

32nd Asia Pacific Conference & Exhibition



Asia Pacific

Bangkok

2 - 4 June, 2010

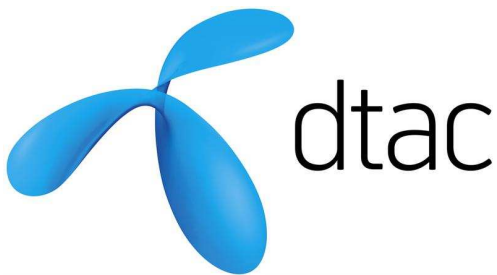




Asia Pacific

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Hosted by DTAC



Total Access Communication Public Company Limited or "DTAC", an affiliate company of Telenor Group, is the second largest cellular service operator in Thailand with more than 19 years in operation and over 19.3 million customers. We provide telecommunication services on the 800 MHz and 1800 MHz frequency band.

With regard to international roaming service, GSM roaming is available with 384 operators in 147 countries; GPRS roaming is available with 252 operators in 99 countries. To work more closely to improve roaming quality, DTAC signed Roaming SLA with Telenor Sweden on June 2009.

The non-commercial trial of 3G on 850 MHz frequency band was launched in August 2009 with an objective to get an insight into usage patterns of wireless broadband users.

Wat Arun (Temple of Dawn)

Make sure you set aside one late afternoon to see and photograph this imposing sight at sunset with the Chao Phraya River in the foreground. These photographs will bring back beautiful memories of Bangkok.

The temple was built during the Ayutthaya period and was originally called Wat Makok after the name of the local village Tambol Bangmakok. It means "Village of Olives".

Wat Pho

This is possibly the most interesting temple in Thailand as it combines history, medical science and is a center for meditation and traditional massage training. Its official name is Wat Phrachetuphon Vimoon Mangkararam Ratchaworamahawihan, although it is commonly called Wat Pho.



Bangkok, Thailand

For many, Thailand is the ultimate business travel destination. Fast becoming a regional business hub ranking alongside countries like Hong Kong, Singapore and Malaysia, Thailand has admirably met its responsibilities to the world's business community. Banking services here are efficient and reliable. Telecommunications services utilize Thailand's satellite technology to offer comprehensive country-wide mobile phone networks, fast and efficient high speed Internet access and international teleconferencing. For the business traveler, Thailand's hotels are a joy. Second to none for quality, services and facilities, many maintain business centers that offer the same facilities your office at home might offer.

Experience Thai hospitality, friendliness and ancient knowledge of massage and spa treatments, nurtures and rejuvenates not just your body, but your mind, health and spirit too. More than just pampering, it is a total concept of holistic wellness, concerned with promoting a healthier way of living.

Thailand – Bangkok – Season

In central Thailand and the eastern provinces, the hot summer weather starts around mid February and goes on to April. In April, the extreme temperatures can go up to the 40 degrees centigrade mark. The winter months are from mid November to mid February. There may really be only a few days of genuinely cold weather during these months, but the period leading up to the New Year are a welcome respite from the heat throughout the rest of the year. Aside from these days, visitors from Europe still may feel the temperatures as being a bit warm during Thailand's winter, although not uncomfortably so. The rainy season kicks in around May and goes on until October. The rain is frequent and sometimes fierce. Usually rainstorms go on for around 30 minutes or so. If you're visiting the beach destinations in the east (Pattaya, Rayong, Koh Chang), the best time is from December to May.

Time Zone

Standard time zone: UTC / GMT +7 hours. No daylight saving time in 2010

Climate

In late Spring, Bangkok is sunny & dry with temperatures from 34.0 °C to 40.0 °C.

VISA Information

Visas are required for most countries to enter Thailand. Visas are issued either by consulates and embassies outside Thailand. For those who require a letter of invitation or other assistance to obtain a Visa, please contact:

Ms. Thidaporn Suwanmanon

Manager, International Roaming Management

Mobile +66 (8) 67737673

Email thidaporn@dtac.co.th

Hotel Information

A number of rooms have been allocated at the Inter Continental Hotel.

To reserve your room please fill out the attached form.

Currency

The currency is the Thai Baht in Bangkok, with paper notes. It comes in denominations of 20, 50, 100, 500, 1000. The prevailing exchange rate is about 33 **Baht** (symbol ฿) per 1 USD.

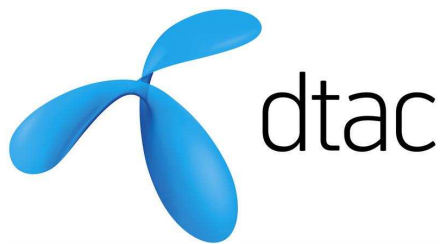
Clothing

Light and comfortable clothing is recommended

VAT Refund

As a tourist, you are not required to pay Value Added Tax (VAT) on items more than 5,000 Baht that you intend to take out of Thailand. For more information on VAT refund, visit the Revenue Department of Thailand's website: <http://www.rd.go.th/vrt/howwill.html>

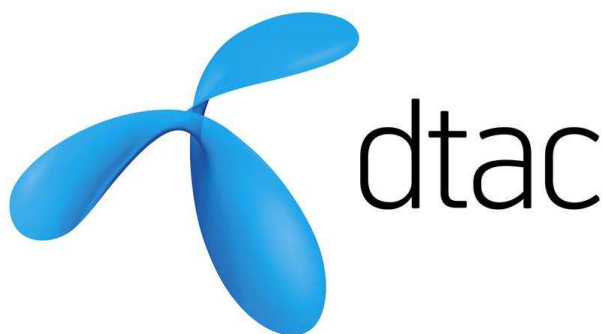




Asia Pacific

32nd GSMA Asia Pacific Conference & Exhibition

Hosted By



Sponsored By



32nd GSMA Asia Pacific Conference & Exhibition Hosted by DTAC Intercontinental Hotel, Bangkok, 2nd – 4th June 2010

Agenda

Tuesday, 1 June 2010

- 16:00 to 21:00 Registration of delegates and Welcome reception, Lobby InterContinental Hotel
- 18:00 to 21:00 Poolside welcome reception, 37/F, InterContinental Hotel.
Sponsored by CITIC 1616

Day 1 & 2 (Wednesday & Thursday)

Roamfest & Hubfest

Presidential Room I & II set aside for operator bilateral negotiations. (Printer & Office equipment available for delegate use)

Day 1, Wednesday 2 June

OPENING

- 09:00 Opening Ceremony of the 32nd GSMA Asia Pacific Conference and Exhibition,
Hosted by DTAC
GSMA AP Chairman - Mr. Paul Hodges
- 09:05 Opening Ceremony
Thai Cultural Dance Performance
- 09:10 Opening Address
- Mr. Tore Johnsen, CEO, DTAC
 - Mr. Jirayuth Rungsrihong, CEO, CAT Telecom Public Company Ltd

Session 1: Key Note Leadership Forum

- 09:40 Towards a Connected World - the Socio-Economic Impact of Internet in Thailand
- Internet as a key accelerator of economic growth and social welfare
 - How Internet penetration can create GDP growth, jobs and tax income
 - Why wireless broadband is the logical choice to create growth in internet accessibility and usage
- Ola Jo Tandre, Director of Corporate Responsibility, Telnor Group



Asia Pacific

10:15 Morning Tea Break (Sponsored by ARCH, Starhome)

10:35 The reality of LTE: an overview of the market and regulatory development

- Market overview and latest developments in LTE
- Regulatory Overview
- Case studies
- Business and regulatory implications to market players

CW Cheung, Director, Asia Pacific, OVUM Consulting

11:10 Future of the International Mobile Services Offerings

- Evolution of “multimedia” centric services on International mobile applications
- Impacts on mobile operators. Service and Revenue Opportunities
- IP convergence of the mobile world.
- Quality contribution to International Mobile Services.

Jacky Kwok, Executive VP, Mobile Services, CITIC 1616

11:45 The Wireless World – Now and Beyond

- Current state of the 3G wireless industry
- Outlook on devices, networks and applications
- A perspective on how devices, networks and applications drive greater wireless usage in the future - among consumers, enterprises and “things”

John Stefanac, President, SEA, Qualcomm

12:20 Leadership Panel Discussion - Telecommunications Industry - Looking into the Future

Facilitated By: Paul Hodges, GSMA AP Chairman

Panel:

Ola Jo Tandre, Director, Corporate Responsibility, Telnor Group

John Stefanac, President, SEA, Qualcomm

CW Cheung, Director, Asia Pacific, OVUM Consulting

Norman Yuen, J.P., CEO, CITIC 1616

Zhao Fang, Deputy General Manager, Market Operation department, China Mobile

12:50 Lunch

(Sponsored by: Belgacom and Sybase365)

Session 2: Mobile Operator VAS - Case Studies

14:00 Successful Mobile VAS - Case Study China Mobile

- Mobile changes life, China Mobile provides customers with a wealth of value-added business services.
- Mobile Newspapers are favored by customers and provide huge economic and social benefits.
- China Mobile Mobile Newspapers, business mode, operating mode and the product system.

Zhao Fang, Deputy General Manager, Dept of Market Operation, China Mobile

- 14:30** **Mobile TV: Content on the Go - Case Study, Starhub**
- Singapore's first fully integrated info communications company
 - Hubbing Content across platforms
 - Business model and viewing behaviour
 - Critical success factors
- Tan Tong Hai, COO, StarHub**
- 15:00** **Afternoon Tea Break (Sponsored by Roamware and TATA Communications)**
- Session 3: Transition to IPX Connectivity**
- 15:20** **A carrier's perspective of migrating to an all-IP environment:**
- What are the challenges to move to an IPX or all-IP environment?
 - Current IPX trends in the global market
 - What benefits will it bring to the Service providers and will IPX enable new services and new revenue streams?
- Siddhartha Kohli, Regional VP, Asia Pacific, Belgacom Intl Carrier Services**
- 15:50** **"Bridging Today and Tomorrow": Addressing the challenges and opportunities in supporting legacy services with the IPX Network**
- Support today's mobile data., roaming and messaging
 - Understand interworking between IP and legacy systems
 - Successful ramp up for all IP future services
- John Wick, VP Network Services Management, Syniverse Technologies**
- 16:20** **IPX: The Time is Now**
- Making business sense out of IPX
 - Building the mobile operator ecosystem and community
 - Taking control of your own traffic—addressing quality and commercial requirements
 - IPX is real
- John Sullivan, VP Sales, Asia, Telecom NewZealand International**
Matthew Tonkin, Senior Director, Asia - Sybase365
- 16:50** **Panel Discussion - Pathways to IPX**
Facilitated by: Jaikishan Rajaraman - Senior Director, Asia, GSMA.
Panel:
Jacky Kwok, Executive VP, Mobile Services, CITIC 1616
John Wick, VP, Syniverse Technologies
Siddhartha Kohli, Regional VP, Asia Pacific, Belgacom International Carrier Services
John Sullivan, VP Sales, Asia, Telecom NewZealand International
Matthew Tonkin, Senior Director, Asia - Sybase365
- 17:30** **End of Day 1**
- 18:00** **Opening Dinner, Sponsored by DTAC**
River Cruise along Chaophraya River. Depart from Hotel Lobby at 17:40 sharp
Return to Hotel around 21:00. Transport provided

Day 2, Thursday 3 June

Session 4: Mobile Operator - Strategies for Success

- 09:00** **Chunghwa's Way to a Smart World**
- Smart Phone
 - Smart Environment
- Gordon Chang, Director, Network Ops & Maintenance, Chunghwa Telecom**
- 09:30** **Successfully expanding the roaming hub connectivity**
- What are the real productivity gains induced by the hubbing model?
 - What are the ways to use a roaming hub as an MNO?
 - What are the key questions before jumping in?
- Eric Masseboeuf, Senior Director, Marketing Wholesale, Orange**
- 10:00** **Embedded Mobile—Connecting Devices**
- Market Outlook for Embedded Mobile
 - Overview of the Embedded Mobile Programme
 - Roadblocks and Enablers
 - Vertical Market
- Ton Brand, Senior Project Director, GSMA**
- 10:30** **Morning Tea Break (Sponsored by Fundamo)
& Group Photo Session**
- All delegates please wear the T-shirt provided for Group photo.
- 11:10** **Green Power - GSM Association**
- Update on GSMA Green Power Initiative
 - Update on Solar Handset competition
- Areef Kassam, Field Implementation Manager, GSMA**
- 11:40** **GSMA Public Policy Update**
- GSMA 2010 Public Policy Manifesto
- Jaikishan Rajaraman, Senior Director, Asia, GSMA**
- 12:10** **Panel Discussion - Mobile Strategies for Success**
- Facilitated by: Shigeyasu Suenaga, Deputy Chair, GSMA AP
- Panel:
- Tan Tong Hai, COO, StarHub
Eric Masseboeuf, Senior Director, Marketing Wholesale, Orange
Ton Brand, Senior Project Director, GSMA
Areef Kassam, Field Implementation Manager, GSMA

- 12:40** Lunch
(Sponsored by: Orange and Syniverse Technologies)
- Session 5: Operator Only Closed Session**
- 14:00** **Operator Only Closed Session:**
- Update on Key projects from GSMA - Jaikishan Rajaraman
 - GRQ Status Update - Jeremy Wansit
 - Update from BARG - Paul Hodges
- 16:30** **Operator bilateral meetings. Roamfest and Hubfest continues.**
- 18:30** **“Fight Night” - GSMA Asia Pacific 2010 Muay Thai Challenge**
Closing Dinner sponsored by CITIC1616,
Main Ballroom, InterContinental Hotel
Spectacular Muay Thai Boxing Demonstrations followed by three professional Muay Thai Boxing Championship Fights during dinner.
Arranged by Fairtex, Thailand
Including Lucky Draw - Prizes by CITIC 1616
& Distribution of Group Photo's
- Day 3, Friday 4 June**
- 09:00** **Networking opportunity with sight seeing tour of Bangkok**
Excursion to the Thai Grand Palace
Depart from Hotel at 10:00
Return to Hotel around 16:00
Transport provided