10th Annual Global Wireless Business Gathering

3G WORLD CONGRESS & EXHIBITION 2005

New Business and Technology Strategies for the Mobile Future

14 - 18 November 2005

Hong Kong Convention & Exhibition Centre

WORLD CONGRESS & EXHIBITION™

#1 event in Asia for the global mobile and wireless industry

Leading mobile and wireless operators:

Peter Wong
CEO
3 Hong Kong

Adel Bazerghi
Vice President
Bell Mobility,
Canada

Steven Evans
CEO
BT Mobile, UK

Karan Ponnudurai
Vice President
Celcom Malaysia

Matthew Willsher
COO
Hong Kong CSL

Dr. Hideo Okinaka
Vice President,
Office of CTO
KDDI, Japan

Neil Montefiore
CEO
MobileOne,
Singapore

Dr. Boris Nemsic
CEO
Mobilkom Austria

Dr. Mitja Stular
UMTS Project Director
Mobitel Slovenia

Karel Pienaar
CTIO
MTN Group
South Africa

Takeshi Natsuno
SVP & MD,
Multimedia Services
NTT DoCoMo, Japan

Andreas Pfisterer
Director - IS Delivery
O2 Germany

Philippe Lucas
Director of Standards
Orange, UK

Dr. Liang-Tai Wu
EVP, Emerging
Technology
PCCW, Hong Kong

Gil Sharon
CMO
Pelephone, Israel

Kiskenda Suriahardja
President Director
& CEO
PT Telkomsel, Indonesia

Dr. Wonsuk Chung
Director, Head of Terminal
Development Team 2
SK Telecom, South Korea

Greg Young
CTO - Corporate
Tata TeleServices,
India

Matthew Owen
Project Manager Convergent
Billing IT
TDC Switzerland (sunrise)

Gianluca Zaffiro
Project Manager, Business
Applications & Services
Telcom Italia Lab, Italy

Eric Hamilton
CTO
Unwired Australia

Roberto Lima
President & CEO
VIVO, Brazil

Simon Rees
Technology Strategy
Vodafone Ireland

Harri Koponen
CEO
Wataniya Telecom,
Kuwait

Wireless technology industry leaders:

Arjang Zadeh
Managing Partner, Global
Network Practice,
Communications & High
Tech Operating Group
Accenture

Luc Seraphin
Global Head of Mobility
Agere Systems

Marc Rouanne
COO, Mobile
Communications Group
Alcatel

Massimo Migliuolo
VP, Worldwide Mobile
Operations
Cisco Systems

Carl-Henric Svanberg
President & CEO
Ericsson

Shunmao Zhang
Senior Vice President &
President of Wireless Networks
Huawei Technologies

Dr. Jeong Kim
President, Bell Labs
Lucent Technologies

Adrian Nemcek
President, Networks Business
Motorola

Yukitsuna Furuya
Chief Engineer (CTO),
Mobile Business Unit
NEC

Bill Owens
Vice Chairman & CEO
Nortel

Dr. Paul Jacobs
CEO
Qualcomm

Christoph Caselitz
President, Mobile Networks
Siemens Communications

Innovators from mobile content and entertainment:

William Volk
CEO
Bonus Mobile
Entertainment

Ted Cohen
Senior Vice President
EMI Music

Lorane Poersch
President & CEO
Crazyfunbabe

Chi Young Kwack
Chairman
Korea Location Information
& Communications

Gilles Babinet
CEO
Musiwave

Dr. Young-Kil Suh
President & CEO
TU Media, Korea

Explore key business, technology, operational and service issues:

- Development vision for the mobile and wireless industry
- Operator business and service strategies for competitive advantage in a 3G world
- Radio and core network infrastructure enhancement and evolution
- New markets in advanced handsets, wireless devices and semiconductor chipsets
- Business and regulatory strategies for beyond 3G
- Planning for HSDPA networks and UMTS evolution
- CDMA2000 as a broadband access technology
- Prospects for TD-SCDMA networks and applications
- Mobile TV business models, technologies and strategies
- Delivering mobile content, gaming and entertainment over 3G
- Wireless broadband access, convergence and integration including WiMAX and Wi-Fi
- Billing, payments, revenue assurance and customer strategies for business success
- Ensuring security and minimizing fraud in mobile networks
- Deploying innovative services and applications for enhanced revenue generation
- IMS motivation, architecture and applications for next generation networks
- Operational sourcing strategies for sustainable growth
- Business opportunities in China and Asian emerging mobile and wireless markets

Participating Companies & Organizations include:

3 Hong Kong
3G Association
3GPP
7 Layers
Accenture
Actix
Adaptix
Aepona
Aeroflex
Agere Systems
Airspan
Airvana
Alcatel
Alvarion
Analog Devices
Analysys Consulting
Anite Telecoms
Antenova
Anydata
Argent Networks
Argogroup
Aspects Software
Axesstel
BCGI
BDA China
Beep Science
Bell Mobility
Bonus Mobile Entertainment
BT
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Cerillion Technologies
Cetecom
Charlton Media Group
Chunghwa Telecom
CinemaElectric
Cisco Systems
City University of Hong Kong
Comba Telecom
ComputaMaps
Convergence Plus
CPS
Crazyfunbabe / KidsWebTv
CSG Systems
Dekolink
Deutsche Telekom Labs
Digit Wireless
Efforts Technology
Electronic Arts
Elektrobit
EMI Music
Empower Interactive
Ericsson
Esmertec
ETSI
European Commission
EZU Rentals
Finnish Pavilion
Fraunhofer Institute Fokus
Future Image
GBA
Green Tomato
GSA
Hantro
Hengxin Technology
Hong Kong CSL
Hong Kong Police Force
Huawei Technologies
Infineon Technologies
In-Fusio Asia
In-Stat
Intel
InterGrafx
Intervoice
Invest HK
IPv6 Forum
Irdeto
Kathrein
KDDI
Kingston
KLIC
LHS
Liberty Alliance
LightPointe Communications
Lucent Technologies
Mblox
McKinsey & Co.
Micromuse
Mobile Communications Int'l
Mobile Entertainment Forum
Mobile Media
MobileOne
Mobilkom Austria
Mobitel Slovenia
Motorola
M-Systems
MTN Group
Multiregional TransitTelecoms
Musiwave
NEC
Nextel
Nexus Telecom
Nortel
NTT DoCoMo
O2
Open Mobile Alliance
Openera Technologies
Orange
Orga Test Systems
OSIX
Ovum
PA Consulting Group
PCCW
Pelephone Communications
Portable Design China
Powerwave Technologies
Primezone
PT Indosat
PT Telkomsel
Qool Labs
Qualcomm
Questex
Radcom
Radvision
Redline Communications
RFI
Rohde & Schwarz
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Siemens Acceleration
Siemens Communications
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Telcordia Technologies
TDC Switzerland / sunrise
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TTA, Korea
TelecomTV
Telemates
TeleResources Engineering
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Unwired Australia
Venturi Wireless
Vivo
Vodafone Ireland
Wataniya Telecom
Warner Music
Wi-Fi Alliance
WiMAX Forum
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Zapp
ZT International
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CONGRESS - KEYNOTE PLENARY SESSION

SCHEDULE-AT-A-GLANCE

Monday 14-Nov

Open For Registration	8:00AM
Workshop 1: Understanding and planning for HSDPA networks and UMTS evolution	9:00AM - 5:00PM
Workshop 2: Security, fraud and forensics in mobile and wireless networks	9:00AM - 5:00PM

Tuesday 15-Nov

Open For Registration	8:00AM
Workshop 3: Business vision and leadership strategies for mature and emerging wireless markets 2005-2010 - 3G and beyond	9:00AM - 5:00PM (1.5 days)
Workshop 4: Convergence and the access network	1:00PM - 5:00PM
Workshop 5: CDMA2000 as a broadband access technology	9:00AM - 5:00PM
Workshop 6: IMS for next generation networks - Motivation, architecture and applications	9:00AM - 5:00PM
Forum 1: Exploring China's mobile and wireless industry, markets and future opportunities	9:00AM - 12:00PM
Forum 2: Operational sourcing strategies for sustainable growth - For CFOs / COOs	9:00AM - 5:00PM

Wednesday 16-Nov

Open For Registration	8:00AM
Forum 3: Understanding and planning TD-SCDMA networks and applications	9:00AM - 12:00PM
Forum 4: Asian emerging markets update - Key mobile and wireless business and industry growth opportunities	9:00AM - 12:00PM
Exhibition Opening Ceremony	10:30AM - 11:00AM
Exhibition Open	11:00AM - 6:00PM
Opening Plenary Session: President and CEO business visions and operator strategies	1:30PM - 6:30PM
Gala Cocktail Reception	

Thursday 17-Nov

Open For Registration	8:00AM
Exhibition Open	10:00AM - 6:00PM
Plenary Session: Focus on network infrastructure, wireless devices and semiconductor initiatives	9:00AM - 1:30PM
Concurrent Special Interest Sessions	2:30AM - 6:00PM
Track 1: New directions and opportunities for W-CDMA / HSDPA operators	
Track 2: New directions and opportunities for CDMA2000 / 1xEV-DO operators	
Track 3: Shaping new business and regulatory strategies for a global mobile future beyond 3G	
Track 4: Looking forward to mobile TV - Business models, technologies and strategies	
Special Forum: Profiting from the delivery of mobile content, gaming and entertainment over 3G	

Friday 18-Nov

Open For Registration	8:00AM
Exhibition Open	10:00AM - 4:00PM
Plenary Session: Focus on mobile services, content, communities and applications	9:00AM - 1:30PM
Concurrent Special Interest Sessions	2:30PM - 6:00PM
Track 1: Capitalizing on next generation smart phone and semiconductor innovations	
Track 2: Wireless broadband access and integration - WANs, MANs, LANs and PANs	
Track 3: Mobile IT, billing, payments, revenue assurance and customer strategies for business success	
Track 4: Deploying innovative services and applications for enhanced revenue generation	
Special Forum(continued): Profiting from the delivery of mobile content, gaming and entertainment over 3G	

WEDNESDAY, 16 NOVEMBER 2005

10:30am - 11:00am **Exhibition Opening Ceremony**

11:00am - 6:00pm **Exhibition Open**

1:30pm - 6:30pm **Opening Keynote Plenary**

OPENING CEREMONY AND WELCOMING REMARKS

Participants include:

Mike Rowse JP
Director-General of Investment Promotion InvestHK

Perry M. LaForge
Executive Director CDMA Development Group

Dr. Jing Wang
Secretary General TD-SCDMA Forum

Jean-Pierre Bienaimé
Chairman UMTS Forum

INDUSTRY CEO AND BOARD MEMBER KEYNOTE PRESENTATIONS

Vision for development of the mobile and wireless industry

Industry speakers:

Marc Rouanne
Chief Operating Officer Mobile Communications Group
Alcatel
(Roundtable)

Carl-Henric Svanberg
President & Chief Executive Officer
Ericsson

Adrian Nemcek
President, Networks Business & Executive Vice President
Motorola

Bill Owens
Vice Chairman & Chief Executive Officer
Nortel

Dr. Paul Jacobs
Chief Executive Officer
Qualcomm

Christoph Caselitz
President, Mobile Networks
Siemens Communications

"3G is the blueprint of new business and technology strategies for the mobile future"

topics for presentation and discussion:

1. **Vision for the future of mobile technologies, services and applications - How will enhanced mobility services and wireless broadband transform the customer experience?**
2. **Mobility and wireless strategies for mature and emerging markets - Which technologies and markets are the most promising in moving beyond 3G? - Key business directions in radio and transmission networks, mobile phones, semiconductors and related software**
3. **Prerequisites for successful operator and industry supplier relationships in the 3G era-What are the key trends in managed services and outsourcing?**
4. **The seamless operator: Ensuring next generation success - How do operators and end-users benefit? - Delivery of services over multiple access technologies - Why triple and quadruple play are just the beginning of the road to ultimate convergence**
5. **Realizing new business opportunities with next generation technologies and convergence - How will these transform the telecoms industry in the next 5-10 years?**

industry ceo roundtable discussion:

6. **Exploring key directions for profitable business growth**
   - What are the key future directions in mobile telecoms technology and manufacturing?
   - To what extent will new developments and the blurring of boundaries lead to a transformation of the telecom industry?

Did You Know?

1 out of 4 conference attendees is at the President, Chairman and Chief Executive level.

MOBILE OPERATOR KEYNOTE PRESENTATIONS

Operator and service provider opportunities in the new multimedia wireless world

Industry speakers:

Peter Wong
Chief Executive Officer
3 Hong Kong
(Roundtable)

Steven Evans
Chief Executive Officer
BT Mobile, UK

Neil Montefiore
Chief Executive Officer
MobileOne, Singapore
(Roundtable)

Dr. Boris Nemsic
Chief Executive Officer
Mobilkom Austria

Kiskenda Suriahardja
President Director & Chief Executive Officer
PT Telkomsel, Indonesia

Roberto Lima
President & Chief Executive Officer
VIVO, Brazil

"The competitive dimension: Evolving business opportunities."

topics for presentation and discussion:

1. **Strategies for increased revenue generation with 3G - What are the most promising opportunities for the delivery of innovative, personalized and customized mobile services and applications?**
2. **Win-win strategies for mobile operators, content providers and application developers- How will success boost mobile data and multimedia users and revenues?- How will MVNOs evolve and what operator-MVNO business models are likely to emerge for 3G?**
3. **Emerging business and service opportunities with new wireless access technologies - What strategies will work with VoIP, Wi-Fi , WiMAX and other related developments?**
4. **Dealing with potential threats to the mobile service business - Which solutions and co-operative approaches between operators, content providers and regulators will overcome spam, viruses, health and security?**

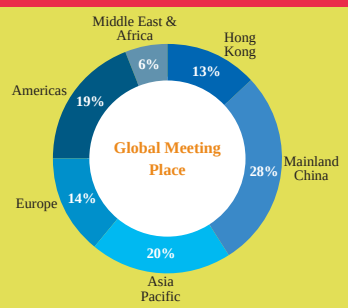
mobile operator roundtable discussion:

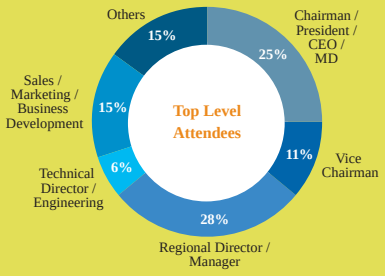
5. **New directions in mobile services innovation and revenue growth**
   - How can operators exceed customer expectations for mobile data and multimedia services and maximize service revenues in consumer and business markets?

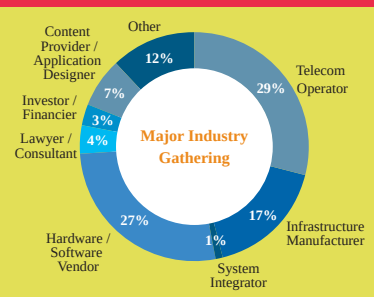
Moderator for the afternoon sessions (back by popular request!)

Christopher Graves,
President, Asia Pacific,
Ogilvy Public Relations Worldwide

3G World Congress 2004 Delegate Profile







THURSDAY, 17 NOVEMBER 2005

9:00am - 1:30pm **Plenary Session**

10:00am - 6:00pm **Exhibition Open to Visitors**

THURSDAY KEYNOTE PLENARY SESSION

1:30pm - 2:30pm
Lunch for Delegates and Speakers

Focus on network infrastructure, wireless devices and semiconductor initiatives

Operator speakers: (Roundtable)

Adel Bazerghi
Vice President,
Wireless Technology Development
Bell Mobility,
Canada

Karel Pienaar
Chief Technology and Information Officer
MTN Group, South Africa

Mu-Piao Shih
Chief Engineer / CTO Mobile Business Group
Chunghwa Telecom, Taiwan

Dr. Hideo Okinaka
Vice President and General Manager, Strategic Planning Division, Office of CTO, KDDI, Japan

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

Greg Young
Chief Technology Officer - Corporate
Tata TeleServices, India

Dr. Mitja Stular
UMTS Project Director
Mobitel, Slovenia

Industry speakers and advisors:

Luc Seraphin
Global Head of Mobility
Agere Systems

Shunmao Zhang
Senior Vice President &
President of Wireless Networks
Huawei Technologies

Randy Battat
President & Chief Executive Officer
Airvana

Dr. Jeong Kim
President, Bell Labs
Lucent Technologies

Marc Rouanne
Chief Operating Officer, Mobile Communications Group
Alcatel

Scott Beardsley
Director & Global Leader of Telecommunications Practice
McKinsey & Company

Christian Kermarrec
Vice President,
RF Business Unit
Analog Devices

Ronald Buschur
President and Chief Executive Officer
Powerwave Technologies

Massimo Migliuolo
Vice President,
Worldwide Mobile Operations
Cisco Systems

Dr. Cao Qiang
Vice President,
Mobility Division
ZTE

"The technology dimension: A portfolio of solutions"

industry ceo roundtable discussion:

1. **Mobile operator roundtable discussion on 3G success stories - CTO experiences and initiatives**

- What are the lessons for 2G-to-3G migration from 3G roll-out success stories?
- How can operators provide for excellent 3G-service quality to stimulate customer usage and boost spending on 3G multimedia services?
- What are the key spectrum management and availability issues as well as future opportunities for FDD and TDD spectrum?
- What opportunities will 3G technology enhancement and evolution beyond 3G bring?

Moderator:
Scott Beardsley, Director & Global Leader of Telecommunications Practice, McKinsey & Company

Participants include:

- **Adel Bazerghi, Vice President, Wireless Technology Development, Bell Mobility, Canada**
- **Mu-Piao Shih, Chief Engineer / CTO Mobile Business Group, Chunghwa Telecom, Taiwan**
- **Dr. Hideo Okinaka, Vice President and General Manager, Strategic Planning Division, Office of CTO, KDDI, Japan**
- **Karel Pienaar, Chief Technology and Information Officer, MTN Group, South Africa**
- **Dr. Liang-Tai Wu, Executive Vice-President, Emerging Technology, PCCW, Hong Kong**
- **Dr. Mitja Stular, UMTS Project Director, Mobitel, Slovenia**
- **Greg Young, Chief Technology Officer - Corporate, Tata TeleServices, India**

topics for presentation and discussion:

2. **Wireless infrastructure enhancement and evolution opportunities**

2.1 "Reaching the next billion" - How 3G and other emerging wireless technologies will enable operators to expand their markets and provide service to new customer segments
Marc Rouanne, Chief Operating Officer, Mobile Communications Group, Alcatel

2.2 The new challenges for value position in the 3G era - Bringing innovation and value-added to the mobile value chain
Shunmao Zhang, Senior Vice President & President of Wireless Networks, Huawei Technologies

2.3 The future of broadband mobility - Architecture and services
Dr. Jeong Kim, President, Bell Labs, Lucent Technologies

2.4 The potential for 3G and wireless broadband - Creating new operator opportunities
Dr. Cao Qiang, Vice President, Mobility Division, ZTE

2.5 Changing the mobile landscape - IP next generation networks
Massimo Migliuolo, Vice President, Worldwide Mobile Operations, Cisco Systems

2.6 Cost effective strategies and solutions to increase the coverage and capacity of 3G and broadband wireless networks
Ronald Buschur, President and Chief Executive Officer, Powerwave Technologies

2.7 Exploiting all-IP CDMA2000 1xEV-DO infrastructure for wireless broadband services innovation
Randy Battat, President & Chief Executive Officer, Airvana

3. **Profiting from new markets in advanced handsets, \wireless devices and chipsets**

3.1 Personal Broadband: What will be the spark that brings together 3G cellular and hard disk drive technologies? - The evolution of handset technology fueling the demand for advanced multimedia - HDD integration into the baseband or the removable hard drive
Luc Seraphin, Global Head of Mobility, Agere Systems

3.2 Leveraging advanced semiconductor technology for better 3G handsets - Enhanced peripherals and technology for improved user interfaces
Christian Kermarrec, Vice President, RF Business Unit, Analog Devices

Did You Know?

More than 1500 highly relevant senior executive delegates attend the 3G World Congress & Exhibition -1 out of 3 delegates is a Telecom Operator.

FRIDAY, 18 NOVEMBER 2005

9:00am - 1:30pm **Keynote Plenary**

10:00am - 4:00pm **Exhibition Open to Visitors**

FRIDAY KEYNOTE PLENARY SESSION

1:30pm - 2:30pm
Lunch for Delegates and Speakers

Focus on mobile services, content, communities and applications

Operator speakers:

Matthew Willsher
Chief Operating Officer Hong Kong CSL

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

Dr. Hideo Okinaka
Vice President and General Manager, Strategic Planning Division, Office of CTO, KDDI, Japan

Bruce Hicks
Chief Executive Director,
Sunday Communications

Dr. Alexander Krupnov
Chairman of the Board
Multiregional TransitTelecoms, Russia

Harri Koponen
Chief Executive Officer & General Manager
Wataniya Telecom, Kuwait

Takeshi Natsuno
Senior Vice President & Managing Director, Multimedia Services
NTT DoCoMo, Japan

Industry speakers and advisors:

Dr. Andrey Skorodumov
Executive Director
3G Association, Russia

Jari Alvinen
Chairman of the Board
Open Mobile Alliance (OMA)

Alex Leslie
Chief Executive Officer
Global Billing Association (GBA)

Jane Zweig
Chief Executive Officer
The Shosteck Group

Chi Young Kwack
Chairman
Korea Location Information & Communications (KLIC)

Stewart White
Formerly Group Public Policy Director
Vodafone Group Services, UK

"The service dimension: Sharing experiences"

topics for presentation and discussion:

1. **Mobile operator business and service strategies for competitive advantage in a 3G world**

1.1 Generating new revenue growth from the mobile phone and i-mode - Exploiting the potential in mobile commerce, credit and payments
Takeshi Natsuno, Senior Vice President & Managing Director, Multimedia Services Dept., NTT DoCoMo, Japan

2. **Linking operator business and technology strategy for sustained profitability and growth**

2.1 Broadband-mobile convergence - An operator perspective
Dr. Liang-Tai Wu, Executive Vice-President, Emerging Technologies, PCCW, Hong Kong

2.2 3G today and migration strategy to the B3G era with KDDI's "au"
Dr. Hideo Okinaka, Vice President and General Manager, Strategic Planning Division, Office of CTO, KDDI, Japan

3. **Strategic business, management and competition issues for the mobile business**

3.1 Exploring the future beyond simple facilities based competition in the mobile market - Facilities sharing - The role for proportionate access regulation
Stewart White, Formerly Group Public Policy Director, Vodafone Group Services, UK

3.2 Cross industry convergence - The implications for operators and vendors
Jane Zweig, Chief Executive Officer, The Shosteck Group

3.3 Building greater interoperability and cooperation for the global 3G market
Jari Alvinen, Chairman of the Board, Open Mobile Alliance (OMA)

4. **Operator case studies - Launching 3G in different regions**

4.1 3G prospects in the Middle East
Harri Koponen, Chief Executive Officer & General Manager, Wataniya Telecom, Kuwait

4.2 Russia on the way to 3G - Prospects for implementation
Dr. Andrey Skorodumov, Executive Director, 3G Association, Russia
&
Dr. Alexander Krupnov, Chairman of the Board, Multiregional TransitTelecoms, Russia

4.3 3G launch: Right time, right place
Bruce Hicks, Chief Executive Director, Sunday Communications

industry ceo roundtable discussion:

5. **Roundtable discussion on new service martkets and emerging applications**

- Which data and multimedia services offer the greatest revenue prospects?
- What are the key ingredients for success in increasing mobile data service uptake?
- How can the effectiveness of marketing strategies be increased?

Participants include:

- **Alex Leslie, Chief Executive Officer, Global Billing Association (GBA)**
- **Matthew Willsher, Chief Operating Officer, Hong Kong CSL**
- **Bruce Hicks, Chief Executive Director, Sunday Communications**
- **Chi Young Kwack, Chairman, Korea Location Information & Communications (KLIC), Korea**

THURSDAY AFTERNOON, 17 NOVEMBER 2005
CONCURRENT SPECIAL INTEREST SESSIONS

Afternoon session:
2:30pm - 6:00pm

T1 New directions and opportunities for W-CDMA / HSDPA operators

topics for presentation and discussion:

1. **Operator case studies, planning and experiences to date with 3G**
   View 1: Slovenia -- **Dr. Mitja Stular, UMTS Project Director, Mobitel, Slovenia**
   View 2: Malaysia -- **Karan Henrik Ponnudurai, Vice President, Celcom Malaysia, Malaysia**
   View 3: Indonesia -- **Bayu Hanantasena, Vice President, Technology Strategy, PT Indosat, Indonesia**
2. Making the business case for migrating from 3G to 3.5G with HSDPA and HSUPA
   Markus Borchert, Senior Vice President, Strategy and Marketing, Mobile Networks, Siemens Communications
3. End-to-end wireless IP networks becoming a reality - Key elements and role of 3G and HSDPA
   Philippe Keryer, President, Mobile Radio Division, Alcatel
4. Successful 3G market development through system-on-chip convergence - The importance of convergence in 3G networks - Blending 2G, 2.5G and 3G into single chip solutions
   Denis Regimbal, Global Head of Telecommunications, Agere Systems
5. Nortel's perspective (to finalise)
   Mike Murphy, Vice President, Wireless Networks, Asia Pacific, Nortel
6. Strategies to enhance 3G user experience
   Ken Lu, Board Director & Executive Vice President, NEC Telecommunications (China)
7. Operator opportunities with next generation of 3G handsets
   Michael Tatelman, Vice President & General Manager, Mobile Devices North Asia, Motorola
8. Practical strategies for enhancing in-building and tunnel 3G coverage with W-CDMA and HSDPA
   Simon Yeung, Chief Operation & Strategic Officer, Comba Telecom
9. The wireless broadband opportunity - Benefits of the leading global standard - HSDPA: the broadband mobility enabler - Importance of coverage
   Alan Hadden, President, Global Mobile Suppliers Association (GSA)
10. Long Term Evolution (LTE) of 3G - 3GPP's perspective
    Paul Reid, 3rd Generation Marketing Officer, ETSI
11. **Operator and industry panel** - To what extent will HSDPA enhance the 3G customer's experience? - Is there commercial potential for UMTS900 and UMTS1800?

    Particpants include:
    - **André Méchaly, Marketing Director, Mobile Radio Division, Alcatel**
    - **Karan Henrik Ponnudurai, Vice President, Celcom Malaysia, Malaysia**
    - **Alan Hadden, President, Global Mobile Suppliers Association (GSA)**
    - **Bayu Hanantasena, Vice President, Technology Strategy, PT Indosat, Indonesia**

T2 New directions and opportunities for CDMA2000 / 1xEV-DO operators

topics for presentation and discussion:

1. **Operator case studies and experiences with CDMA2000 1xEV-DO**
   View 1: IMS opportunities for the CDMA2000 operator
   Adel Bazerghi, Vice President, Wireless Technology Development, Bell Mobility, Canada
   View 2: 3G strategy with 1xEV-DO - How do we make money?
   Gil Sharon, Deputy Chief Executive Officer & Chief Marketing Officer, Pelephone Communications, Israel
2. Inspiring the CDMA network with a high speed engine - Seamless deployment of 1xEV-DO networks
   Ms. Guoxia Zhu, Director of CDMA2000 Marketing Development, Huawei Technologies
3. **Operator case studies (continued)**
   View 3: Korea -- SK Telecom's view on convergent services - Mid-to-long term perspectives on the development of terminal and network technology
   Dr. Wonsuk Chung, Director, Head of Terminal Development Team 2, SK Telecom
   View 4: USA -- **Steve Falk, Vice President, Global Development, Sprint, USA**
4. Exploring the prospects and potential for 450MHz 1xEV-DO
   Ms. Cui Li, Vice General Manager CDMA Division, ZTE
5. Operator case study: the first and largest CDMA2000 operator in 450MHz - Services offering strategy - Convergence and bundling
   Victor Stan, Vice President & Chief Technical Officer, Zapp, Romania
6. The value of cross-layer optimization for 3G / CDMA2000 / EV-DO networks
   Krishna Ramadas, Director of Systems Engineering, Venturi Wireless
7. **Operator and industry panel** - What is the future evolution path for CDMA2000 operators? - To what extent is it likely there be a convergence with future 3GPP evolution?

   Participants include:
   - **Amer El-Nahi, Executive Director, Wireless Strategy and Marketing, Asia Pacific, Mobility Solutions, Lucent Technologies**
   - **Jay Andersen, Vice President, Sales & Operations, Networks Asia, Motorola**
   - **Jay Huang, Vice President, Wireless Networks, Greater China, Nortel**
   - **Dr. Wonsuk Chung, Director, Head of Terminal Development Team 2, SK Telecom**
   - **Steve Falk, Vice President, Global Development, Sprint, USA**
   - **Bassam Khan, Vice President of Products, Venturi Wireless**
   - **Zhu Jinyun, Product General Manager of BSS, CDMA Division, ZTE**

T3 Shaping new business and regulatory strategies for a global mobile future beyond 3G

topics for presentation and discussion:

1. Impact of the evolving supplier ecosystem in the light of emerging technology options
   Simon Rees, Technology Strategy, Vodafone Ireland
2. Driving forces in future markets - Focusing on user profiles and needs rather than demographics
   Uwe Löwenstein, Manager Spectrum Technology, O2 Germany & ITU WP8F Regional Coordinator for Europe on Market and Services, O2 Germany
3. Accelerating IP next-generation services strategy - How a converged infrastructure can serve as a "future-proofed" framework for tomorrow's new, bandwidth-intensive services
   Arjang Zadeh, Managing Partner, Global Network Practice, Communications & High Tech Operating Group, Accenture
4. Drivers for next generation telecom profitability - The future telecoms technology value model
   Geoff Varrall, Executive Director & Shareholder, RTT, UK
5. **Operator and industry and panel** - How will bandwidth evolution and reduced cost per bit drive development of networks and services? - What are the implications of convergence?
   Participants include previous speakers and:
   Stuart Sharrock, Editorial Consultant, Telecommunications, Telemates
6. Successfully achieving innovation in future mobile business - Generating and harnessing ideas for business growth
   Jeremy Godfrey, Member, Telecommunications and Interactive Media Practice, PA Consulting Group
7. Fixed mobile convergence business and regulatory issues
   Peter Falshaw, Head of Asia, Analysys Consulting
8. Mobile-fixed convergence - Progress with the joint 3GPP and ETSI TISPAN initiative
   Adrian Scrase, Chief Technical Officer, ETSI & Project Coordination Group Secretary, 3GPP (or Paul Reid)
9. The European regulatory perspective - Shifting from command and control to a market-based approach - Achieving a balance between harmonisation and flexibility for the hybrid future
   Andreas Geiss, Information Society Directorate General, Radio Spectrum Policy, European Commission
10. **Regulatory panel** - Key policy and regulatory principles shaping tomorrow's ubiquitous wireless environment

    Participants include:
    - **Andreas Geiss, Information Society Directorate General, Radio Spectrum Policy, European Commission**
    - **Scott Beardsley, Director & Global Leader of Telecommunications Practice, McKinsey & Company**
    - **Thomas Ramsey, Partner, Squire, Sanders & Dempsey**

T4 Looking forward to mobile TV - Business models, technologies and strategies

topics for presentation and discussion:

1. The mobile TV opportunity - An operator perspective
   Dr. Hossein Moiin, Vice President of Technical Strategy, T-Mobile International
2. Mobile TV: Broadcasting and mobile "delivering user perceived content" - Achieving market differentiation
   Bosco Fernandes, Chairman, ICT Group, UMTS Forum
3. Mobile TV / broadcasting developments and experiences in Korea
   Dr. Young-Kil Suh, President & Chief Executive Officer, TU Media Corp, Korea
4. Emerging architectures, technologies and business strategies for delivering TV to mobile customers - What services and applications will mobile TV enable?
   Rob Chandhok, Vice President of Engineering and Market Development, MediaFLO, Qualcomm
5. Comparing and contrasting technologies and standards for deploying mobile TV service - What are the prospects for DMB, DVB-H and satellite delivery?
6. **Operator and industry panel** - What are the timelines and prospects for deployment of mobile TV around the world?

   Participants include:
   - **Johannes Becker, Technical Marketing Manager of Mobility, Agere Systems**
   - **Bin Wang, Product Manager of Applications & Services, Huawei Technologies**
   - **Dr. Hossein Molin, Vice President of Technical Strategy, T-Mobile International**

SF Profiting from the delivery of mobile content, gaming and entertainment over 3G

Supported by: Mobile Entertainment Forum

topics for presentation and discussion:

Opening remarks
1. **Stefan Rust, Interim Chair, Mobile Entertainment Forum (MEF) Asia**
2. Creating innovative business models for monetizing mobile content and entertainment
3. The future vision for digital audio and video music - Including case studies
   View 1: -- **Ted Cohen, Senior Vice President, Digital Development & Distribution, EMI Music**
   View 2: -- **Gilles Babinet, Chief Executive Officer, Musiwave**
   View 3: -- **Michael Nash, Senior Vice President, Internet Strategy and Business Development, Warner Music Group**
4. Packaging movie content and TV programming for the mobile user
   View 1: "What a girl wants" - Delivering innovative content and services to the female market
   Lorane Poersch, President & Chief Executive Officer, Crazyfunbabe, a division of KidsWebTv
   View 2: Why the best experience is in made-for-mobile video - Creative solutions for mobile video deployment
   James Robinson, Chief Executive Officer & Founder, CinemaElectric
5. **Content provider and industry and operator panel** - How can the relationship between content providers and operators / be strengthened? - What pricing and revenue sharing models are appropriate?

   Participants include:
   - **James Robinson, Chief Executive Officer & Founder, CinemaElectric**
   - **Ted Cohen, Senior Vice President, Digital Development & Distribution, EMI Music**
   - **Gilles Babinet, Chairman & Co-Founder, Musiwave**
   - **Lorane Poersch, President & Chief Executive Officer, Crazyfunbabe, a division of KidsWebTv**
   - **Arvin Chander, Senior Director Asia, Qualcomm Internet Services**

FRIDAY AFTERNOON, 18 NOVEMBER 2005

CONCURRENT SPECIAL INTEREST SESSIONS

Afternoon session:
2:30pm - 6:00pm

T1 Capitalizing on next generation smart phone and semiconductor innovations

topics for presentation and discussion:

1. Evolution of the customized and integrated 3G-mobile handset
   Yukitsuna Furuya, Chief Engineer (CTO), Mobile Business Unit, NEC Corp.
2. Exploring options for multimode handset implementation - Market drivers for multi-mode TD-SCDMA handsets
   Dr. Finbarr Moynihan, 3G Marketing Manager, RF and Wireless Systems Group, Analog Devices
3. Evolution of mobile handheld devices - Form factors and application specific devices
   Vishwas Deshmane, Director, Marketing, Intel
4. Flash memory requirements in the wireless market - Simplifying design using a single Flash memory platform
   Amir Mashkoori, Senior Vice President and General Manager, Wireless Solutions Division, Spansion
5. Capitalizing on the explosive growth of mobile imaging - How will operator and vendor business models and market strategies evolve?
   Tony Henning, Managing Editor, The Mobile Imaging Report, Future Image
6. Delivering effective branding and a compelling, personalized user experience
   Jean-Claude Martinez, Chief Operating Officer, Esmertec
7. Enabling and improving the use of mobile e-services - Maximising the end-user experience
   Bruno von Niman, Vice Chairman TC Human Factors & Special Task Force Leader, ETSI
8. **Operator and industry panel -** What business and technology strategies should operators adopt to maximize benefits from the next generation of 3G phones?

   Participants include:
   - **Luc Seraphin, Global Head of Mobility, Agere Systems**
   - **Haojie Wang, Director of Wireless Terminal Marketing Operation Dept., Huawei Technologies**
   - **Ian Chapman-Banks, General Manager, Marketing & Business Development, Mobile Devices North Asia, Motorola**
   - **Luis Pineda, Senior Vice President, Marketing and Product Management, CDMA Technologies, Qualcomm**
   - **Zhou Lingling, Vice General Manager of Mobile Handset Division, ZTE**

T2 Wireless broadband access and integration - WANs, MANs, LANs and PANs

topics for presentation and discussion:

1. Examining the future prospects for Wi-Fi and WiMAX / WiBro - How will these co-exist with 3G?
   Maurie Dobbin, Managing Director, TeleResources Engineering, Australia
2. How should operators approach revenue-generating opportunities from the proliferation of wireless broadband? - Beyond mobile voice and data
   Neale Anderson, Director of Research, Asia Pacific, Ovum
3. Success factors for converging communication
   Dominik Bilo, Vice President Sales & Group Marketing, Business Group Communication, Infineon Technologies
4. Exploring the future for WiMAX and wireless broadband mobility in consumer and business markets
   Prof. Ferrie Hu Tiejun, Chief Scientist, China Motion Group & Asia Pacific Director, WiMAX Forum
5. The future of Wi-Fi and its co-existence with 3G
   Paul Meche, Vice Chairman and Secretary, Wi-Fi Alliance
6. Key developments with WiBro / WiMAX in Korea and initiatives towards 4G
   Dr. Jinsung Choi, Chair of IMT-2000 & 4G Project Groups, Telecommunications Technology Association (TTA), Korea
7. Video servicees as a key to growth in the 3G and broadband wireless era
   Eli Doron, Founder and Chief Technology Officer, Radvision
8. Achieving optimized transparent and automated handoff between wireless LANs and 3G networks
   Ray Hunt, Associate Professor, Networks & Security, University of Canterbury, New Zealand
9. **Operator case study** - Wireless broadband and deployment experiences to date
   Eric Hamilton, Chief Technical Officer, Unwired Australia
10. **Operator and industry panel -** What are the most promising wireless broadband access markets, services and applications?

    Participants include:
    - **Dr. Klaus Kohrt, Seniore Vice President, Government and Industry Relations, Siemens Communications**
    - **Senior Executive, Nortel**
    - **Maurie Dobbin, Managing Director, TeleResources Engineering, Australia**
    - **Eric Hamilton, Chief Technical Officer, Unwired Australia**

T3 Mobile IT, billing, payments, revenue assurance and customer strategies for business success

topics for presentation and discussion:

Supported by: GBA

1. Charging for mobile content - Metering and charging models
   Tony Poulos, Asia Pacific Facilitator, Global Billing Association (GBA)
2. **Operator case studies -** Billing system and business process evolution to meet the needs of customers and content partners

   View 1: Germany - The content monetization paradigm
   Andreas Pfisterer, Director - IS Delivery, O2 Germany

   View 2: Switzerland - Strategy for effective management of diverse content providers and complex settlements
   Matthew Owen, Project Manager, Convergent Billing IT, TDC Switzerland (sunrise)

   View 3: Hong Kong - Revenue assurance: the times are changing - Quantifying revenue leakage in the OSS/BSS environment
   Peter Smith, Director of Information Technology, Hong Kong CSL
3. Solutions for federated identity management in mobile and Identity Web services
   Björn Wigforss, Vice President, Liberty Alliance
4. **Operator case study -** Liberty Alliance and France Telecom / Orange - How the technology can help evolution to an integrated operator
   Philippe Lucas, Director of Standardization, Orange, France
5. The content monetization paradigm: Can operators and content providers profit?
   Raghu Prasad, Chief Technology Officer, Asia Pacific & China, CSG Systems
6. **Operator and industry panel -** Practical experiences in implementing billing and customer care systems for the 3G prepaid and postpaid environments - The potential of benchmarking and KPIs

   Participants include:
   - **Raghav Sahgal, Senior Vice President and Managing Director, CSG Systems Asia Pacific & China**
   - **Tony Poulos, Asia Pacific Facilitator, Global Billing Association (GBA)**
   - **Peter Smith, Director of Information Technology, Hong Kong CSL**
   - **Andreas Pfisterer, Director - IS Delivery, O2 Germany**
   - **Matthew Owen, Project Manager, Convergent Billing IT, TDC Switzerland (sunrise)**

T4 Deploying innovative services and applications for enhanced revenue generation

topics for presentation and discussion:

1. Delivering applications for high human value services - Blending applications and creating new converged services
   Dr. Sandip Mukerjee, Vice President, Applications Strategy, Marketing and Business Development, Lucent Technologies
2. From PoC to community-based services - Exploiting the potential of IMS
   Prof. Dr. Thomas Magedanz, Head of 3G Beyond Division, Fraunhofer Institute Fokus, Germany
   Dipl.-Inform. Jörg Heuer, Senior Project Manager Technology Exploration, Deutsche Telekom Laboratories
3. IPv6: a critical infrastructure piece to enable end-to-end 3G IMS and SIP
   Latif Ladid, President, IPv6 Forum
4. Exploring service network and service delivery platform solutions in the IMS evolution path
   James Aitken, Principal Product Evangelist, Aepona
5. **Operator case study** - Italy - Convergent data and voice solutions - Evolution towards an integrated IP-architecture
   Gianluca Zaffiro, Project Manager, Business Applications & Services, Telecom Italia Lab
6. Maximizing the potential of 3G video content services and 3G video telephony
   Benny Lee, President Asia Pacific, Tandberg
7. More bandwidth, more accuracy, more services - Why location matters in 3G
   Chris Wade, Chief Executive Officer, CPS
8. Revenue generating mobile location-enabled services for consumer and corporate markets
   Chi Young Kwack, Chairman, Korea Location Information & Communications (KLIC), Korea
9. Planning and deploying effective security solutions for wireless networks and advanced mobility services
   William Ho, Director of Mobile Wireless, Service Provider, Asia Pacific, Cisco System
10. **Operator and industry panel -** What are critical factors for successful deployment of IMS? - What kind of new services and applications will converged networks enable to generate new revenue streams?

    Participants include:
    - **Laurent Pépin, Vice President, Marketing & Sales, Mobile Solutions Division, Alcatel**
    - **Dr. Kelvin Ho, Senior Technical Director, Mobility Solutions, China, Lucent Technologies**
    - **Dr. Thomas Werner, Senior Vice President, Mobile Business Development, Siemens Communications**

SF Profiting from the delivery of mobile content, gaming and entertainment over 3G (continued)

topics for presentation and discussion:

Supported by: Mobile Entertainment Forum

1. Maximizing the potential for building strong wireless user communities with mobile entertainment - What new services will drive the market?
   Mobile Entertainment Forum
2. Towards a new paradigm for content and mobile interactive entertainment - Exploiting the potential for phone-to-screen dialogue
   David Wong, Chief Executive Officer, Mobile Media Asia Pacific
3. Realizing the revenue generation potential of sports information and content in mobile / wireless communications
   Steve Byrd, Senior Vice President, STATS
4. Building a recurring revenue model in the multi player mobile gaming community
   William Volk, Chief Executive Officer, Bonus Mobile Entertainment
5. Resolving the Digital Rights Management (DRM) and copyright implications of mobile entertainment - What needs to be done?
   Doug Lowther, Vice President of Global Marketing, Irdeto
6. Next generation mobile gaming and platform integration - Will cross console PC and mobile platform integration become a reality?
   Mike McCabe, Director of Mobile and Third Party Content, Electronic Arts Asia
7. Improving operator ARPU and customer experience - Successful operator driven strategies
   Pierre Asseo, Chief Executive Officer, In-Fusio Asia, China
8. Interactive movie games (IMG) - The convergence of film, digital entertainment with 3G
   Arthur Chang, Founder & Chief Executive Officer, Green Tomato, Hong Kong
9. **Operator and industry panel -** What are the key success factors for delivering profitable gaming and entertainment services for the mobile customer?

PRE-CONGRESS FORUMS, SEMINARS & WORKSHOPS

MONDAY, 14 NOVEMBER 2005 - WORKSHOPS

WORKSHOP 1: ONE DAY

Understanding and planning for HSDPA networks and UMTS evolution

Workshop runs from 9:00am-5:00pm

Program agenda:

1. **Fundamentals of HSDPA technology for UMTS networks**
   Implications of the Release 99 to Release 5 transition, physical layer and MAC layer functionality, data throughput efficiency, power efficiency metrics, merits / demerits of HSDPA as a voice, audio and video bearer.

2. **The business case for HSDPA as a wireless broadband technology**
   The role of HSDPA as an integral part of the IP multimedia subsystem, new revenue opportunities, how end-to-end latency control relates to 'user-value'.

3. **Network infrastructure hardware and software requirements**
   Buffer bandwidth management and IP QoS control issues, the role of IP QoS in cost and margin management, likely future network form factor and functionality, service level agreements and service level guarantees, key performance indices and how these relate to 'user value'.

4. **Planning and engineering an HSDPA network**
   Link budgets and address, protocol and signaling overheads, integration of admission control with noise and interference management methodologies, effect of advanced scheduling algorithms on network performance, uplink/downlink asymmetry, offered traffic models and their impact on network density.

5. **Maximizing indoor and outdoor coverage and capacity**
   Cell sectorization and load balancing, load management and its impact on range and capacity, effect of advanced receiver technologies on the radio system link budget, smart antenna and spatial diversity options.

6. **Core network evolution to support HSDPA traffic**
   IP RAN and IP core evolution, integration of copper, optical and radio transmission systems, balancing buffer bandwidth, transmission bandwidth and offered traffic across the core, core to core latency and related end to end latency management issues.

7. **Essential terminal requirements and considerations**
   Lessons learnt from GPRS/EGPRS handset design, specific symmetric requirements of IP voice, IP video, impact on HSDPA/HSUPA handset performance requirements, practical design challenges of implementing multi code handsets, advanced receiver architectures and optimization opportunities, how HSDPA handsets change the network value proposition.

8. **Lessons to date from trial deployments of HSDPA**
   HSDPA and Release 5 deployment experience to date, comparisons between HSDPA and EDGE performance, how multi slot multi code capabilities can be translated into a differentiated user experience.

9. **LTE (Long Term Evolution) / Beyond 3G under 3GPP - including HSUPA, MIMO, HSOPA / OFDM**
   The long term business value impact of supporting multiple simultaneous radio access technologies, OFDM and scaleable bandwidth as a common denominator in future radio systems, MIMO as one future optimization option.

Workshop objectives & Who should attend:
This one day workshop addresses HSDPA handset and network design in substantial engineering detail and as such will be of direct interest to silicon vendors, handset manufacturers and network infrastructure vendors presently bringing HSDPA products to market.

The workshop is also of direct relevance to network operators wishing to qualify the impact of HSDPA on handset and network functionality and handset and network value.

We also encourage product and market planners to attend to gain a more detailed appreciation of the longer term positioning of HSDPA in the industry service value chain.

Workshop leader & presenter:

Geoff Varrall
Executive Director & Shareholder
RTT, UK

WORKSHOP 2: ONE DAY

Security, fraud and forensics in mobile and wireless networks

Workshop runs from 9:00am-5:00pm

Program agenda:

1. **IP mobility and security threats in wireless LANs and 3G networks**
2. **Threats to business and tools for managing wireless/mobile security**
3. **Key management and technology issues in building secure wireless networks**
4. **Passive and Active attacks including rogue access points, man-in-the-middle, session hijacking, replay and denial of service attacks**
5. **Internet and computer forensics, reverse engineering and malware, interception and fraud**
6. **Tools for monitoring and detecting attacks - live demonstrations**
7. **Service, operational and performance aspects of operating secure quality of service-based wireless / mobile networks**
8. **Computer and Internet forensics in a wireless and mobile environment - business issues and risks**
9. **Vulnerabilities and attacks associated with equipment such as laptops, mobile phones, memory cards and PDAs**
10. **Tools for monitoring, detection, interception, stumbling, sniffing and cloning**
11. **Case studies and example of vulnerabilities, risks and investigation**

Scope of the workshop:
This workshop will identify and address key business, technical and performance issues central to the deployment and operation of secure wireless LANs and 3G networks appropriate for both enterprise and wireless / mobile network operators. The planning and deployment of security in the mobile network will be examined including devices and equipment, mobility, authentication and security standards, security testing and evaluation, cryptographic tools, as well as performance and quality of service.

Mobile and wireless networks are now subject to a wide range of attacks including spoofing, hijacking, replay, man-in-the-middle and denial of service. These will be discussed and accompanied by live demonstrations.

Internet and computer forensics play an important part in wireless and mobile networks today. A range of forensics topics including tools for monitoring and detecting attacks, interception, stumbling, sniffing, cloning etc will be discussed.

Workshop objectives:
- To identify key policy and management issues necessary to secure wireless and mobile networks
- To provide approaches to minimize risks and vulnerabilities in wireless and mobile networks
- To understand the threats and common types of attacks to which wireless and mobile networks are vulnerable
- To provide live demonstrations of common attacks and demonstrate tools necessary to guard against the attacks
- To understand the key role of Internet and computer forensics in wireless and mobile networks and demonstrate the vulnerabilities in computer and handheld equipment
- To explore the range of forensics tools available for monitoring and detecting attacks, interception, stumbling, sniffing and cloning

Who should attend?
CIOs, COOs, Directors and Heads of IT, Network Managers, Data Security Managers, Wireless and Mobility Managers, IT Infrastructure Managers, Technical Managers / Specialists, IT Architects, Project Managers, Consultants

Workshop leader & presenter:

Ray Hunt
Associate Professor, Networks & Security, Department of Computer Science & Software Engineering
University of Canterbury, New Zealand

Guest presenter:

Collins Leung
Chief Inspector of Police, Computer Forensics & Training Section, Technology Crime Division, Commercial Crime Bureau
Hong Kong Police Force

WORKSHOP 3: ONE AND HALF DAYS

Business vision and leadership strategies for mature and emerging wireless markets 2005-2010 - 3G and beyond

Presented by: The Shosteck Group

Workshop runs from 9:00am-5:00pm, Tuesday, 15 November & 9:00am-12:00pm, Wednesday, 16 November

Program agenda:

1. **What happens when mobile markets mature?**
   - Forecast subscriber growth
   - Criteria for determining maturity of market: Subscribers / Traffic / Services / Devices
   - How does an industry adjust to changing dynamics as markets mature?
   - Implications for vendors and operators

2. **China, India and other emerging markets**
   What is saturation point?
   Implications for vendors and operators

3. **Convergence: What it means and why it is happening**
   - Battles unfolding: Operators - mobile, fixed, cable / Vendors - handset, consumer electronics, communications, IT / Networks / Services
   - The imperative of end-user transparency of services as a key driver

4. **3G - An overview Past, present and future**
   - Will HSDPA / HSUPA or CDMA2000 1x EV-DO Rev. A accelerate service take-up or will alternative wireless broadband technologies supersede them?

5. **Disrupters - What will be the future of disruptive / alternative technologies and how will they impact the telecoms markets?**
   - The "Battle of the Building" with VoIP at the center
   - Wi-Fi and Wi-Max
   - Alternative broadband technologies
   - Impact of regulation on adoption of new technologies

6. **Services and applications in a converged world**
   - Messaging - Music - Games - Mobile TV

7. **"Battle of the Brand" in a converged world**
   - Operator versus vendor brand
   - Future for branded alliances
   - Will MVNO's continue to be a key strategy for operators as markets mature?: Implications for media/entertainment companies /
   - Implications for fixed and cable operators

8. **Pricing trends in a converged world**
   - Flat rate versus value based pricing
   - Battle of the "Bundle": Implications for mobile, fixed or cable only operators

9. **Future device trends in a converged world**
   - Four key trends: Multi-functional / Multi-mode / All-IP Devices /
   - Virtual Devices and Personal Area Networks
   - Implications for vendors and operators

Workshop scope and objectives:
- To provide an independent perspective that enables companies: to separate reality from hyperbole / to reduce technology and market risk / to increase profit
- To describe and analyze long range economic, market, technology, and regulatory trends
- To present a factual foundation for those trends
- To identify "disconnects" between industry assumptions and market and technology realities
- To present a rational timetable of technology adoption and profitability

Workshop leaders & presenters:

Dr. Herschel Shosteck
President and Chairman
The Shosteck Group

Jane Zweig
Chief Executive Officer
The Shosteck Group

WEDNESDAY, 16 NOVEMBER 2005 - FORUMS

FORUM 3: HALF DAY - MORNING

Understanding and planning TD-SCDMA networks, terminals and applications

Workshop runs 9:00am-12:00pm

Led by TD-SCDMA Forum:

Program agenda:

1. Opening overview by TD-SCDMA Forum
   Dr. Jing Wang, Secretary General, TD-SCDMA Forum

2. The TDD approach for 3G cellular systems - TDD components, TD-SCDMA and TDD-CDMA - Evolution of TDD
   Lu Wu, Marketing Director, Datang Mobile

3. TD-SCDMA fundamentals and prospects for commercialization
   Jiang Hai, Product Director, TD-SCDMA, ZTE

4. Semiconductor innovations driving TD-SCDMA development
   Johan Pross, Chief Executive Officer, T3G Technology

5. Planning and prospects for TD-SCDMA handsets and wireless devices
   Wang Tong, President, Samsung Institute of Advanced Technology

6. Experiences with TD-SCDMA network planning, optimization and trials
   Wang Zhong, Director, TD Tech

7. TD-CDMA services and applications
   Jiang Chunsheng, General Manager, Wireless Communications, China Tietong (to finalise)

8. Discussion and Q&A with speaker panel

TUESDAY, 15 NOVEMBER 2005 - WORKSHOPS & FORUMS

WORKSHOP 4: HALF DAY - AFTERNOON

Convergence and the access network

Workshop runs from 1:00pm-5:00pm

Sponsored by: SIEMENS

Program agenda:

1. **Introduction and welcome by the moderator**
   Dr. Klaus Kohrt, Seniore Vice President, Government and Industry Relations, Siemens Communications
2. **How will the WiMAX Forum contribute to deliver global broadband wireless services ?**
   Ron Resnick, President & Chairman, WiMAX Forum
3. **British Telecom's "21st Century Network" and "Bluephone" initiatives**
   Mick Reeve, Group Technology Officer, BT
4. **Access convergence strategy**
   Michael Clever, Senior Vice President and Head of Product Line Management, Mobile Networks, Siemens Communications
5. **Challenges of spectrum regulation for broadband wireless access**
6. **The role of different wireless technologies in a world of ubiquitous personal broadband service**
7. **Panel discussion: How to achieve convergence in the radio access network?**

Workshop scope and objectives:
A few years ago Fixed/Mobile-Convergence (FMC) was a hot topic within the telecom industry because of the expected savings for the operators both in capital expenditure and operational cost. But due to major differences in both environments (e.g. maturity, regulation, growth rate and speed of innovation), FMC never happened.

Today we see renewed interest in convergence. Mobile subscriptions have overtaken fixed subscriber numbers and the majority of users own and use both cellular and broadband access for their everyday communication needs. In addition, the choice of access technologies has grown considerably with the advent of alternative radio technologies outside the cellular domain. Consequently, customers are beginning to expect similar kind of applications and services with common user interfaces, regardless of the nature of the underlying "bitpipe".

For quite some time now a public debate has been raging about the relevance and relationship of these different access technologies. This workshop will eliminate the myth that any one radio candidate can make all other technologies obsolete. Instead, the panel will show that the right combination of wireless access capabilities will provide the network operator with the most cost effective solution in order to satisfy customer requirements.

In addition to reporting on the latest trends in standardization and implementation the panel will discuss the technical and business implications of different technologies complementing each other to provide converged untethered broadband connectivity.

WORKSHOP 5: ONE DAY

CDMA2000 as a broadband access technology

Workshop runs from 9:00am-5:00pm

Led by : CDG CDMA DEVELOPMENT GROUP

Program agenda:

1. **Introduction and welcome**
2. **The business case for CDMA2000 1xEV-DO as a high-speed wireless data optimized technology and broadband alternative**
3. **Network overview: Enabling higher-speed uplink and downlink, and resulting services and applications that can be offered**
4. **Handset overview: New devices available and in development for broadband applications**
5. **Operator case studies**
6. **The future evolution path of CDMA2000 - beyond 1xEV-DO Rev. A**
7. **A look at alternate broadband access technologies**
8. **Group discussion / Q&A**

WORKSHOP 6: ONE DAY

IMS for next generation networks - Motivation, architecture and applications

Workshop runs from 9:00am-5:00pm

Program agenda:

1. **NGNs and the role of IMS**
   - Converged networks and related services and business models
   - The IT Factor - Evolution of service delivery platforms
   - Telecommunications + Internet = Motivating the IMS
   - Next generation networks (NGNs) - Definition and standards overview (ITU-T, ATIS, TISPAN)
2. **IMS basic protocols: IETF SIP and Diameter**
   - Basic SIP architecture and operations
   - SIP applications
   - Basic Diameter architecture and operations Diameter applications
3. **IMS standards**
   - Key components (X-CSCF, MG, MS, SIP-AS, HSS)
   - Interfaces and interactions (ISC, Sh, Cx)
   - User identities, registration and session control
   - Charging
   - QoS and Security
4. **IMS application server options**
   - CAMEL Service Environment
   - OSA/Parlay Gateway and Application Server
   - SIP Application Server (CPL, CGI, Servlets, JAIN)
5. **IMS applications**
   - The role of 3GPP and OMA: IMS Service enablers (Presence, GLMS/XDMS)
   - IMS based Push to Talk over Cellular (PoC)
   - Towards Community-based Services – The role of Presence and XDMS
   - Additional IMS Service examples (rich call, VoIP/MMoIP, Conferencing)
6. **IMS summary and open issues**
   - SDP evolution towards the IMS
   - IMS deployment issues - Single vendor vs. open IMS strategies
   - The open IMS play ground @ FOKUS
7. **Operator case study: IMS - Basis of an ecosystem for convergent services of Deutsche Telekom**
   - Our customer - your user - Views on users, identities and roles in IMS
   - Enriching the ecosystem - Interfacing to 3rd parties using IMS
   - The 3rd party within - Convergence in a comprehensive telecommunications service provider

Workshop scope and objectives:
This workshop provides an introduction to the 3GPP IP Multimedia (Sub)System (IMS) as service delivery platform for IP-based multimedia services on top of converging fixed and mobile networks. Driving forces, key signalling and control protocols, SIP and Diameter, as well as key IMS elements and their interactions are introduced. Special attention will be given to IMS application server options, namely CAMEL, OSA/Parlay and SIP Application Servers. The workshop will address IMS applications, such as Push2Talk / PoC, converged SIP / HTTP services and also looks at Presence enabled community services.

Who should attend:
The workshop is positioned to enable both marketing executives as well as engineers and CTOs from fixed and mobile operators, vendors and service providers to understand the key concepts, terminologies and technologies related to NGN, SDP, IMS, and PTT. Telecommunications consultants and venture capital companies will also benefit from this state of the art overview.

Workshop leader & presenter:

Prof. Dr. Thomas Magedanz, Head of 3G Beyond Division, T U Berlin, Fraunhofer Institute Fokus, Germany

Guest operator presenter:

Dipl.-Inform. Jörg Heuer, Senior Project Manager Technology Exploration, Deutsche Telekom Laboratories

FORUM 1: HALF DAY - MORNING

Exploring China's mobile and wireless industry, markets and future opportunities

Forum runs from 9:00am-12:00pm

Program agenda:

Session One: Introduction to China's wireless market:
1. Introduction to the development of China's telecom industry
2. Prospect for China's operator restructuring and 3G licensing
3. Wireless carriers' strategy on deploying 3G networks, including CDMA 2000 1x-EVDO, TD-SCDMA, WCDMA / HSDPA and alternative broadband access technologies

Session Two: Evolution of China's role: From manufacturing to R&D:
1. Review of China's development from manufacturing base to R&D centre
2. Key drivers for relocating R&D to China
3. Global impact of Chinese vendors: case studies on Huawei and ZTE

Session Three: China's wireless value-added services market:
1. Market size and growth potential for VAS in China
2. Key service providers and popular applications
3. Potentials in the business enterprise markets

Forum leaders & presenters:

Duncan Clark, Managing Director, BDA China

Dongming Zhang, Research Director, BDA China

FORUM 2: ONE DAY

Operational sourcing strategies for sustainable growth - For CFOs / COOs

Forum runs from 9:00am-5:00pm

Program agenda:

1. **Appreciating the relative advantages of in-sourcing, co-sourcing and outsourcing strategies for mobile and wireless operators**
   - Comparing and contrasting available sourcing strategies versus their key dimensions and attributes
   - Present and discuss the potential dimensions including the business function / element under consideration – such as Application, Business Process and Infrastructure
2. **The practical implementation and deployment of sourcing strategies**
   - Taking into account key client factors and environment, exploration of a pragmatic approach to (1) deciding upon the most appropriate sourcing strategy to implement and (2) making the sourcing decision a reality
   - Critical elements of this process, the mobilization and governance implementation activities
3. **Implementing contracts, service level agreements (SLAs) and operational level agreements (OLAs) to maximize benefits, control risk and ensure QoS**
   - Utilizing the "As-Is" view of the organization during sourcing discussions and negotiations with potential suppliers, appropriate contracts can be created that foster a long term, partnering based relationship with suppliers.
   - A crucial part of any ongoing sourcing relationship, performance management will be addressed in detail – this function is vital to the on-going monitoring of sourcing service being provided, providing clarity and transparency on day to day delivery
4. **Understanding how right sourcing, partnering and network sharing can best be employed to achieve fast and efficient roll-out of new mobile and wireless networks and services**
   - Examination and discussion of the options available to an organization to achieve rapid and cost effective rollout of new networks and services via available sourcing and partnering mechanisms

Forum objectives:
The Forum will explore current trends in sourcing and their implications for effective business planning for wireless service providers. Realistic business benefits of different sourcing options will be evaluated in-depth as well as the implications for wireless operators / service providers

Who should attend:
All senior management concerned with practical implementation and deployment of sourcing strategies.

Forum leaders & presenters:

Alexander Seyf, Consulting Director, ThruPoint, UK

Keith O'Leary, Principal Consultant, ThruPoint, UK

WEDNESDAY, 16 NOVEMBER 2005 - FORUMS

FORUM 4: HALF DAY - MORNING

Asian emerging markets update - Key mobile and wireless business and industry growth opportunities

Workshop runs 9:00am-12:00pm

Program agenda:

Session One: Market dynamics and business prospects in key emerging markets in Asia
1. Comparative analysis of the subscriber growth trends and operator strategies in key emerging markets in Asia, including India, Indonesia, Philippines, Thailand, Vietnam
2. Country profiles of selected markets
3. Emerging investment opportunities and directions for the future

Session Two: Opportunity for ultra low cost handsets in emerging markets:
1. Assessing the market opportunity
2. Key market dynamics in the low-cost market
3. Service and handset distribution challenges
4. Operator initiatives

Session Three: Key policy, regulatory and licensing developments shaping the markets for 3G and beyond

Forum leaders & presenters:

Duncan Clark, Managing Director, BDA China

Dongming Zhang, Research Director, BDA China

Note on the above - China covered seperately in Tuesday Half-Day Forum 1

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3 Hong Kong

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Senior Vice President & Managing Director, Multimedia Services
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Andreas Pfisterer
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T-Mobile International

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Tata TeleServices, India

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Telecom Italia Lab, Italy

Eric Hamilton
Chief Technical Officer
Unwired Australia

Roberto Lima
President & Chief Executive Officer
VIVO, Brazil

Simon Rees
Technology Strategy
Vodafone, Ireland

Harri Koponen
Chief Executive Officer & General Manager
Wataniya Telecom, Kuwait

Victor Stan
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Zapp, Romania

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Perry LaForge
Executive Director
CDMA Development Group

Bruno von Niman
Vice Chairman TC Human Factors & Special Task Force Leader, ETSI

Paul Reid
3rd Generation Marketing Officer
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Andreas Geiss
Information Society Directorate General, Radio Spectrum Policy, European Commission

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Global Billing Association (GBA)

Tony Poulos
Asia Pacific Facilitator
Global Billing Association (GBA)

Alan Hadden
President
Global Mobile Suppliers Association (GSA)

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Chief Inspector of Police, Computer Forensics & Training, Technology Crime Division,
Hong Kong Police Force

Mike Rowse, JP
Director-General of Investment Promotion
Invest HK

Latif Ladid
President
IPv6 Forum

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Mobile Entertainment Forum Asia

Jari Alvinen
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Secretary-General
TD-SCDMA Forum

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Telecommunications Technology Association, Korea

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Chairman
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UMTS Forum

Paul Meche
Vice Chairman and Secretary
Wi-Fi Alliance

Ron Resnick
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WiMAX Forum

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Stewart White
Formerly Group Public Policy Director at Vodafone Group Services

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Institute for International Research
IIR - Know How To Achieve

The Institute for International Research (IIR) is a global business solutions provider. With over 25 years experience of offering up to date knowledge and skills to business professionals across a wide variety of job functions and industry sectors, IIR continues to align closely with each market it serves. IIR now encompasses 45 companies split into 116 operating units, covering 70 countries. Visit www.iir.com.hk or www.iir-global.com for more details.

In July 2005, IIR became part of Informa plc., the world's largest provider of knowledge and skills via events, performance improvement training and publishing for the academic, professional and commercial markets. Informa is also the organizer of the annual 3GSM World Congress in Europe each year. Visit www.informa.com for details on the Informa group of companies.

CDG
CDMA DEVELOPMENT GROUP

The CDMA Development Group (CDG) is a non-profit trade association formed to foster the worldwide development and advancement of code division multiple access (CDMA) technology. Over 100 companies are members of the CDG and include many of the world's largest wireless operators, equipment manufacturers and suppliers of wireless products and services. Through technical and business development teams, the CDG is defining advanced systems capabilities, addressing important industry requirements, interacting with governments and regulatory authorities around the world and promoting CDMA internationally through public relations, education, seminars, and one-on-one interaction with operators.

Currently, there are more than 500 individuals working within various CDG subcommittees on CDMA-related matters, including involvement with worldwide standards bodies on the evolution of CDMA-based technologies. The CDG also organizes conferences around the world to present the latest developments for CDMA specific to the needs of different regions where the technology is being deployed. The CDG maintains the most comprehensive information source on CDMA technology through the website www.cdg.org. Extensive information tools keep the industry updated daily with the latest news, 3G information,

TD-SCDMA FORUM

On Dec.12th 2000, TD-SCDMA Forum was founded by 8 companies, namely China Mobile, China Telecom, China Unicom, Datang, Huawei Technologies, Motorola, Nortel Networks and Siemens. TD-SCDMA Forum is to promote the TD-SCDMA technology in the 3G environment, facilitate the industrialization, commercialization and internationalization of TD-SCDMA, as well as to realize its large-scale commercial use in the world. The Forum provides an industry communication platform and strives for a better policy environment to support companies and groups who are dedicated to the development of TD-SCDMA and related products. TD-SCDMA Forum has over 420 members at present, including 15 board members, 17 senior members and more than 300 common members, which cover worldwide operators, telecoms vendors, research institutes, educational organizations, standardization organizations, finance institutes as well as other companies or groups.

UMTS Forum

Founded in 1996, The UMTS Forum is an international industry association that is committed to the success of Third Generation (3G) UMTS mobile systems. Bringing together players from across the mobile industry on a peer-to-peer basis, The UMTS Forum promotes a common vision of 3G/UMTS and its evolution, as well as its worldwide commercial success. Membership of The UMTS Forum is open to everybody with a commercial interest in 3G/UMTS mobile – including fixed and mobile network operators, infrastructure vendors, terminal device manufacturers, regulators, media/content providers and developers of 3G/UMTS services and applications.

OFFICIAL HOTELS

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1 Harbour Road, Wanchai, Hong Kong
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Traveling time to Exhibition Centre: next to HKCEC

Island Shangri-La (5 Star Deluxe)
Pacific Place, Hong Kong
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Tel: +852 2820 8586 Fax: +852 2537 1720
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Traveling time to Exhibition Centre: 5 mins by Taxi

JW Marriott (5 Star Deluxe)
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Email: room@marriott.com.hk
(Please quote: IIR - 3G World Congress & Exhibition 2005 for special rate)
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Renaissance Harbour View Hotel (5 Star Deluxe)
1 Harbour Road, Wanchai, Hong Kong
For room bookings contact FAE Travel
Tel:+852 2808 2828 Fax:+852 2802 1234
Email: hkexhibitions@farringtnamex.com
Website: www.renaissancehotels.com/hkghv/
Traveling time to Exhibition Centre: next to HKCEC

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Harbour Plaza North Point	12 mins by taxi, 20 mins by MTR
Harbour View Int'l House	1 min on foot
Novotel Century Hong Kong	6 mins on foot
Rosedale on the Park	7 mins by taxi
South Pacific Hotel	6 mins by taxi

Hotel Name	Traveling time to Exhibition Centre
The Charter House	6 mins by taxi
The Emperor (Happy Valley) Hotel	7 mins by taxi
The Empire Hong Kong Hotel	5 mins on foot
The Excelsior Hotel	10 mins by taxi
The Park Lane Hotel	10 mins by taxi

(Other hotels are available on request)

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Agere Systems is a global leader in semiconductors for storage, wireless data, and public and enterprise networks. The company's chips and software power a broad range of computing and communications applications, from cell phones, PCs, PDAs, hard disk drives and gaming devices to the world's most sophisticated wireless and wireline networks. Agere's customers include top manufacturers of consumer electronics, communications and computing equipment. Agere's products connect people to information and entertainment at home, at work and on the road -- enabling the connected lifestyle.

Alcatel's vision is one of a user-centric broadband world – one where users can enjoy services and interact seamlessly over all networks and different terminals. Alcatel's value proposition is about realizing this user-centric broadband world – one where ubiquitous broadband network provide access from any location. Alcatel provides communications solutions to telecommunication carriers, Internet service providers and enterprises for delivery of voice, data and video applications to their customers or employees. Alcatel brings its leading position in fixed and mobile broadband networks; applications and services, to help its partners and customers build a user-centric broadband world At the heart of Alcatel's value proposition for mobile operators is the Evolium™ Concept. The model is based on using a single, multi-standard platform for all implementations, including GSM/GPRS/EDGE and W-CDMA, as well as the seamless and cost-effective introduction of new technologies such as HSDPA. Alcatel is making NGN distributed architecture solution available now for mobile operators, with a multi-standard and field-proven mobile softswitch working seamlessly in GSM/EDGE, 3G/UMTS and CDMA networks, ensuring as well preparation for IMS introduction. Alcatel end-to-end solution is offering as well transmission solutions, services platform and mobile terminals. In addition, Alcatel provides operators with packaged solutions that integrate end-user applications, third-party content, professional services and payment facilities.

For more information, visit Alcatel on the Internet: http://www.alcatel.com

Incorporated in 1988 and headquartered in Shenzhen, China, Huawei Technologies specializes in the R&D, production and marketing of telecoms equipment, providing customized network solutions in mobile network, fixed network, optical network, service & software, data communications network and terminals. Huawei is now the largest telecom vendor in China's telecom market and is quickly becoming a leading player in the global telecom market. Currently Huawei provides telecom products and solutions for over 300 operators worldwide and 22 of the world's top 50 operators are using Huawei's products and solutions.

Huawei now focuses on such areas as WCDMA, CDMA2000, NGN, xDSL and data communications. Huawei's products are deployed in over 90 countries, including the United States, Germany, France, UK, Spain, Portugal, the Netherlands, Russia, Brazil, Thailand, Singapore, Egypt and Nigeria. Currently Huawei has 24,000 employees and sales in 2004 reached 5.58 billion USD. For more information, please visit http://www.huawei.com

Lucent Technologies designs and delivers the systems, services and software that drive next-generation communications networks. Backed by Bell Labs research and development, Lucent uses its strengths in mobility, optical, software, data and voice networking technologies, as well as services, to create new revenue-generating opportunities for its customers, while enabling them to quickly deploy and better manage their networks. Lucent's customer base includes communications service providers, governments and enterprises worldwide. For more information on Lucent Technologies, which has headquarters in Murray Hill, N.J., USA, visit www.lucent.com.

Lucent China has eight regional offices, two Bell Labs branches, five R&D facilities and a number of joint ventures and wholly owned enterprises. Currently, the company has approximately 4,000 employees in China and manufactures a full array of telecommunications network equipment and solutions that serves the Chinese and international markets. For more information on Lucent China, visit its web site at http://www.lucent.com.cn.

PARTICIPATING SPONSORS

Aepona is a leading provider of telecommunications software that enables innovative service delivery solutions for operators worldwide. Aepona's products are deployed by fixed-line and mobile carriers on three continents enabling rapid roll out of cost-effective, value-added and customer loyalty enhancing services. Aepona is at the forefront of convergence in telecoms providing the necessary infrastructure to allow operators maximise their investment in both circuit-switched and packet-switched interaction models. Aepona provides an important stepping-stone in the evolution path from traditional IN services to IMS. (IP multimedia subsystem)

Airvana is a leader in broadband CDMA network infrastructure systems based on third generation CDMA2000 1xEV-DO wireless packet data technology. At the forefront of EV-DO development, Airvana is the first company to combine an All-IP system architecture with EV-DO technology to bring broadband speeds and carrier class performance and reliability to the wireless access network. Airvana is headquartered in Chelmsford, MA USA.

As a leading supplier of components to the GSM industry since 1990, Analog Devices has built a portfolio of solutions for mobile devices that leverages high-performance analog and DSP core technology. As customer needs have evolved, ADI's wireless terminal product portfolio has evolved from DSPs and analog building-block components, to sophisticated digital baseband processors, advanced analog and mixed- signal data conversion, power management, radio frequency ICs, and ultimately to today's complete chipsets and reference designs. ADI's wireless chipsets leverage the company's high-performance signal processing expertise and are designed with a unique systems understanding approach. This approach is part of the reason why ADI's wireless chipsets power many leading mobile device manufacturers and brands worldwide.

Cisco Systems, Inc® offers an integrated, access and device independent, mobile strategy via a strong suite of IP-based solutions. We are working to advance mobile services with solutions for GSM with GPRS or EDGE overlays, W-CDMA, CDMA2000 1x and PWLAN space. These solutions include our Cisco Mobile Exchange framework offering flexible network access, a variety of billing options, and security; Next-Generation Signaling solutions for SS7 off load; multiple RAN optimization solutions and IP based voice and core network solutions. Cisco has technology expertise, market knowledge, and financial strength to assist mobile network operators with whatever lies ahead. This is Cisco on the move. www.cisco.com/go/mobile

Comba Telecom Systems is a leading provider of wireless equipment and total coverage solutions for the mobile telecoms market. With ISO9001 accredited manufacturing facilities and dedicated R&D centres, Comba manufactures a comprehensive range of 2G and 3G products including repeaters, indoor coverage distribution systems, digital microwave systems, and antennas. Comba provides best-of-breed services and technical support for an end-to-end customer experience with trials, training, design and implementation.

As one of the largest subsystems suppliers in the world Comba has a global presence with offices in China, Hong Kong, Singapore, Thailand and Sweden. Comba was founded in Hong Kong in 1997, and listed on the main board of The Hong Kong Stock Exchange in July 2003.

Ericsson is shaping the future of Mobile and Broadband Internet communications through its continuous technology leadership. Providing innovative solutions in more than 140 countries, Ericsson is helping to create the most powerful communication companies in the world.

Intel supplies the computing and communications industries with component-level building blocks integral to computers, servers, and networking and communications products.

In the cellular and handheld industry, Intel provides component-level building blocks for digital cellular communications and other applications requiring both low-power processing and high performance, such as cellular handsets and handheld computing devices. In the telecommunications industry, Intel is developing leading edge products and services for wired and wireless networking and communications infrastructure. Intel's strength in silicon design, integration and high-volume manufacturing deliver high-performance components at lower costs that provide the flexibility and faster time to market necessary in today's communications industry.

For more information, please visit www.intel.com

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WEDNESDAY, 16 NOVEMBER 2005 TO FRIDAY, 18 NOVEMBER 2005

EXHIBITION FLOORPLAN

WED 16 NOV	WED 16 NOV	THU 17 NOV	FRI 18 NOV
10:30am - 11:00am	11:00am - 6:00pm	10:00am - 6:00pm	10:00am - 4:30pm
Exhibition Opening Ceremony	**Exhibition Open**	**Exhibition Open**	**Exhibition Open**

Company Name	Booth #
7 Layers	1542
Accenture	1211
Actix	1638
Adaptix	2 W.V.
AePONA	1954
Aeroflex	1341
Agere Systems	1601
Airspan	3 & 4 W.V.
Airvana	1021
Alcatel	1501
Alvarion	1633
Analog Devices	1201
Anite Telecoms	1851
Antenova	UK Pavilion
Anydata	2010
Argent Networks	1847
Argogroup	UK Pavilion
Aspects Software	1445
Axesstel	1846
BCGI	1343
Beep Science	1661
CCF	
Cerillion Technologies	1956
Cetecom	1955
Charlton Media Group	1463
CinemaElectric	1637
Cisco Systems	1621
City University of Hong Kong	1935
Comba Telecom	1431
Computamaps	1944
Convergence Plus	1443
CPS	1442
CSG Systems	1841
Dekolink	1848
Digit Wireless	1845
Efforts Technology	2015
Elektrobit	1347
Empower Interactive	1762
Ericsson	
Esmertec	1311
EZU Rentals	1353
Finnish Pavilion	
GSA	1763
Hantro	Finnish Pavilion
Hengxin Technology	1334
Huawei Technologies	1801
Infineon Technologies	1831
In-Stat	1363
Intel	1011
Intergrafx	1852
InvestHK	2012
Intervoice	1338
Irdeto	2025
Kathrein	1932
Kingston	1511
LHS	1444
Liberty Alliance	1461
LightPointe Communications	1545
Lucent Technologies	1401
mBlox	1942
Micromuse	1005
Mobile Communications Int'l	1561
Mobile Media	1952
Motorola	1721
M-Systems	1737
NEC	1701
Nextel	1362
Nexus Telecom	1541
Nortel	1711
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W.V. = WiMAX Village

MOTOROLA

Motorola is a Fortune 100 global communications leader that provides seamless mobility products and solutions across broadband, embedded systems and wireless networks. In your home, auto, workplace and all spaces in between, seamless mobility means you can reach the people, things and information you need, anywhere, anytime. Seamless mobility harnesses the power of technology convergence and enables smarter, faster, cost-effective and flexible communication.

Today, Motorola is comprised of four businesses: Connected Home Solutions, Government & Enterprise Mobility Solutions, Mobile Devices and Networks producing a range of products and technology which cover the person's entire spectrum of "Seamless Mobility".

Seamless Mobility makes peoples' lives easier - it gives us the ability to communicate effortlessly while we move about our lives. Motorola's vision for the future revolves around Seamless Mobility - it drives adoption and increases the use of mobile communications devices. Motorola is best-positioned to make Seamless Mobility a reality.

Motorola also maintains a strong leadership position in Research and Development through its advanced technologies platforms.

NORTEL

Nortel has designed, installed and launched more than 300 wireless networks in over 70 countries. Nortel was the industry's first supplier with wireless networks operating in all advanced radio technologies (GSM/GPRS/EDGE, CDMA2000 1X and 1xEV-DO, UMTS and WLAN) and is the only end-to-end provider of all next generation wireless solutions.

Nortel is a recognized leader in delivering communications capabilities that enhance the human experience, ignite and power global commerce, and secure and protect the world's most critical information. Serving both service provider and enterprise customers, Nortel delivers innovative technology solutions encompassing end-to-end broadband, Voice over IP, multimedia services and applications, and wireless broadband designed to help people solve the world's greatest challenges. Nortel does business in more than 150 countries. For more information, visit Nortel on the Web at www.nortel.com. For the latest Nortel news, visit www.nortel.com/news.

QUALCOMM

QUALCOMM Incorporated (www.qualcomm.com) is a leader in developing and delivering innovative digital wireless communications products and services based on the Company's CDMA digital technology. Headquartered in San Diego, Calif., QUALCOMM is included in the S&P 500 Index and is a 2005 FORTUNE 500 company traded on The Nasdaq Stock Market under the ticker symbol QCOM.

QUALCOMM's solutions enable users to benefit from cutting-edge technology in ways never imagined.

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- Launchpad™ Suite - Integrated capabilities and features that provide advanced wireless data services: Multimedia Solutions, Connectivity Solutions, Position Location Solutions, User Interface Solutions, and Storage Solutions
- BREW™ System - A complete data applications platform that provides the very latest in applications for wireless handsets, from games, to ring tones, to position location and productivity software
- MediaFLO™ System - An end-to-end product and service offering that enables delivery of high-quality network-scheduled multimedia content to a large number of subscribers for easy viewing on handsets
- QChat™ - Handset and server software that allows virtually instantaneously connect with other QChat 3G CDMA users anywhere in the world with the push of a button
- QPoint™ - A complete end-to-mass-market location-based services solution

SIEMENS

Siemens Communications is one of the largest players in the global telecommunications industry. Siemens is the only provider in the market that offers its customers a full-range portfolio, from devices for end users to complex network infrastructures for enterprises and carriers as well as related services. Siemens Communications is the world's innovation leader in convergent technologies, products and services for wireless, fixed and enterprise networks. It is the largest Group within Siemens and operates in more than 160 countries around the world. In fiscal 2004 (year-end September 30), its 60,000-strong workforce posted sales of approximately 18 billion euros.

More about Siemens Communications at http://www.siemens.com/com

ZTE中兴

ZTE is one of the leading providers of high-technology communications equipment. By capitalizing on our strong market position in China, broad product range based on common technology platform, and strong technical know-how, we are committed to becoming a leading global communications equipment provider, offering quality and advanced end-to-end solutions to telecommunications service providers and end-users around the world with highly competitive prices.
We currently target the telecommunications equipment market in China and other fast-growing emerging markets by providing customized products and solutions. We have established long-standing relationships with leading Chinese telecommunication service providers, including China Telecom, China Netcom, China Unicom and China Mobile. In addition, we have sold our products to more than 150 customers in over 60 countries and regions, including India, Indonesia, Pakistan, Thailand, Russia, Romania, Nigeria and Egypt.

InvestHK

InvestHK is the Hong Kong SAR government department set up to spearhead Hong Kong's efforts to attract foreign direct investment. We offer free investment promotion, facilitation and aftercare services to ensure that companies have all the support required to establish or expand operations in the dynamic Hong Kong economy. Whether it is information provision, site visits, business matching, or interface with government departments, InvestHK provides tailored and comprehensive inward investment support services to prospective and existing foreign investors.
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NEC

NEC Corporation is a leading provider of total mobile solutions, from application service platforms via infrastructure systems to handsets, which creates continuing business opportunities for network operators and service providers.

NEC has developed innovative solutions for 3G mobile networks and has been selected as a primary supplier for 3G infrastructure worldwide. Our technology goes beyond the mobile internet service which is now entering a new phase. And with a dominant share in the worldwide 3G handset market, we are now producing new and attractive models in China. NEC can provide virtually everything to build and operate 3G mobile networks.

For more information, please visit: www.nec.com

Powerwave

Powerwave Technologies, Inc., is a global supplier of end-to-end wireless solutions for wireless communications networks. Powerwave designs, manufactures and markets antennas, boosters, combiners, filters, repeaters, multi-carrier RF power amplifiers, tower-mounted amplifiers and advanced coverage solutions, all for use in cellular, PCS and 3G networks throughout the world. For more information on advanced wireless coverage and capacity solutions, please visit our web site at www.powerwave.com.

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SPANSION™

Spansion, the Flash memory venture of AMD and Fujitsu, is the largest company in the world dedicated exclusively to developing, designing, and manufacturing Flash memory products. Spansion's memory products are sold to seven of the top 10 mobile phone OEMs. In fiscal 2004, Spansion's total net sales were approximately $2.3 billion. The company offers the broadest NOR Flash memory portfolio in the industry, for use in the wireless, automotive, networking, telecommunications and consumer electronics markets.

TANDBERG

TANDBERG, a leading global provider of video systems and services, helps companies and organizations fill the visual communication gap that exists today. Our industry specific knowledge and consultative approach helps TANDBERG customers envision new opportunities for their organizations.

TANDBERG is committed to advancing the use of visual communication tools through standards-based solutions. The Company has dual headquarters in New York and Norway with customer installations in more than 90 countries worldwide.

Furthering its mission to make visual communications accessible everywhere, TANDBERG now offers operators a 3G gateway to connect calls between UMTS handsets and H.323 and SIP enabled endpoints. TANDBERG also offers a number of applications for 3G content service providers.

Visit www.TANDBERG.net for more information.

VENTURI WIRELESS™

Venturi Wireless is the trusted leader in providing mobile broadband optimization solutions to wireless carriers and enterprises worldwide. Venturi's patented carrier-grade solution maximizes network efficiency and delivers the most compelling mobile data user experience available.

With the largest active mobile broadband user base, Venturi Wireless offers unparalleled expertise in mobile broadband deployment. Mobile market leaders who have chosen Venturi Wireless include Zapp Mobile, WILLCOM (formerly DDI Pocket) and Verizon Wireless. Venturi Wireless is headquartered in Sunnyvale , Calif., with offices in London , New Jersey, Tokyo and Washington, D.C. and Seoul, Korea.

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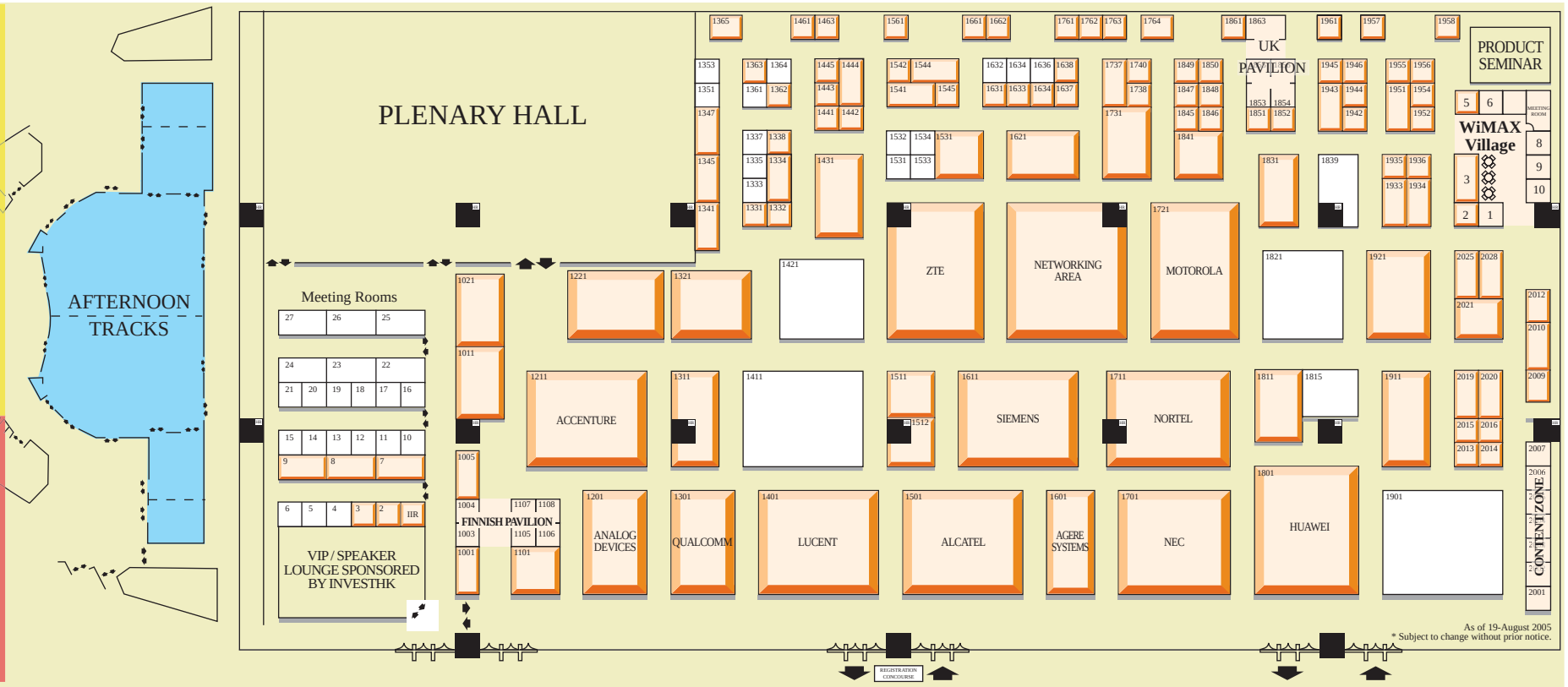

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Wed 16-Nov ❑W3(Cont.) ❑F3 ❑F4

Thu 17-Nov ❑ TT1 ❑ TT2 ❑ TT3 ❑ TT4

Fri 18-Nov ❑ FT1 ❑ FT2 ❑ FT3 ❑ FT4

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