Updated programme now!

Optimizing network capacity to meet the demands of next generation services

3 - 5 March 2009, Hong Kong

Organized by:

Supporting Associations:

Metro Ethernet Forum

Media Partners:

1. Learn from the backhaul upgrade experiences of pioneering international operators
2. Receive comprehensive analysis on the very latest IP-based backhaul technologies
3. Uncover solutions for maintaining legacy voice and data services over an all-IP architecture
4. Find the best backhaul transport media for your network: Wireless, fibre, copper, satellite
5. Meet and network with the leading experts in mobile backhaul

Recognized backhaul experts on the programme include:

- Richard Moss, General Manager, Business Continuity, Security & Governance
  BT ASIA PACIFIC
- Arnaud Cauvin, Mobile Backhaul Project Manager
  FRANCE TELECOM/ORANGE
  Optimized Backhaul Project Leader
  NEXT GENERATION MOBILE NETWORKS (NGMN)
- Data Sharan Mishra, Head Technology & Network Department
  QTEL
- Kurt Schmid, Head of Wireless Access Platforms
  SWISSCOM
- Roberto Micali, Optical Networking and Planning
  TELECOM ITALIA
- Alon Bassman, Vice President, Asia-Pacific Sales
  ACTELIS NETWORKS
- Aviv Ronai, Chief Marketing Officer
  CERAGON NETWORKS
- Ariel Shuper, Vice Chairman, Application Technical Committee
  IP/MPLS FORUM
- Philip Gapuz Te, President and CEO
  LUXONUS
- Kevin Vachon, COO
  METRO ETHERNET FORUM (MEF)
- Matt Walker, Principal Analyst
  OVUM
- Wong Kian Soon, Regional Technical Architect
  TELLABS

5 key reasons to attend

www.MobileBackhaulAsia.com
Find solutions to the business critical backhaul bottleneck at Asia’s only mobile backhaul dedicated conference.

Meeting the backhaul challenge
• Will your current backhaul networks be able to support bandwidth-hungry 3.5G and 4G services?
• Will your network be able to backhaul high-speed packet-based data and legacy “cash cow” TDM voice services simultaneously?
• Would you like to increase backhaul capacity without increasing backhaul costs?
• Are you looking for low-cost backhaul transport solutions that meet the needs of your region’s geography?
• Do you want to beat your competitors in terms of price, QoS, reliability and network survivability?

Mobile Backhaul Asia will bring together pioneering mobile operators and leading technology providers to explore solutions to future-proof your backhaul networks, minimize OPEX and maximize the profitability of next generation high speed mobile services, while maintaining the QoS of legacy voice services.

Who should attend?
This conference will benefit Telecommunications • Gaming • Retail • Transport and logistics • Mining and energy • Legal, anti-corruption and ethics • Real estate and facilities

Support from strategic partners -- industry associations and leaders, government organizations, media and publications -- make our events the not-to-be-missed industry gatherings for intelligence, business development and networking.

Some of its successful annual series of telecom events include:
1. 13th Annual Mobility World Congress www.mobilityworldcongress.com
2. 9th Annual China Mobility International Summit www.china-mobility.com
4. 14th Annual India Telecoms International Summit www.india-telecoms.com


Beacon Events, previously Institute for International Research (IIR) Asia, is an international business services company focused on conferences, exhibitions and management training. Beacon Events has an expanding portfolio of large-scale events which cope with the challenges arising from different business communities:

Programme at a glance

Conference Day Two – Thursday 5 March 2009
Disaster planning, security and resilience of backhaul architectures
Transport media for mobile backhaul
• Fibre • xDSL • Wireless • Satellite • Copper
Femtocells: Reducing backhaul volumes and costs
Strategies for outsourcing backhaul
Migrating to all-IP: Upskilling staff and organizational change considerations

Pre-conference workshops – Tuesday 3 March 2009
Workshop A: Deploying IP-based backhaul
Workshop B: Ethernet-based mobile backhaul

Conference Day One – Wednesday 4 March 2009
Key drivers and business cases for backhaul network investment
Backhauling 3.5G and beyond
• Backhaul for HSxPA
• Planning backhaul for LTE
Ethernet IP for backhaul
• Assessing IP/MPLS as a backhaul solution
• Pseudowires to support legacy TDM on Ethernet/IP infrastructure
• Migration strategies to IP/Ethernet backhaul: Overlay, Hybrid, or all-IP

Date
AM
PM

Telecoms Operators
Chief Technology Officer
Head of Transmission
Head of Network Planning
Head of Wireless Access Platforms
Head of Optical Networking
Head of IP Transport
Head of Network Architecture & Engineering
Head of Transport Strategy

Infrastructure Solutions Vendors
Business Development Director
SVP Marketing
SVP Product Development
Director of Sales APAC
Director of Transport Solutions
Architect IP Networks

Network Strategy Consultants

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Metro Ethernet Forum

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11:45
Carrier Ethernet solutions for mobile backhaul

11:15
Morning refreshments and networking

10:35
SWISSCOM, Head of Wireless Access Platforms
Kurt Schmid
• Ensuring scalability and bandwidth on demand when user generated video?
• What will be the impact of HSUPA enabled services such as QoS?
• What backhaul solutions have been installed to cope with volumes?
• How has the deployment of HSDPA impacted backhaul challenges?

10:10
NEXT GENERATION MOBILE NETWORKS (NGMN)
Optimized Backhaul Project Leader
FRANCE TELECOM/ORANGE
Arnaud Cauvin, Mobile Backhaul Project Manager
• What impact will backhaul costs potentially have on the backhaul infrastructure?
• Converging legacy 2G/3G services and LTE on a common architecture?
• Exploring solutions for backhauling LTE and applications demand?
• How much backhaul capacity will LTE-supported services require?

09:45
• Transport media for backhaul: Fibre, copper or wireless – pros and cons
• Evaluating backhaul strategies employed around the world: HSPA vs. WiMAX
• How do the three potential strategies compare in terms of cost, future proofing and ease of implementation?

09:20
• Building a mobile backhaul infrastructure to future-proof services: User generated content, mobile TV/video, music, your network

09:00
Opening Remarks from Chair

08:00
Registration

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17:45
Closing remarks and end of day one
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<th>Topic</th>
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<td>10:05</td>
<td>BT Asia Pacific Security &amp; Governance</td>
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<td>10:30</td>
<td>Alcatel - Tom Spillane</td>
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<td>10:55</td>
<td>Hong Kong Telecommunications Users Group - Andy Yeung</td>
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<td>11:20</td>
<td>TELLABS - Wong Kian Soon</td>
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<td>11:45</td>
<td>CSR International - Dennis Chan</td>
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<td>12:05</td>
<td>China United Telecom - Jinghua Guan</td>
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<td>12:30</td>
<td>Provisioning rural cell-sites: Technical solutions for interoperability over existing copper infrastructure</td>
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<td>13:00</td>
<td>Lunch and networking</td>
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<td>13:30</td>
<td>Deploying multipoint mesh technologies to establish reliability and QoS with optical solutions?</td>
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<td>14:00</td>
<td>Panel discussion: Which transport media are the most appropriate for mobile backhaul in APAC?</td>
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<td>15:30</td>
<td>Satellite backhaul solutions for extending the reach of diverse geography and low population density</td>
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<td>15:50</td>
<td>Panel discussion: How does fixed WiMAX compare with wireless alternatives in terms of cost and performance</td>
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<td>16:20</td>
<td>Panel discussion: What does the move to all-IP mean for roles and relationships of the migration and reorganization within operators' network teams?</td>
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<tr>
<td>16:50</td>
<td>Panel discussion: Which transport media are the most cost effective and smooth migration?</td>
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<tr>
<td>17:20</td>
<td>Closing remarks and end of summit</td>
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Sponsorship Opportunities

In providing comprehensive coverage of all the latest development in Mobile Backhaul, Mobile Backhaul Asia is Asia's first focused Mobile Backhaul event which will allow you to meet all the key players under one roof, saving you and your organization valuable time and resources!

A limited number of high profile speaking, promotional and networking opportunities are available for you to maximize your exposure. Don't miss this exclusive opportunity to promote your organization's expertise and service offerings to an audience of senior-level Asian and global industry executives, including an unrivalled mix of operators, government officials, vendors, associations and press & media.

If you would like further information on our sponsorship packages, please contact John Hodgkins on +852 2531 6178 or jhodgkins@BeaconEvents.com.

Actelis Networks® is the leading provider of Carrier Ethernet over Copper™ solutions for telecom service providers and enterprises worldwide. Our Ethernet in the First Mile (EFM) products are already deployed in more than 35 countries worldwide by more than 150 service providers. Built on our award-winning EFMplus™ technology, Actelis' Ethernet access devices, aggregation switches, and repeaters enable service providers to extend Ethernet networks beyond the fiber footprint by leveraging their copper facilities, delivering a fiber-like experience of resilient, symmetrical 100 Mbps of carrier-class Ethernet services. Learn more at www.actelis.com.

Ceragon Networks Ltd. (NASDAQ/TASE: CRNT) is a leading provider of high-capacity Ethernet and TDM wireless backhaul solutions for cellular and fixed wireless operators, enterprises and government organizations. Ceragon's FibeAir® product family offers scalable solutions for wireless transport of broadband services. Operating across multiple frequencies for IP and SONET/SDH protocols, FibeAir systems support the emerging needs of next-generation networks that are evolving to all-IP based services. Ceragon leads the market in IP backhaul, offering a unique, native IP solution that provides the efficient, robust connectivity required for next generation mobile, WiMAX, LTE and converged networks. More information is available at www.ceragon.com.

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Pre-conference Workshops – Tuesday 3 March 2009

Workshop B (14:00 - 17:00)

Ethernet-based mobile backhaul

Participating Sponsors

Details to follow shortly

Carrier Ethernet's attributes are ideally suited to meet the high growth demand for mobile backhaul capacity without the penalty of high cost that has caused such an impasse for legacy networks. The MEF is the defining body for Carrier Ethernet and has taken the leading role in its rapid worldwide growth.

Topics to be discussed:

• Ethernet-based mobile backhaul - Service provider drivers and challenges
• Ethernet-based mobile backhaul - An MEF perspective
• Panel discussion: Ethernet-based mobile backhaul for GSM/UMTS networks
• Panel discussion: Ethernet-based mobile backhaul for CDMA/EVDO networks

Workshop A (09:30 - 12:30)

Deploying IP-based backhaul

Led by:

Metro Ethernet Forum


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Main Conference (4 & 5 March 2009)
Pre-Conference Workshops (3 March 2009)

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. Early bird rates are contingent upon payment being received within 14 days from the registration date.

Cancellation: Should you be unable to attend, a substitute delegate is always welcome at no extra charge. We can also provide a credit note for attendance at any future event. Alternatively, a 50% refund will be provided for cancellations received in writing (letter or facsimile) no later than four weeks prior to the event (31 January 2009); thereafter we regret no refunds can be made.

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