this golden opportunity to display and demonstrate your products and services in the largest and fastest growing wireless and mobile market in the world. Senior Sponsors in 2006 included Accenture, Alcatel Shanghai Bell, Motorola, NEC, Nokia, Qualcomm and Siemens. Contact **Charlotte Chan (Chen Pei Fang)** NOW to join them this year, **+852 2531 6112 / +86 10 6539 1012** or **cchan@BeaconEvents.com**.

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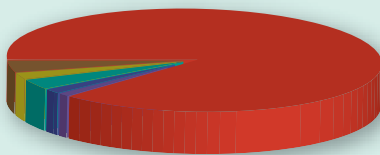
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Delegate profile of China 3G Mobile International Summit 2006 (total delegate*: 662)

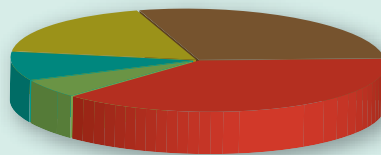
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China - Mainland	87.92%
China - HK & Taiwan	3.78%
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Europe	3.32%
North America	1.51%
Rest of World	1.05%



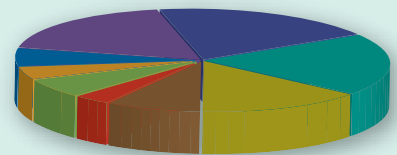
By Business Nature

Operators	38.37%
Vendors	28.85%
Government	17.98%
Media	9.21%
Others	5.59%



By Job Title

Chairman / President / CEO / MD	3.47%
CTO / Chief Engineer	8.46%
Vice President/ General Manager	14.65%
Director	19.64%
Manager	19.34%
Engineer / Specialist	18.43%
Academic / Professor / Consultant	5.74%
Reporter / Editor	4.23%
Others	6.04%



* Exclude exhibitors & visitors

Industry comments on our previous China Summits

"The Summit explores the planning and development of China 3G mobile networks; enhances networking and communication between vendors, operators and end users."

China United Telecom Corp

"Very comprehensive and rich content in the program agenda covering government policies and new technology initiatives from both vendors and operators. Good to hear many operators share their first-hand experiences of network deployments and business cases."

Qualcomm

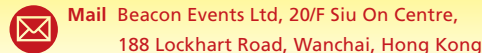
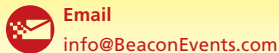
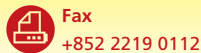
"Addressed hot topics about the mobile industry. Lively presentations by industry experts. Very Convincing."

China Telecom Beijing Research Institute

"Views and perspectives of both operators and vendors were well presented providing good insights to the industry."

UP Technologies China

China Mobility International Summit 2007, 11 & 12 July 2007



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30% discount is offered to Chinese telecom operator*	Register before 15 June 2007	Register after 16 June 2007
Chinese delegate*	RMB 11,995*	RMB 13,495*
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* For Chinese nationals in mainland China only; fee is subject to 5.5% Chinese business tax
Admittance will only be permitted upon receipt of full payment; US\$150 surcharge will be collected for on-site registrations

All discounts can only be applied at the time of registration and discounts cannot be combined. In the event that more than one discount is applicable, delegates will receive the discount with the highest value. All discounts are subject to approval. Please note the conference fee does not include travel or hotel accommodation costs.

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