

Broadband Asia 2006

Exploring the Asian broadband upsurge to enhance business services, offerings and profitability

Radisson Hotel Pudong Century Park,
Shanghai, China

21st, 22nd & 23rd August 2006

“It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change.”

Charles Darwin

Transforming your business and successfully securing its benefits through Broadband



Special Guest Addresses:

Charles Yip Wai-Kwong General Manager, China Business and Regulatory
Hutchison Telecom

Latif Ladid President
IPv6 Forum

Michael Lai CEO
TMNet

Dr Ferrie Hu Chief Scientist
China Motion Telecom International

Jonathan Soon President and CEO
SkyNetGlobal

Jeong-Soo Kim Executive Director, Game Business Division
KIPA

Tony Poulos Head of Asia Pacific Region
Global Billing Association

Amer Hassan Executive Director
Wi-Fi Alliance

James Wang Vice President, Solutions and Services Development
Green Packet

Lara Srivastava ITU New Initiatives, Program Director, Strategy and Policy Unit
International Telecommunication Union

David Spence CEO
Unwired Australia Pte

Victor Chiu Vice President, Telecoms Lab
Chungwa Telecom

Kyong Yu Chairman
Global Wireless Alliance

Dr Jing Wang Secretary-General
TD-SCDMA Forum

Yoon-Soo Kim CEO
NeoMtel

NiQ Lai CFO
City Telecom (HK)/Hong Kong Broadband Network

Jari Heinonen Director Asia Pacific Region
F-Secure

Prakash Bajpai President
Reliance Infocomm

Gudjon Mar Gudjonsson CEO
Industria

Dr Kyung-Pyo Jun Vice President, Broadband Convergence Network Research Department
ETRI

Frank Meade Head of Global Services, Billing and Connection
BT UK

K. Krishnan Vice-President, Broadband and Telephone Services
Bharti-Televentures

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Morning Plenary Session

- 0800 Registration and morning coffee
- 0845 Opening and welcome remarks from the Chairman
- 0900 **China – Driving broadband penetration: Key drivers on demand and growth opportunities**
Charles Yip Wai-kwong General Manager, China Business and Regulatory
 Hutchison Telecom
- 0945 **Vision 20/20 – Examining and Identifying Future Strategies in Broadband**
Michael Lai CEO
 TMNET
- 1030 Morning refreshments
- 1045 **The new Internet based on IPv6 – Benefits and deployment roadmap**
Latif Ladid President
 IPv6 Forum
- 1130 **Korea – BcN: Capitalising on fixed and mobile convergence**
Dr Kyung-Pyo Jun Vice President, Broadband Convergence Network Research Department
 ETRI
- 1215 **Understanding carrier grade Peer to Peer wireless technology and architectural issues**
James Wang Vice President, Solutions and Services Development
 Green Packet
- 1300 Lunch

Stream One
Wireless Technologies

- 1400 Chairman's opening remarks
- 1410 **Delivering end-to-end solutions to accelerate the development of cost-effective Wi-Max systems**
Dr Ferrie Hu Chief Scientist, China
 Motion
 Telecom International
- 1455 **Wi-Fi Hotspots: Accessing Current and future development**
Jonathan Soon President and CEO
 SkyNetGlobal
- 1540 Afternoon refreshments
- 1600 **Wi-Bro Portable Network: The Future for Asia Broadband?**
- 1645 **The Wireless Experience: Opportunities and Challenges in Home Entertainment, Voice and Public Access**
Amer Hassan Executive Director
 Wi-Fi Alliance
- 1730 Chairman's closing remarks
- 1745 End of Day One

Stream Two
Broadband Security

- 1400 Chairman's opening remarks
- 1410 **Security Standards, current practices and technology trends in Asia: What are the Asian providers facing in terms of deploying a secured broadband service**
- 1455 **Developing a value added service security strategy for the broadband customers: Key sectors and challenges**
Jari Heinonen Director Asia Pacific
 Region
 F-Secure
- 1540 Afternoon Refreshments
- 1600 **Balancing the need for security with the need for access information**
Prakash Bajpai President
 Reliance Infocomm
- 1645 **Identity and access management -- new and emerging tools used in access control, authentication, identification technologies and identity theft**
- 1730 Chairman's closing remarks
- 1745 End of Day One

Stream Three
Content Services and Applications

- 1400 Chairman's opening remarks
- 1410 **The impact of Broadband on content industries: How should providers access the opportunities and threats to their business**
Jeong-Soo Kim Executive Director,
 Game Business Division
 KIPA
- 1455 **Value creation, business models and rights management: Opportunities and challenges in the Asia market**
- 1540 Afternoon refreshments
- 1600 **Content provider perspective: Do content providers want telcos to be part of their distribution channel?**
Tony Poulos Head of Asia Pacific Region
 Global Billing Association
- 1645 **Adapting content and revenue protection system for a changing Content World**
Frank Meade Head of Global Services,
 Billing and Connection
 BT UK
- 1730 Chairman's closing remarks
- 1745 End of Day One

Tuesday 22nd August 2006

- 0830 Registration and Morning Coffee
- 0900 Latest regulatory development and status of Wireless Broadband Services in Asia
Lara Srivastava ITU New Initiatives, Program Director, Strategy and Policy Unit
International Telecommunication Union
- 0945 Building a Wireless Broadband Business – The Unwired Story
David Spence CEO
Unwired Australia Pte
- 1030 Morning refreshments

Stream Four

Next Generation Network Technologies

- 1045 Chairman's opening remarks
- 1100 Evaluating Last Mile Deployment technologies using existing infrastructure
Victor Chiu Vice President, Telecoms Lab
Chungwa Telecom
- 1145 The Business case for China's TD-SCDMA deployment
Dr Jing Wang Secretary-General
TD-SCDMA Forum
- 1230 Lunch
- 1400 Transmission Planning from the Operator's viewpoint
- 1445 Beyond 3G: What is next and what are the impact on services in the region

Stream Five

Fixed and Mobile Convergence (FMC) and Value-Added Services (VAS)

- 1045 Chairman's Opening remarks
- 1100 Achieving Fixed-Mobile Convergence: New technologies and business challenges
Kyong Yu Chairman
Global Wireless Alliance
- 1145 Cross-industry convergence and consolidation – What are the implications for operators?
- 1230 Lunch
- 1400 Strategies on deploying Competitive FMC Services: How should operators approach revenue-generating opportunities from the proliferation of wireless broadband?
- 1445 Case Study: Fixed Mobile Convergence from an Operator's Perspective
Gudjon Mar Gudjonsson CEO
Industria

Stream Six

Increasing Asian Providers Revenue Stream Through Value-Added Services

- 1045 Chairman's opening remarks
- 1100 Building new service propositions: Exploring the Broadband Service Value Chain for Asian Providers
K. Krishnan Vice-President, Broadband and Telephone Services
Bharti Televentures
- 1145 Managed Services: Sizing up the growth potential
Yoon-Soo Kim CEO
NeoMtel
- 1230 Lunch
- 1400 Enabling sustainable profitability with effective BSS/OSS strategies
NiQ Lai CFO
City Telecom (HK)/Hong Kong Broadband Network
- 1445 Achieving broadband mobility: Understanding the technology and architectural issues
Dr Tada Saito Chief Scientist and Senior Managing Director
Toyota Infotechnology Centre

- 1515 Afternoon refreshments
- 1600 Challenges in driving Broadband mass-market adoption and reaching the non-technical majority
Giri Suseno Hadihardjono President
MASTEL
- 1645 Chairman's closing remarks
- 1700 End of Day Two

About the Business Partners

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About the Platinum Sponsors

Green Packet is a leading developer of next generation mobile broadband networking solutions. The company provides a seamless and converged platform for the delivery of user centric multimedia communication and services regardless of the nature and availability of the backbone infrastructure. Listed on the MESDAQ market of Bursa Malaysia, Green Packet offers flexible and scalable solutions for carriers, mobile enterprises and mobile working groups through a technology that is integral and critical to the entire wireless value chain.

About the Corporate Silver Sponsor

F-Secure Corporation protects consumers and businesses against computer viruses and other Internet and mobile networks threats. Our award-winning solutions are for workstations, gateways, servers and mobile phones. Founded in 1988, F-Secure has been on the Helsinki Exchanges since 1999. F-Secure is headquartered in Helsinki, Finland with regional offices globally

About the Bronze Sponsor

PacketFront is the leader in FTTH technology and next generation broadband aggregation. Its unique combination of central control and automation systems and advanced routers power the most demanding broadband networks in the world. PacketFront's solutions also uniquely enable new business models such as open access networks, where multiple content providers deliver competing services over the same physical infrastructure. The company is headquartered in Stockholm, Sweden, and has offices in Boston, Oslo, Amsterdam, Tokyo and Seoul. Please go to www.packetfront.com for more details.

About the Endorsers

The **Broadband Services Forum** is an international industry resource that provides a forum for dialogue and development, along with the tools and information to address the fundamental business and technology issues vital to the growth and health of the broadband industry. The Broadband Services Forum fosters collaboration across the broadband value chain including content, service and technology providers.

The **Wi-Fi Alliance** is a global, non-profit industry association of more than 200 member companies devoted to promoting the growth of wireless Local Area Networks (WLANs). Since the introduction of the Wi-Fi Alliance's certification program in March 2000, more than 2,500 products have been designated as Wi-Fi CERTIFIED™, encouraging the expanded use of Wi-Fi products and services across the consumer and enterprise markets.

The IPv6 Forum is a world-wide consortium of worldwide leading Internet vendors, Industry, Research & Education Networks, with a clear mission to promote IPv6 by dramatically improving market and user awareness of IPv6, creating a quality and secure new Generation Internet and allowing world-wide equitable access to knowledge and technology, embracing a moral responsibility to the world.

The ICU Forum offers Internet Communications Users a platform to share views, exchange information and recommend products and services that members have found to add value to the Internet communications experience. Membership is open to everybody who is willing to contribute to improving and bringing Internet communications to a broader user base. The Forum is a non profit association funded by its members.

About the Media Partners

BWE is the world's largest source of daily news, RSS feeds, how-to articles, white papers, business directories, top 10 lists, classified ads, buyer's guides, bulletin boards, business leads, research reports, training programs, tradeshow calendar, free newsletters, government grants, business plans and other important resources related to the broadband wireless industry. Please visit www.bbwxchange.com/howto/ for more details.

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About the Online Media Partner

CIOL is the online division of CyberMedia Group, Asia's largest speciality media house with over 23 years of publishing experience and popular titles being Dataquest, PCQuest, Voice&Data & others.

Set up in 1996, it is India's leading & first IT portal carrying over 5000 pages of IT content every month and generating about 7 million page views & 8 lakh unique visitors every month, registered newsletter subscriber base close to 400,000. It addresses the IT and business information needs of ICT Community. CIOL offers its customers interactive communication solutions, lead generation programs, awareness building campaigns and many more.

Program Structure

3 days conference with 3 streams on each day plus 1 day workshop

Day One streams:

- Wireless Technologies
- Broadband Security
- Content Services and Applications

Day 2 Streams:

- Next Generation Network Technologies
- Fixed and Mobile Convergence (FMC) and Value-Added Services (VAS)
- Increasing Asian Providers Revenue Stream Through Value-Added Services

Who should attend:

- Wireless and Fixed Carriers
- Virtual Mobile Network Operators (VMNOs)
- Internet Service Providers (ISPs)
- Application Service Providers (ASPs)
- Application Developers
- Content Producers
- Researchers
- Regulators
- Early Adopters
- Fixed and Mobile Professionals
- Revenue Assurance
- Infrastructure Support Professionals

Job Titles:

CEO / CTO / CIO / CSO / Directors / Managers of:

- Business Development
- Marketing
- Consulting
- Project Management
- Network solutions, architect and design
- Infrastructure Support
- Technology Investment Planning
- Corporate Planning and Strategy
- Technology Strategy Team
- Corporate Strategy and Development
- Global Customer Solutions

Why you cannot miss this event?

In the next 3 years, 80% of the world's broadband subscribers will be in Asia. The area has markets at both extremes of adoption, having countries with penetration levels among the world's highest and lowest. Significantly, Asia has the largest number of third generation mobile users worldwide. As wireless and Internet technologies converge, opportunities will continue to emerge. For Asian service providers, triple play promises increased revenue, customer retention and a way to remain competitive in a fierce market. Deployment, however, can be tricky and service providers must plan their offerings carefully. In addition to having a clear road map for successful implementation, Asian providers must also account for both new services and legacy system management. This pragmatic-driven conference brings together industry experts and experienced practitioners who will highlight their key practices and successes in streamlining business operations and maximizing business values.

Key Benefits:

- Obtain an update on all the technical developments in the Broadband space and obtain insights into the very latest applications that are driving the market forward
- Understand the steps needed for service provider to secure their network
- Listen, see, meet and exchange views with those who are leading the way towards the future of Broadband and experience firsthand the benefits of networking
- Engage in discussion on the ever-expanding issues of content, its access and usability and of future demands
- Explore the market potential and adoption rates for Broadband connectivity
- Access the crucial factors for converging communication
- Evaluate innovative services and applications for enhanced revenue generation
- Hear about actual-life business models and the factors determining their success
- Tailor make your own program from a selection of 4 streams

Acknowledgement

I would like to thank all the world-leading visionaries, solution providers, associations, operators, end-users and delegates within the telecommunication industry from Asia-Pacific and around the world who have contributed to and supported the inaugural **marcus evans** regional Broadband event. I would particularly like to mention our speakers for their help in the research behind the event and also our sponsors for their continued support and commitment.

See you in August!

Loubna Aghzafi
Conference Producer

Broadband Asia 2006

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Fees

2 days Conference + Masterclass @ USD2550.00

2 days Conference Only @ USD1950.00

Masterclass Only @ USD850.00

Online Documentation - USD495. You will be provided a username and password to access the documentation online

Indemnity: Should for any reason outside the control of **marcus evans** conferences, the venue or speakers change, or the event be cancelled due to an act of terrorism, extreme weather conditions or industrial action, **marcus evans** conferences shall endeavour to reschedule but the client hereby indemnifies and holds **marcus evans** conferences harmless from and against any and all costs, damages and expenses, including attorneys fees, which are incurred by the client. The construction, validity and performance of this Agreement shall be governed in all respects by the laws of Malaysia to the exclusive jurisdiction of whose Courts the Parties hereby agree to submit.

Pre-event Details

After receiving payment a receipt will be issued. You will receive an information pack 6 weeks prior to the event outlining joining details. Should you require further assistance, please contact **Ms Kasturi Iyavoo** on Tel: +603 2723 6791.

Business Opportunities

A limited amount of exhibition space is available at the conference. Sponsorship opportunities covering the lunch and documentation also exist. For further details contact **John Karras** on (603) 2723 6600 or e-mail johnk@marcusevanskl.com.

 conferences

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Date: 21st, 22nd, 23rd August 2006

Venue: Radisson Hotel Pudong Century Park,
Shanghai, China

marcus evans

CP 21 Suite 2101, Level 21 Central Plaza
34 Jalan Sultan Ismail, 50250 Kuala Lumpur, Malaysia

Accommodation

To reserve a room at the conference venue, please contact:

Radisson Hotel Pudong Century Park

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Terms & Conditions

1. Fees are inclusive of programme materials and refreshments.

2. Payment Terms: Following completion and return of the registration form, full payment is required within 5 days from receipt of invoice. PLEASE NOTE: payment must be received prior to the conference date. A receipt will be issued on payment. Due to limited conference space, we advise early registration to avoid disappointment. A 50% cancellation fee will be charged under the terms outlined below. We reserve the right to refuse admission if payment is not received on time. Unless otherwise stated on the booking form, payment must be made in Pounds Sterling.

3. Cancellation/Substitution: Provided the total fee has been paid, substitutions at no extra charge up to 14 days before the event are allowed. Substitutions between 14 days and the date of the event will be allowed subject to an administration fee of equal to 10% of the total fee that is to be transferred. Otherwise all bookings carry a 50% cancellation liability immediately after a signed sales contract has been received by **marcus evans** (as defined above). Cancellations must be received in writing by mail or fax six (6) weeks before the conference is to be held in order to obtain a full credit for any future **marcus evans** conference. Thereafter, the full conference fee is payable and is non refundable. The service charge is completely non-refundable and non-creditable. Payment terms are five days and payment must be made prior to the start of the conference. Non-payment or non-attendance does not constitute cancellation. By signing this contract, the client agrees that in case of dispute or cancellation of this contract that **marcus evans** will not be able to mitigate its losses for any less than 50% of the total contract value. If, for any reason, **marcus evans** decides to cancel or postpone this conference, **marcus evans** is not responsible for covering airfare, hotel, or other travel costs incurred by clients. The conference fee will not be refunded, but can be credited to a future conference. Event programme content is subject to change without notice.

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