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Dear Delegate,

On behalf of Informa Telecoms & Media, I am pleased to welcome you to our **5th LTE Asia conference**. This conference takes place at an incredibly exciting time as telecoms operators begin to trial and deploy LTE around the world. This conference has been developed specifically with the 3GPP as our strategic partner and I would like to take this opportunity to thank them for all of their advice and support.

The LTE Asia conference is part of Informa Telecoms & Media's global series of conferences, specifically focusing on the challenges facing LTE and making it a commercial success. This event brings together senior executives from key operators and regulators, as well as the leading vendors who see LTE as the future of mobile broadband. The speaker line up includes senior executives from operators such as CSL, Starhub, Axiata Group, NTT DoCoMo, Reliance Retail, Sistema Shyam TeleServices, SK Telecom, Happy Communications, Telenor, LG Telecom, Chunghwa Telecom and many more.

I would like to take this opportunity to encourage you to join the debate by asking questions, giving feedback and taking advantage of the networking opportunities available throughout the event – breaks and lunch. Please also ensure that you take full advantage of our online networking tool, which will allow you to download the conference presentations, as well as contact all of the conference delegates.

I would like take this opportunity to thank all of those who have made this conference possible, especially our speakers, panellists, moderators and chairmen for their excellent contributions. I would also like to thank our sponsors: **Huawei, Ericsson, Sisvel, Alcatel Lucent, Motorola, Samsung, KMW Communications, NEC, Allot Communications, Bridgewater Systems, NetLogic Microsystems, Nokia Siemens Networks, ST-Ericsson, Syniverse, Cisco, Design Art Networks, GFK, JDSU** and **ZTE** for without them this conference would not have been possible.

I hope that you thoroughly enjoy your time at the LTE World Summit. My colleagues and I will be on hand throughout the event to assist you however we can. Please do not hesitate to contact us if you have any questions or comments.

Best wishes,

Sabah Hussain

Senior Conference Researcher, LTE World Series
Informa Telecoms & Media

EVENT INFORMATION

Informa Telecoms & Media are delighted to welcome you to Hong Kong for LTE Asia 2010.

The following points should help you get the most out of the event:

INFORMATION

The event team are here to help you; if you require any assistance throughout the show, please go the Registration Desk located outside the conference and exhibition rooms where a member of the team will be able to help you..

CONFERENCE COMMENTS

In order to improve the quality of your events, we would welcome your comments on the show. Please complete the event survey available on the show's online delegate networking system in order to gain access to the conference presentations.

QUESTIONS TO SPEAKERS

Email your questions for speakers and avoid the Q&A rush after panel discussions and presentations. Email your questions for speakers to: Sabah.Hussain@informa.com at least one break in advance of the particular speaker session or panel, with details of the speakers name, job title, and company and the question you wished to be asked. At each break these will be forwarded to the chairman of the day who can read them out and start a discussion around your question.

EXHIBITION & NETWORKING

Please take time to visit all the stands during the 2 day event. Please do also take advantage of the extended networking opportunities in the exhibition hall during the refreshment and lunch breaks.

NETWORKING DRINKS RECEPTION

A drinks reception will take place in the exhibition room following the close of the conference on day one. Please join us for a drink and take this opportunity to network with your colleagues in an informal and relaxed atmosphere.

FIRE ALARM PROCEDURE AT THE KOWLOON SHANGRI-LA HOTEL

If you discover a fire, raise the alarm by: operating the nearest break glass point and/or dialling '13' on the telephone and stating the location of the fire to the Operator.

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In areas requiring immediate evacuation you will hear a continuous bell and an automatic announcement advising guests to evacuate.

The assembly point is located: in the gardens between the Shangri-La Kowloon and the Tsim Sha Tsui Centre.

Fire Exits are indicated prominently in all rooms and corridors. You should familiarise yourself with those exits that are in the vicinity of the conference room.

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- Do not stop to collect personal belongings
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We are pleased to present a bespoke online delegate networking service which enables you to contact other pre-registered attendees pre, during and post-show. This simple online service offers a totally secure and private environment to extend the networking beyond the 2 conference days.

Pre-registered show attendees including delegates, exhibitors, speakers and press are sent a unique login PIN by email, 2 weeks in advance of the show to allow plenty of time to make introductions and schedule meetings. We keep the service open for 3 months post-show for you to catch up with anyone you missed or to continue the debate. In addition, all speakers press and delegates will be able to download the Speaker presentations 1 week after the event. If you did not pre-register or have not received your PIN via email, please visit the Registration desk. Alternatively you can email Daniel Cole at daniel.cole@informa.com

How does the system work?

STEP 1 – Log in

<http://lteasia2010.eventscope.co.uk>

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Browse and search the delegate list. Search for specific people, companies, job titles and so forth. This is a secure area only accessible to attendees.

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STEP 4 – Connect

Set-up meetings before the show begins. Did you miss someone? Contact them post-show to follow up. Delegate data is securely held for the duration of 3 months post-show. Data is strictly used for delivering the networking service and for no other purpose.

STEP 5 – Download Presentations

To download the speaker presentations after the show, please click on the Presentation tab at the top of the page and complete a quick survey.



<http://lteasia2010.eventscope.co.uk>

CONFERENCE DAY 1 – TUESDAY 7TH SEPTEMBER

08:00 Registration & Coffee

Location: Fanling Room, Level -1

09:00 Conference Welcome & Speed Networking

Sabah Hussain, Senior Researcher, Informa Telecoms & Media, Singapore

09:10 Chairman's Welcome Address

Adrian Scrase, VP, International Partnership Projects, 3GPP, France

09:20 Operator Opening Address – From HSPA+ To LTE: An Operator's Perspective

Christian Daignaeult, Chief Technology Officer, CSL Limited, Hong Kong

09:45 Operator Presentation – TD-LTE Pave The Way towards mobile broadband

Dr Dawei Zhang, Director of Wireless, China Mobile Research Institute, China

10:10 Operator Presentation - Driving Mobile Broadband Adoption

Chan Kin Hung, SVP, Starhub, Singapore

10:30 Making Tremendous Traffic Possible And Profitable

Lars Bondelind, Vice President Wireless Marketing, Huawei, China

11:00 Morning refreshments & Exhibition Visit

11:50 Thought Leadership Chat - Successful LTE Business Models & Investment Opportunities For LTE In Asia Pacific Region

- What lessons can Asian operators learn from the first movers of LTE?
- Is there a clear business case for operators looking to deploy LTE in and after 2011?
- How important is it to have a voice service at the time of launch?
- What will the mobile broadband ecosystem look like in 2012/2013

Moderator: Adrian Scrase, VP, International Partnership Projects, 3GPP, France

Panellists: Christian Daignaeult, Chief Technology Officer, CSL Limited, Hong Kong

Lars Bondelind, Vice President Wireless Marketing, Huawei, China

Chan Kin Hung, SVP, Starhub, Singapore

12:30 Networking Lunch & Exhibition Visit *sponsored by*



CONFERENCE DAY 1 – TUESDAY 7TH SEPTEMBER

STREAM A BRINGING LTE TO MARKET

sponsored by



Location: Fanling Room, Level -1

Chairman: **Adrian Scrase**, VP, International Partnership Projects, 3GPP, France

14:00 LTE And Application Enablement: Solving The Operator's Capacity-Revenue Dilemma

Philippe Poggianti, Vice President, LTE, Alcatel-Lucent

14:20 Strategies In, Around, And After LTE

Dr Ray Owen, Head of Technical Marketing and Presales Networks, Enterprise Mobility Solutions and Networks, Motorola Asia Pacific & General Director, Motorola Vietnam

14:40 Does LTE Enhance the Profitability of Mobile Broadband?

Amrish Kacker, Partner, Analysys Mason, Singapore

15:00 Panel Discussion : Building A Complimentary LTE And WiMAX Network

- Are operators in Asia still looking at both technologies?
- Examining the lack of mobility for WiMAX, is it just being used by operators to provide niche services?
- Is it possible to deliver a complimentary LTE service to WiMAX, or should operators stick to one or the other?

Panelists:

Dr Yi-Bing Lin, Dean and Chair Professor, College of Computer Science, National Chiao Tung University & Member, Board of Directors, **Chungghwa Telecom**, Taiwan

Dr Hung Song, VP, Global Marketing Group Telecommunication Systems, **Samsung Electronics**, Korea

Dr Ray Owen, Head of Technical Marketing and Presales Networks, Enterprise Mobility Solutions and Networks, Motorola Asia Pacific & General Director, Motorola Vietnam

15:30 LTE Makes A Difference – People And Devices

Håkan Svegerud, Head of L3M Product Management, **ST Ericsson**

15:50 Afternoon Refreshments & Exhibition Visit

16:20 LTE Shifts the Focus from QoS to QoE

Jay Klein, CTO & VP, Allot Communications, Israel

16:40 How to Maximize Network Efficiency in the Data Explosion Era?

Chang-Moon Han, Director, Institute of Network Technology, **SK Telecom**, Korea

17:00 Panel Discussion - What Needs To Change In Terms Of Deployment And Operation Models To Realize The Potential Of LTE?

- How and why would LTE deployment and operation differ from the 2G/3G?
- How can operators deploy necessary cell density to reach required capacity density?
- How would LTE reduce the cost and complexity of deployment (planning, configuration, optimization)?
- What role would LTE SON play on this and what traditional optimization techniques remain when LTE is deployed?
- What network intelligence would operators need to have efficient planning and traffic management?

Moderator: **Adrian Scrase**, VP, International Partnership Projects, 3GPP, France

Dr Dawei Zhang, Director of Wireless, **China Mobile Research Institute**, China

Shahram G Niri, Director of Global LTE/SAE Strategy & Solution, **NEC Europe**

Philippe Poggianti, Vice President, LTE, Alcatel-Lucent

Joachim Hallwachs, VP Marketing, **DesignArt Networks**, USA

Enyen Cheong, Regional Marketing Manager, **Asia Pacific, Test & Measurement, JDSU**

17:30 Chairman's Closing Remarks & Close of Day 1 Stream A

17:30 Drinks Reception in Exhibition Area

STREAM B LTE SPECTRUM AVAILABILITY, REGULATION & STANDARDS

Location: Tai Po Room, Level -1

Chairman: **Stéphane Téral**, Principal Analyst, Mobile and FMC Infrastructure, **Infonetics Research Inc**, USA

14:00 Making LTE Available Across Different Spectrum Bands

- Overview of the different flavours of LTE
- Developing equipment for use on multiple bands

Alvin Koh Jen Win, Senior Wireless Marketing, Manager, **APAC Wireless Marketing, Huawei Technologies**

14:20 3GPP Standardization Update for 2010 and Beyond

Takehiro Nakamura, Director, **NTT DOCOMO, Inc & RAN Chairman, 3GPP**, Japan

14:40 Panel Discussion - Addressing Spectrum Licensing For LTE, Frequency Fragmentation And The Digital Divide In Asia

- What are the different approaches being taken by regulators in Asia?
- Evaluating the interest in TDD spectrum for LTE and the options for operators that own TDD spectrum in Asia
- Should TDD spectrum owners be looking at LTE instead of WiMAX?
- Overview of spectrum availability in Asia – what FDD and TDD bands are being standardised specifically for LTE?
- How many variants of LTE are there likely to be in Asia alone?
- How is the GSM/A and the UMTS Forum trying to harmonise spectrum for LTE?
- What is the ecosystem like for the difference frequency bands?
- What is the ecosystem like for the difference frequency bands?
- What spectrum should the regulators release for LTE in Asia?

Moderator: **Stéphane Téral**, Principal Analyst, Mobile and FMC Infrastructure, **Infonetics Research Inc**, USA

Ha Yung Kuen, Deputy Director General of Telecommunications, **OFTA**, Hong Kong

Alan Hadden, President, **GSA**, UK

Takehiro Nakamura, Director, **NTT DOCOMO, Inc & RAN Chairman, 3GPP**, Japan

Jean Pierre Bienaime, Chairman, **UMTS Forum**, France

Dan Warren, Technology Director, **GSM/A**, UK

15:15 Afternoon Refreshments & Exhibition Visit

16:00 Standardization, Essential Patents, Anti-Trust Issues & Patent Pools

Matteo Sabatini, Technology/Licensing Officer, **Sisvel US Inc**

16:20 Intelligent QoS for Rich Video Content and Social Networking Services over LTE Networks

Behrooz Abdi, Executive VP & General Manager, **NetLogic Microsystems**

16:40 Using Network Intelligence to Track Mobile Internet Usage and User Behaviour

Fredrik Hallberg, General Manager, **GFK**, Hong Kong

17:00 Taking the Guesswork out of LTE Trials and Deployment

Jeff Lu, Business Development Manager, **JDSU**, China

17:30 Chairman's Closing Remarks & Close of Day 1 Stream B

17:40 Drinks Reception in Exhibition Area

CONFERENCE DAY 2 – WEDNESDAY 8TH SEPTEMBER

07:45 – 08:45

ANALYST BREAKFAST BRIEFING ROUNDTABLES FREE FOR ALL ATTENDEES!

Location: Rose & Peony Room, Lower Level 2

1. Preparing Today for LTE Backhaul Tomorrow:

Michael Howard, Principal Analyst, Carrier and Data Center Networks, Infonetics Research Inc, USA

2. The Need For New Business Models – Shared Networks & Joint Network Built Ups?

Dr Karim Taga, Managing Director, Arthur D Little Austria GmbH

3. Does LTE Enhance The Profitability Of Mobile Broadband

Amrith Kacker, Partner, Analysys Mason, Singapore

4. LTE Device Ecosystem

Marc Einstein, Industry Manager, Asia Pacific, Frost & Sullivan, Singapore

5. Broadband Wireless Access (BWA)

Dr John Ure, Co-Director, TRP

6. LTE: Not Just A Fat Pipe - Emerging Ideas For Future Applications, Services And Business Models

Patricio Pineda III, Partner & Executive Director, Exicon, Hong Kong

KEYNOTES

Location: Fanling Room, Level -1

09:00 Chairman's Remarks

09:05 Operator Presentation – LTE In Taiwan

Dr Yi-Bing Lin, Dean and Chair Professor, College of Computer Science, National Chiao Tung University & Member, Board of Directors, Chunghwa Telecom, Taiwan

09:30 Operator Presentation – CDMA Network Evolution Plan Towards 4G LTE : LG Telecom Perspectives

Dr. Chul-Heum Yon, Vice President, LG Telecom, Korea

10:10 World's First Commercial LTE Networks

Thomas Noren, Head of Product Line LTE, Ericsson, Sweden

10:20 Morning Refreshments & Exhibition Visit

11:20 Operator Presentation - Coverage – Assessing The Advantages With GSM, 3G On 900 and LTE. New Generations - New Possibilities

Bjørn Amundsen, Vice President and Director Head of Mobile Network Coverage, Telenor, Norway

11:40 Building A Successful LTE Patent Pool

Roy Chen, Business Development, Sisvel, Hong Kong

12:00 Innovation Think Tank - Strategies To Increase The Value Of Connectivity With Smarter Pipes

- What are the potential applications that LTE can enable?
- Can LTE provide the solution to address the need to deliver more interactive multimedia services?
- How to solve the increasing demand for mobile data and video services at the lowest cost per bit
- Will LTE enable low cost data to the mass market outside of big cities or be a niche hotspot network for customers willing to pay more for QoS?

Moderator: Dan Warren, Senior Director of Technology, GSM Association, UK

Hans Hammar, Senior Director, LTE Program Management, Ericsson China and North East Asia

Mats Nordén, Head of LTE Platforms, LTE & 3G Modems Division, ST-Ericsson, Sweden

Jean-Claude Perrin, LTE Workgroup Chairman, SIMalliance, France

Dr. Chul-Heum Yon, Vice President, LG Telecom, Korea

Lawrence Li, Centre Director, Hong Kong Wireless Development Centre, Hong Kong

12:30 Networking Lunch & Exhibition Visit *sponsored by*



CONFERENCE DAY 2 – WEDNESDAY 8TH SEPTEMBER

STREAM C LTE SERVICE DIFFERENTIATION

Location: Fanling Room, Level -1

Chairman: Amrish Kacker, Partner, Analysys Mason, Singapore

14:00 How User Experience And Differentiated Services Can Drive the Demand & Adoption Of LTE

Dr Hung Song, VP, Global Marketing Group Telecommunication Systems, Samsung Electronics, Korea

14:20 Developing New Revenue Streams For LTE: Welcome To The Cloud Era

Dr Vaia Sdralia, Senior Product Manager, Global LTE/SAE Strategy & Solution, NEC Europe

14:40 Operator Presentation – Growing Of Mobile Broadband In Indonesia

Teguh Prasetya, Group Head VAS Marketing, PT Indosat, Indonesia

15:00 The Path to LTE in India – Are Advanced Data Services Needed to Increase ARPU in India?

Pranay Misra, CTO, Sistema Shyam TeleServices, India

15:20 Prepare for LTE Roaming

Mrs. Windy Zou Kohl, SVP, Asia Pacific, Syniverse, Hong Kong

15:40 Afternoon Refreshments & Exhibition Visit

Financing & Business Models Of LTE

16:10 The Simple Truth About LTE – Applications & Smartphone Leadership

Dr. Jürgen Schindler, Head of LTE Business Development, Nokia Siemens Networks, Germany

16:30 Understanding Cost And Revenue Potential For LTE In The Medium And Long Term

William Bratton, Director, Asia Telecom Research, Deutsche Bank, Hong Kong

16:50 Operator Presentation - How To Overcome The Threat Posed By Web 2.0? Monetizing LTE/WiMAX & Next Generation Strategies For Telecommunication

Mothilal de Silva, Group Chief Strategy Officer/VP, Process Excellence, Group Operations, Dialog Telekom/Axiata Group, Malaysia

17:10 Panel Discussion - The Business Case For LTE To Accelerate 4G Adoption

- What role can operators play to promote consumer and business adoption of 4G mobile services and devices?
- What is the business case for LTE?
- Where are the business opportunities to grow subscribers and revenues from new 4G services?

Dr. Jürgen Schindler, Head of LTE Business Development, Nokia Siemens Networks, Germany

Mothilal de Silva, Group Chief Strategy Officer/VP, Process Excellence, Group Operations, Dialog Telekom/Axiata Group, Malaysia

William Bratton, Director, Asia Telecom Research, Deutsche Bank, Hong Kong

17:30 Chairman's Closing Remarks

STREAM D LTE NETWORK PLANNING ISSUES & CHALLENGES

Location: Tai Po Room, Level -1

Chairman: Dr Karim Taga, Managing Director, Arthur D Little, Austria

14:00 Planning The Backhaul Infrastructure For LTE

Anders Henriksson, Director of Business Strategies, Ericsson, Sweden

14:20 LTE Spectrum Allocation And Network Migration

Min Jean Ph.D, VP of Technology and Product Planning, KMW Communications, USA

14:40 4G Multi-Gigabit Mobile RAN Architecture

Joachim Hallwachs, VP Marketing, DesignArt Networks, USA

15:00 How Is LTE Affecting The 2G Operators Strategy? Is 3G to LTE Migration Needed?

Robert Synnsetvedt, Senior Manager, Global Mobile Internet, Cisco Systems, USA

15:20 Afternoon Refreshments & Exhibition Visit

15:45 Mobile Broadband Ubiquity with LTE and WiMAX: Connecting the Global Filipino

Raj Ocampo, CTO, Happy Communications, Philippines

16:10 What Are The Opportunities and Challenges For Operators With TDD Spectrum?

Lou Xin, TD-LTE International Market Director, ZTE Corporation

16:30 Case Study: Bringing the World's First TD-LTE Mobile Network to Visitors at the World Expo in Shanghai

Mike Morash, Director, Product Line Management, Bridgewater Systems

16:50 Panel Discussion - Key Challenges Faced In Planning A Evolved Packet Core 4G Network

- Type of service to be delivered in LTE? Is it only data services ?
- Aggregation issue from eNodeB to SAE GW?
- Integrating with non-3GPP Access. How-to and Seamless Handover?
- Mobile Security
- QoS and traffic management for transport bearers and service data flows

Moderator: Dr Karim Taga, Managing Director, Arthur D Little Austria

Remus Tan, Market Development Manager, Mobile Networks, Tellabs Asia Pacific, Singapore

Jay Klein, CTO, Allot Communications, Israel

Tina Radford, Regional Director, South East Asia, CDMA Development Group (CDG), USA

17:20 Chairman's Closing Remarks

The Samsung logo is located in the top right corner, consisting of the word "SAMSUNG" in a bold, sans-serif font inside a white oval shape.

Samsung Long Term Evolution

*Inspire the World.
Create the Future.*

Unlock the power of 4G technology today
and change your lifestyle for tomorrow





BEHROOZ ABDI,
Executive Vice President and
General Manager
NetLogic Microsystems, Inc.

Behrooz Abdi is a seasoned veteran with over 22 years of experience in the semiconductor industry. He joined NetLogic Microsystems, Inc. from RMI Corporation, where he served as President and CEO. Prior to RMI, Abdi served as the Senior Vice President and General Manager of Qualcomm's CDMA Technologies (QCT), where he was instrumental in driving the transition to 65nm technologies, acquired and integrated several product and technology companies, and moved into the top ten list of semiconductor companies. His last role at Motorola was Vice President and General Manager for the radio products division, where he led Motorola to its number one market position in RF ICs. Abdi received his bachelor of science in Electrical Engineering from Montana State University and his master degree in Electrical Engineering from the Georgia Institute of Technology.



BJØRN AMUNDSEN
VP / Director Head of Mobile
Network Coverage
Telenor Norway

Education: BI / Norwegian School of Management. Practice: 5 years experience from Banking, 5 years experience as a consultant in Human Resource, 5 years experience as a sales director in WM-Data, 15 years experience in Telenor Norway. Bjørn Amundsen has been responsible for the mobile coverage in Telenor Norway since 1994. He has been working with all the mobile technologies since 1G. Bjørn is always "on the road" for an optimal coverage quality in the network. He is working close against the Ministry of Transport and Communication as well as members of the Government and local politicians. He is a demanded speaker for many mobile events across the world.



JEAN-PIERRE BIENAIMÉ
Chairman
UMTS Forum

Jean-Pierre Bienaimé has been Chairman of mobile industry association The UMTS Forum since his first election in January 2003, with a mission to promote a common vision of the development of 3G/UMTS and of its Long Term Evolution (LTE), and to ensure its worldwide commercial success. The UMTS Forum notably contributes to international organisations (ITU, EC, ETSI, 3GPP, CEPT), conducts studies and reports on key focus areas of mobile broadband communications such as markets &

trends, services & applications, spectrum & regulation, impact of technologies & implementation issues, and holds a continued dialogue with decision-makers of key growth markets worldwide. Joining France Telecom (FT) in 1979, Bienaimé's responsibilities included financial management and planning at national and regional level, Advisor to the General Director of Moroccan Telecommunications in Rabat, Director of Marketing and Product Development for international business networks & services at FT, Director of Business Development and Subsidiaries at France Cables & Radio, Chief Executive Officer of Nexus International, and VP International Development at France Telecom Mobile. After the purchase of Orange by FT (end 2000), Bienaimé was appointed VP Group Technical Support at Orange until December 2002. In this position, he provided networks and IT support to the business units and mobile affiliates of Orange and France Telecom worldwide, and contributed to Orange's corporate programmes such as re-branding and franchising. Jean-Pierre graduated from the ESSEC Business School – Paris (MBA), from the Institut d'Etudes Politiques de Paris, and from the Ecole Nationale Supérieure des Postes & Télécommunications – Paris. He also holds an executive degree from INSEAD – Fontainebleau, and attended a senior executive programme at Kelley School of Business, Indiana University at Bloomington, USA.



LARS BONDELIND
Vice President Wireless Marketing
Huawei

Lars Bondelind joined Huawei in April of 2001 and entered as Vice President of the Swedish R&D centre during its establishment. Responsibilities ranged from R&D to Marketing and Sales and Lars took a key role in the customer communication. As part of the continued development of the office, Lars established the LTE product management in Huawei Sweden 2006, a task including interpreting trends on the wireless market.

With this, he transferred to Huawei China 2009 and currently holds the position as Vice President Wireless Marketing with a particular focus on coming wireless technologies and the development of mobile broadband.

From his MSc graduation at KTH in Stockholm, Lars background covers 35 years of experience from all facets of the life cycle of large real-time systems like air traffic control, banking and telecommunication systems. He worked with Philips banking systems during the 1980's and during the 1990's at Ericsson

he managed radio network development up to the 3G trial projects until moving to the SW company Enea OSE as SW Services Marketing manager. From here he finally joined Huawei.



WILLIAM BRATTON
Director, Asia Telecom Research
Deutsche Bank

William Bratton is a director at Deutsche Bank and Head of the Asian telecom research team, which was ranked No.2 in the 2009 Greenwich survey. As well as being responsible for defining the sector's regional investment strategy, Will has primary coverage on telcos in Hong Kong, Malaysia, Singapore, South Korea and Taiwan. Prior to joining Deutsche Bank in October 2006, William worked for a telecoms and media strategy consultancy for seven years in both their London and Singapore offices. He has a first-class degree from the London School of Economics and a PhD from St Catherine's College, University of Cambridge.



ROY CHEN
Business Development Manager
Sisvel Hong Kong Ltd.

Roy CHEN joined Sisvel in 2007 and he has been working on programs of MPEG Audio, UHF-RFID, LTE, and 3DTV etc. As a Business Development Manager of Sisvel HK, Roy is in charge of exploring business opportunities (IPR cooperation) in Greater China. Education: BCs (Computer Science & Engineering); MBA.



ENYEN CHEONG
Regional Marketing Manager,
Asia Pacific
JDSU Test & Measurement

Enyen Cheong is responsible for driving JDSU Service Assurance strategy for Asia Pacific. Prior to that he worked for Ericsson focusing on IMS solutions helping service providers create and offer new and enriched multimedia services. He holds a Master of Science degree in Telecommunications Technology.



CHRISTIAN DAIGNEAULT
Chief Technology Officer
CSL Limited

Christian Daigneault is the Chief Technology Officer of CSL Limited since July 2007. At CSL, Christian has orchestrated a full network transformation and brought the first All-IP HSPA+ 21 Mbps network in the world, ready for LTE integration. He has a strong telecommunications background with more than 20 years experience in the wireless mobile industry. Prior to joining CSL, Christian occupied several Senior

Technology positions with leading mobile operators in Canada, China, Brazil, and the United Kingdom. More recently he was Deputy CTO for Watanya Telecom in Algeria. Christian holds a Bachelor of Electrical Engineering Degree for the University of Sherbrooke (Quebec, Canada) and he is a Fellow of the Institution of Engineering & Technology.



MARC EINSTEIN

Industry Manager
Frost & Sullivan, Singapore

Marc Daniel Einstein is an Industry Manager with Frost & Sullivan's ICT Research team. Marc leads Frost & Sullivan's wireless research team in Asia Pacific and has particular experience covering topics such as WiMax, 3G networks and applications, Low ARPU market strategies and mobile device trends. He is based in Frost & Sullivan's Singapore office. He has worked with key operators like SKT, NTT DoCoMo, SingTel, PCCW and Chungwha Telecom and leading vendors like NSN, Huawei, Ericsson and Motorola on several projects.



ALAN HADDEN

President
GSA

Alan Hadden has 23 years' experience in the mobile communications industry, and has been President of the Global mobile Suppliers Association (GSA) since its formation in 1998. GSA represents leading GSM/EDGE/WCDMA-HSPA/LTE suppliers, providing trusted, widely referenced reports, facts, analysis and information explaining market developments and trends. Briefings are given to media, analysts and policy makers, and Alan regularly hosts GSA-organized seminars and other events to facilitate enhanced dialog between operators, member companies and developer communities. Previously Alan was on the senior management team of a PCN/GSM 1800 operator (today called T-Mobile UK), involved in start-up, launch, and expansion phases. He assisted with discussions with key stakeholders and overseas regulators to establish 1800 MHz as a mainstream band for cellular and new mobile businesses. He represented the company at the GSM Association for several years, and also the UMTS Forum. Before that time, Alan was Industrial Advisor to the UK communications regulator, where he represented views influencing regulation and standardization at national and international level. Alan's 2nd book, Mobile Broadband with HSPA, LTE and Beyond: Services, Markets and Business Opportunities, will be published by Wiley and Son in 2010.



FREDRIK HALLBERG

Member of the Global Board
GfK Retail

Mr Fredrik Hallberg is a member of the global GfK Retail and Technology Board. He is responsible for the Network Intelligence Solution (NIS), a network centric solution helping operators and media to monetize on mobile advertising. He has 13 years of experience in market and media research, and held various management- and key account positions in Germany, Central and Eastern Europe as well as in the Nordics. The GfK Group offers the fundamental knowledge that industry, retailers, services companies and the media need to make market decisions. It offers a comprehensive range of information and consultancy services in the three business sectors of Custom Research, Retail and Technology and Media.

GfK is n° 4 market research organization worldwide, operate in more than 100 countries and employ over 10,000 staff. GfK Retail and Technology is the global leader in sales reporting and market intelligence for Technical consumer Goods markets, including consumer electronic products, telecom and IT equipments as well as entertainment products. HYPERLINK "http://www.gfkr.com/about_us/startrack/index.en.html" \o "GfK StarTrack Reporting Platform" \t "_self" StarTrack, the GfK Retail and Technology global processing and reporting platform, provides clients with a user-friendly IT system for analysing market data in-depth.



HANS HAMMAR

Senior Director, LTE Program
Management
Ericsson China and North East
Asia

Hans Hammar is Head of the LTE program in Ericsson China and North east Asia, also responsible for Mobile Broadband Customer Engagement for The Greater China Region. Mr. Hammar started his career with Ericsson in 1991 in the area of Energy Systems for Mobile Networks. Between 1995 and 2001, he held different management positions in Research & Development of TDMA, GSM and WCDMA Radio Networks. Hans was leading the project of developing the very first commercial WCDMA RBS. In 2001, he became the Manager of RBS Strategic Product Management responsible for Ericsson Global portfolio of Radio Base Stations for WCDMA. Hans came to China in second half of 2004 taking up the position as Senior Director, RAN Product Management in Ericsson Greater China. Hans Hammar was born

in Sweden. He holds a Master of Science Degree in Mechanical Engineering at the Royal Institute of Technology, Stockholm, Sweden.



CHANG-MOON HAN

Director, Institute of Network
Technology
SK Telecom



JOACHIM HALLWACHS

VP Marketing & BD
DesignArt Networks

Joachim has over 20 years of experience in data communication and wireless network infrastructure sectors. Prior to joining DesignArt as VP of Marketing and Business Development, Joachim held many executive positions handling marketing, business development, and M&A assignments. Joachim has a master's degree in Physics, from Eberhard-Carls University, Tübingen, Germany.



ANDERS HENRIKSSON

Director of Business Strategies
Ericsson AB

Anders Henriksson is heading the strategic business planning for Ericsson's leading microwave portfolio. Anders has held various positions within the microwave and mobile backhaul area since joining the organization in the mid 90's. He has spent several years gathering experience from large mobile network deployments, partly based abroad. The last couple of years, focus has been on the evolution to All IP driven by the introduction of mobile broadband services in WCDMA and LTE networks.



MICHAEL HOWARD

Co-founder and Principal Analyst
Carrier and Data Center Networks
Infonetics Research

Michael Howard co-founded market research firm Infonetics Research in 1990, and today is recognized worldwide as one of telecom's leading experts in emerging markets, service provider trends, and user buying patterns. Nicknamed the "Ethernet pope," Michael leverages 40 years of communications and market research experience to author numerous works year-round, including market share and forecast reports on carrier Ethernet, routers and switches, IP MPLS VPN, and mobile backhaul. In 2008 he co-authored the book, Carrier Ethernet: Extending Ethernet Beyond the LAN. An influential thought leader, Michael is a consultant to startups,

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carriers, vendors, and the investment community; he speaks at industry events year-round; and is frequently quoted in the press, including Business Week, CNN Money, The Daily Deal, Forbes, Fortune, Investor's Business Daily, NetworkWorld, New York Times, and The Wall Street Journal. Before founding Infonetics, Michael was an IT Director at Tymshare/Tymnet, where he created network accounting, and led the First Interstate Bank project that developed the world's first pre-Internet in-home banking system. Prior to that, Michael worked for Systems Development Corporation on operating systems and programming language compilers for ARPAnet, which later became the Internet.



CHAN KIN HUNG
Head, Products and Solutions
StarHub

Kin Hung is responsible for the strategic planning, development and management of all products, services and content that are provided on StarHub's multiple platforms. These offerings which include mobile, pay TV, broadband and fixed services, are targeted at consumers, households and businesses. He is also in charge of customer lifecycle management and business planning and analysis. Kin Hung joined StarHub as Head of Mobile Services in 2001, bringing with him more than 15 years of product development, marketing, sales and general management experience in the computer and telecommunications industry. He has been instrumental in growing StarHub into the position of the second largest mobile operator in Singapore, as well as its first-to-market of innovative mobile services, driving the company's rapid growth in the mobile space. Kin Hung first started his career in various marketing positions in the Hong Kong and China operations of multinational corporations such as Digital Equipment and Apple Computer International Limited. He also spent several years in Singapore holding various senior positions in the industry. He has successfully implemented strategic and tactical sales and marketing plans to promote the mobile, narrowband and broadband Internet segments in Singapore. Prior to joining StarHub, Kin Hung was the Managing Director of UUNET Singapore Pte Ltd, an MCI WorldCom Company where he was tasked to start and build up the Singapore operations from scratch and had succeeded in establishing UUNET in the local market as the key player in the wholesale and corporate Internet marketplace. Kin Hung received a Masters in Electrical Engineering from the University

of Michigan, Ann Arbor as well as a Masters in Business Administration from the Chinese University of Hong Kong.



DR. MIN JEON
Vice President of Technology and Product Planning
KMW Communications

Dr. Min Jeon has over 20 years of wireless technical and management experience. He is currently Vice President for KMW Communications, a leading RF technology and infrastructure provider. Jeon is responsible for leading Technology and Product Planning for KMW America and Europe. Dr. Jeon started his career in 1997 with Samsung Electronics as a RF system engineer, designing and implementing new cellular systems of cdma2000. He graduated from Pohang University of Science and Technology (Ph.D) in Korea. Prior to joining KMW Communications, Jeon has held Engineering Management, Customer Support and Business development positions with companies specializing in designing and implementing cdma2000 system, WiBro /M-WiMAX system and now leading edge Antenna, Filter and Integrated RF products with KMW Communications.



AMRISH KACKER
Partner
Analysys Mason

Amrish Kacker is a Partner for Analysys Mason in Asia-Pacific out of Singapore. Amrish has worked extensively in Asia-Pac and Europe on a range of issues for operators, regulators and financial institutions. He is a thought leader in fixed-mobile convergence having advised stakeholders in overcoming strategic / financial challenges across different technology platforms – WiMAX, HSPA / LTE and G-PON. He has supported a leading Hong Kong operator in securing an LTE license. He has been working in the telecoms sector since 2000 with Analysys Mason in the UK / Singapore, and in strategy consulting since 1997 in Germany / India. Prior to being a consultant, he worked with a leading FMCG firm for five years. He has an MBA and a degree in Computer Science.



JAY KLEIN
Chief Technology Officer and VP
Allot Communications

Jay Klein has over 20 years experience in telecommunications and is responsible for driving Allot's technology strategy and core intellectual property. Before joining Allot, Klein served as VP Strategic Business Development at DSPG (VoIP and multimedia silicon solutions) where he was responsible for strategic

technology acquisitions. Prior to this, he co-founded and held the position of CTO at Ensemble Communications (wireless access systems) and was one of the founders and creators of WiMAX and IEEE 802.16. Klein was also CTO and VP of R&D at CTP Systems (cellular system manufacturer) which was acquired by DSP Communications and later by Intel. Klein holds numerous patents in the telecommunications field.



LAWRENCE LI
Center Director
Hong Kong Wireless
Development Centre (HKWDC)

Mr. Lawrence Li is the Center Director of Hong Kong Wireless Development Centre (HKWDC). Mr. Li has more than 20 years of experience in the Asia Pacific Region and brings a wide range of industry connections and knowledge to the Centre. He held senior positions with international telecom corporations as well as Hong Kong and Singapore listed wireless telecom companies. He holds a Master of Science Degree from the University of Hong Kong and a Master of Arts in Marketing Management Degree from Macquarie University, Australia.



PROF. YI-BING LIN
Dean and Chair professor
College of Computer Science,
National Chiao Tung University
(NCTU).

Prof. Yi-Bing Lin is Dean and Chair professor of College of Computer Science, National Chiao Tung University (NCTU). He is a senior technical editor of IEEE Network. He serves on the editorial boards of IEEE Trans. on Vehicular Technology. He is General or Program Chair for prestigious conferences including ACM MobiCom 2002. He is Guest Editor for several journals including IEEE Transactions on Computers. Lin is the author of the books Wireless and Mobile Network Architecture (Wiley, 2001), Wireless and Mobile All-IP Networks (John Wiley, 2005), and Charging for Mobile All-IP Telecommunications (Wiley, 2008). Lin received numerous research awards including 2005 NSC Distinguished Researcher, 2006 Academic Award of Ministry of Education and 2008 Award for Outstanding contributions in Science and Technology, Executive Yuen. He is in the advisory boards or the review boards of various government organizations including Ministry of Economic Affairs, Ministry of Education, Ministry of Transportation and Communications, and National Science Council. He is a member of board of directors, Chunghwa Telecom. Lin is AAAS Fellow, ACM Fellow, IEEE Fellow, and IET Fellow.



JEFF LU

Business Development Manager,
Network Solutions Division
JDSU China

Jeff Lu joined the Shanghai Research Institute of Ex-MPT, Ministry of Posts and Telecommunications, as an assistant engineer for the Mobile Communication Organization, where he spent several years in variety of technical assignments. In 1996, he went to work with Motorola as a pre-sales engineer for mobile communication. In 2000, he joined Cisco Systems where he spent the next 6 years in a variety of projects within the Internet industry. From 2006 until 2010, he worked with Tektronix and Agilent as a business development manager. In May 2010, Jeff Lu joined JDSU as part of the JDSU acquisition of the Agilent Network Solutions Division.



THOMAS MAGEDANZ

Professor
Technische Universität &
Director
Fraunhofer Institute FOKUS

Thomas Magedanz (PhD) is full professor in the electrical engineering and computer sciences faculty at the Technische Universität Berlin, Germany, leading the chair for next generation networks (www.av.tu-berlin.de) since 2003. In addition, he is director of the next generation network infrastructure competence center of the Fraunhofer Institute FOKUS (www.fokus.fraunhofer.de/go/ngni). Since more than 20 years Prof. Magedanz is working in the convergence field of fixed and mobile telecommunications, the internet and information technologies, which resulted in many international R&D projects centered around the implementation of advanced Service Delivery Platforms for Next Generation Networks and the future internet. In the course of his research activities he published more than 200 technical papers/articles. In addition, Prof Magedanz is senior member of the IEEE, and editorial board member of several journals. Thomas Magedanz got his diploma and his PhD at the computer sciences department of the Technical University of Berlin, Germany in November 1988 and August 1993 respectively, where he was working on distributed multimedia systems, Intelligent Networks and telecommunications management. Since 2006, Prof. Magedanz is also acting as Extraordinary Professor for Next Generation Networks and Services at the Department of Electrical Engineering of the University of Cape Town, South Africa (www.ee.uct.ac.za). From 2007 – 2009, he was also Visiting Professor to the Department of Mathematics, Physics and Computing at the Waterford Institute of Technology in Ireland (<http://www.wit.ie>).



PRANAY MISRA

Chief Technical Officer – South
Sistema Shyam TeleServices

Pranay Misra has spent over 17+ years in the Telecom Industry. I held several leadership positions which include Global Telecom Practices covering areas like GSM/CDMA Planning, GSM/CDMA Project Implementation/ Operation & Maintenance, Business Strategy & Governance, Business Process Optimization, Tower Infrastructure Business and Enterprise Collaboration & Content Management. I specialize in certification in Project Management and has worked with several corporations in the areas of Telecom Business/Strategy as Chief Technical Officer and handled several Manage Services turnkey Project Rollouts with Operation and Maintenance Processes. My work has taken me across several industries in terms of direct employment, trainings and rollouts and operations. I have spent over 16+ years in the Telecom industry working for two of India's private Telecom Giants and one for Idea Cellular and the other is Sistema Shyam Teleservices where I'm currently employed and then I even worked with Cingular Wireless AT&T--USA.I have extensive exposure to Wireless Network Operations and planning, Project Rollouts and Maintenance. I have also worked in India as well as in the U.S.A, Canada. I held positions of Vice President & Chief Technical Officer with MTS.



MIKE MORASH

Director, Product Line
Management
Bridgewater Systems

Mike Morash manages the product definition and lifecycle of Bridgewater's subscriber data management solutions including the Bridgewater Subscriber Data Broker and Service Controller, which spans Authentication, Authorization and Accounting (AAA) products. Morash is actively involved in ensuring customer requirements are incorporated into Bridgewater solutions, focusing on 4G next generation service control platforms including Bridgewater's Home Subscriber Server (HSS) for the Evolved Packet Core (EPC). He has held pivotal business development and sales roles during his 10+ years with the company. Before joining Bridgewater, Morash provided guidance and direction as a consultant for directory security and Public Key Infrastructure (PKI) initiatives at Revenue Canada. His responsibilities included participation within an interdepartmental implementation committee for government-wide PKI adoption. Prior to that Morash held product management and software development roles with the Canada

Post Research and Development facility and TRW's Integrated Engineering Division. He holds a Master's degree in Project Management from the University of Quebec and a Diploma in Computer Sciences from Algonquin College.



TAKEHIRO NAKAMURA

Director
NTT DOCOMO, Inc
& RAN Chairman
3GPP, Japan

Takehiro Nakamura joined NTT Laboratories in 1990. In 1992, he transferred to NTT DOCOMO, Inc. He is now Director of the Radio System Design Group of NTT DOCOMO, Inc. Mr. Nakamura has been working for research and development of the W-CDMA. He has been engaged in the W-CDMA standardization activity at ARIB in Japan since 1997 and he is currently the leader of the IMT-Partnership Group in ARIB since March 2006. He has been contributing to standardization activities in 3GPP since 1999. He has been the rapporteur for LTE and LTE-Advanced in 3GPP TSG-RAN since December 2004 and March 2008, respectively. He had contributed to 3GPP TSG-RAN as a vice chairman during March 2005 to March 2009. He is currently a chairman of 3GPP TSG-RAN since April 2009.



DR SHAHRAM G NIRI

Director of Global LTE/SAE
Strategy & Solution
NEC

Dr Shahram G Niri is an expert in telecommunications with more than 18 years experiences in the field of mobile communication technology, mobile services and applications and computer networking. Currently he is the Director of Global LTE/SAE Strategy & Solution in NEC. He obtained a PhD in mobile communications in 1999 and an MSc in Telecommunication with distinction in 1995 both from the University of Surrey in UK. He has worked as a senior manager for a number of companies such as R&D, operators and manufacturers and other sectors in mobile industry and also provided consultancy to a wide range of clients such as network operators, service providers, blue chip manufacturer, government and regulatory bodies and R&D sectors. He holds several patents in mobile communications and has published over 45 technical papers and articles in this field in refereed international journals and conferences as well as in magazines.



MATS NORDÉN

Head of LTE Platforms
ST-Ericsson

Mats Nordén is Head of LTE Platforms within the LTE and 3G modems division at ST-Ericsson. Mr. Nordén joined Ericsson Mobile Platforms, which in 2009 did a joint venture with ST-NXP wireless and became ST-Ericsson, in 2005 as Product Manager for EDGE and low end 3G chipset platforms. In July 2007 Mr. Nordén was appointed Director Portfolio Marketing including global responsibility for Ericsson Mobile Platform's relationship to Operators, a position he carried on into ST-Ericsson. Prior Mr. Nordén has been working for Nokia within sourcing and product management. Since October 2009 Mr. Nordén is Head LTE Platforms within the LTE and 3G modems division. Mr Nordén holds Bachelor of Science degree in Innovation Engineering.

He was born 1971 in Växjö, Sweden.



THOMAS NORÉN

Head of Product Line LTE
Ericsson AB

Within Ericsson, Mr. Thomas Noren is responsible for Strategy and Business development for the 3GPP specified standard known as 3G Long Term Evolution (LTE). Since joining Ericsson in 1997, he has held several managerial and executive positions within Product Management, R&D and Sales for GSM and WCDMA. Thomas holds a Masters of Business Administration from INSEAD and a Masters of Science in Engineering Physics from the Royal Institute of Technology (KTH) in Stockholm. He is fluent in Swedish, English, Russian and French. Throughout his esteemed career, Thomas has worked with leading edge technologies – in systems development, sales, network deployment and taking into operation. He strongly believes that mobile broadband technology benefits individuals and society as a whole.



RAUL V. E. OCAMPO JR. (ROJ)

CTO
Happy Communications

Raul is a technology veteran who started his software development career in the mid 90s at the height of the dotcom boom in the Silicon Valley. With more than 10 years of research & development experience in VC funded startups from Checkpoint Software, Mirabilis, Mint Systems and Geiger Wireless, Roj has grown from a software mentor to co-founder of Happy Communications Inc., a 4th generation wireless broadband service provider startup in the Philippines working in tandem with TNR Telecoms (www.tnrtelecoms.com) a full service mobile telephony exchange carrier. As Chief Technology Officer at Happy Comm, he has directed the company's technology roadmap to deliver decent and reliable broadband services in the country's unserved rural areas by combining ubiquitous pervasive WiMAX derived wireless technology with pervasive IP satellite broadband access using IPStar. He has designed Happy's own IP-IMS core switching platform for unified communications telephony, messaging and multimedia making it the 1st and only

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true 4th generation wireless broadband carrier in the Philippines today. Roj holds a graduate degree in computer engineering from Carnegie Mellon University.



DR. RAY OWEN

Head of Technical Marketing and Pre-Sales, Asia Pacific, Motorola Solutions & General Director Motorola Vietnam

Dr. Ray Owen is Head of Technical Marketing and Pre-Sales of the Networks segment within Motorola's Solutions business in Asia Pacific and General Director of Motorola Vietnam. An expert in wireless broadband technologies, Dr. Owen's team works closely with Motorola Asia Pacific's Networks Go-to-Market teams and their customers to pursue new opportunities by providing strategic consultancy on technology and solution development in the region. Based in Singapore, Dr. Owen develops CTO level relationships with major governments, enterprises and carrier network customers across the region. Dr. Owen also provides high level guidance on technical strategy covering Motorola's solution portfolio. This includes TETRA, GSM, UMTS, LTE and MOTOw4 wireless broadband solutions such as WiMAX, Mesh WiFi, Canopy, wireless backhaul, and LTE as well as Global Services. In his role as General Director of Motorola Vietnam, Dr. Owen works closely with the regulator, mobile operators and Internet service providers in Vietnam to identify and implement appropriate network technologies in preparation for the next stage of telecoms growth in the country. This includes the successful launch of Vietnam's first 3G network in October 2009. Dr. Owen is familiar with the business needs of service providers and was involved with the development of the MOTOw4 product portfolio for Asia Pacific where he helped engineer lower cost networks and subscriber device solutions and services. He was previously stationed in Australia and Vietnam where he developed network solutions for tier-1 operators. Dr. Owen has been with Motorola for 14 years and has held numerous management positions in Motorola. Prior to assuming his current position, he was Motorola's Solutions Architect for Asia Pacific and was responsible for the management of the UMTS architecture design for customers in the region. He was involved in Motorola's first UMTS deployment and the design and development of UMTS system simulation and dimensioning tools. Dr. Owen holds a PhD in Engineering from the University of Birmingham. He has also published 19 papers and developed 32 patents, one of which won him an award for Motorola's Patent Application of the Year in 1999.



JEAN-CLAUDE PERRIN

LTE Workgroup Chairman
SIMalliance
and Vice President LTE Gemalto

Jean-Claude Perrin, is LTE Workgroup Chairman at SIMalliance. The Workgroup has published a white paper and a recommendation on what the UICC profile in LTE should look like. Both documents can be downloaded from HYPERLINK "http://www.simalliance.org" www.simalliance.org. Jean-Claude is also Vice President LTE at Gemalto Telecom. His role is to define and implement the strategy and major changes in the Company product, solution & service offerings linked the LTE mobile broadband disruption. During his 20 year career with the Smart/SIM Card Solution Industry, Jean-Claude held several International Marketing, Sales and Business Unit Management Positions, always working on leading edge subjects. Jean-Claude has a Master degree in Business Administration (IAE Paris – Sorbonne) and graduated from the Ecole Centrale de Lyon.



PATRICIO PINEDA

Partner
EXICON

Mr. Pineda is a Partner of EXICON (www.exicon.mobi), an innovative strategy and execution consultancy specializing in mobile, internet, and digital media. His areas of expertise include wireless broadband/4G, mobile money, social media marketing, and digital media. His clients include large corporations and start-ups from around the world. Among his clients are Telefonica, Qtel, Nokia, RIM, Qualcomm, and Sony Ericsson. Before joining EXICON, Mr. Pineda was a Vice President and Management Committee member with Globe Telecom (www.globe.com.ph), a leading Asian mobile operator where he launched Asia's first 3G/HSPA network. He headed the Wireless Data and Broadband Product Group. Previously, Mr. Pineda was a Principal at global management consultancy Booz & Co. / Booz Allen Hamilton (www.booz.com). Based in America, he advised clients in the following industries: telecommunications, media and entertainment, technology-intensive, and financial services. Mr. Pineda received his MBA with honors from the University of Chicago Graduate School of Business. He also holds BS Management Engineering and BA Management Economics degrees. Mr. Pineda is based in Hong Kong.



PHILIPPE POGGIANTI

Vice-President of LTE
Alcatel-Lucent

Philippe Poggianti is Alcatel-Lucent's Vice-President for LTE across Asia Pacific and responsible for the TD-LTE Product Unit worldwide. Appointed to this role in October 2007, Philippe leads Alcatel-Lucent's LTE technology & business development across Asia Pacific. In addition, Philippe also leads the TD-LTE Product Unit worldwide, defining the products and roadmap, and driving the programs and ecosystem for this critical variant of LTE. Philippe is based in Alcatel-Lucent's Asia Pacific Headquarters in Shanghai. Philippe joined Alcatel-Lucent from the telecom infrastructure provider Nortel. Most recently, Philippe held the Wireless Director position for the LG-Nortel joint-venture in Korea. In this role, he led the migration of SK Telecom and KT networks from CDMA to W-CDMA. Before his move to Korea, Philippe held various sales, pre-sales and product marketing positions for Nortel during more than eleven years, including business development of GSM/EDGE technology in Asia, particularly in India, Pakistan & China. Philippe holds a Master of Science in Computer Science from ENSEIHT, Toulouse, France, and currently follows an Executive MBA from Tsinghua University and INSEAD with an expected graduation in January 2011.



TEGUH PRASETYA

Group Head VAS Marketing
PT Indosat, Indonesia



TINA RADFORD

Regional Director, South East Asia
CDMA Development Group
(CDG)

Tina is the Regional Director for South East Asia of the CDMA Development Group (CDG) responsible for supporting the CDMA2000® carriers in the region with their adoption and evolution of 3G CDMA wireless systems, focusing primarily on devices. Asia-Pacific represents the largest world region in terms of CDMA subscribers, and leads in the deployment of the latest innovative services and applications. In addition, as former Chairman of the International 450 Association (IA450), she now Chairs CDG's industry initiative the CDMA450 SIG (Special Interest Group), which was formed as a result of the unanimous vote by IA450 members to merge with the CDG in June 2008. The CDMA450 SIG supports the evolution and

global deployments of CDMA450. Tina is a recognized expert in mobile devices and has extensive operational and business experience in the telecommunications industry spanning CDMA450, TETRA, Analogue 450 LEMS, GSM and ETACS.



MATTEO SABATTINI

Technology/Licensing Officer
Sisvel US Inc

Matteo Sabattini holds a Ph.D. from the University of California, San Diego, in Electrical Engineering, Communications Theory and Systems, and a Laurea degree (with honors) from the University of Bologna, also in Electrical Engineering. His research interests focused on UWB physical layer, CDMA technology, OFDM and MIMO systems. He also held a research position with the German Aerospace Center, where he focused on MAC protocols for satellite communications. At Sisvel, he has been involved in licensing and technical assessments for CDMA2000, LTE, UWB. In addition, he has been actively participating in business development. Before joining Sisvel in 2009, he was with Global Prior Art, a consulting firm based in Boston, specializing in intellectual property analysis and research, prior-art searching, patent landscaping and portfolio assessment. While at Global, he co-led the Communications Group, focusing on wireless technologies. Dr. Sabattini is an IEEE member.



DR. JÜRGEN SCHINDLER

Head of LTE Business
Development
Nokia Siemens Networks

Jürgen Schindler is heading LTE Business Development in Nokia Siemens Networks where he is in charge of the LTE product strategy, industry representation and consultation of Nokia Siemens Networks customers on LTE business opportunities. From 2004 to 2007 Jürgen was heading Portfolio Management Radio and was responsible for the Siemens Mobile Network Product Portfolio and Product Strategy for all Radio Technologies.

Prior to this appointment after 2001 Jürgen was heading a department being responsible for Network Engineering where Siemens was able to significantly improve the accuracy of Planning and Optimization of Mobile Networks. Before this position, Jürgen headed for three years the 3GPP 3G Radio Standardization of Siemens. Siemens was a major driver in the UMTS FDD and TDD Standardization and did deliver significant support for the definition of the Chinese LCR-TDD Standard. Jürgen started his professional career in 1997 doing research on

3G Technology for Siemens in different EU Projects. Jürgen is married, has two children and is living in Germany near Munich. His recreational interests include traveling, skiing, golf and international relations.



ADRIAN SCRASE

Head of 3GPP Mobile
Competence Centre
3GPP

Adrian Scrase played a central role in creation of the 3rd Generation Partnership Project (3GPP) and is responsible for the operations of the 3GPP Project Co-ordination Group. He also heads 3GPP's Mobile Competence Centre (MCC) which is an International team of 20 experts who provide comprehensive support to the Project. Adrian has more than 25 years experience in the telecommunications field, which includes 20 years of experience in standardization. He is Vice President within ETSI with responsibility for International Partnership Projects.



MOTHILAL DE SILVA

Group Chief Strategy Officer
Dialog Telekom PLC, Sri Lanka

Mothilal is the Group Chief Strategy Officer of Dialog Telekom PLC, Sri Lanka, a subsidiary of Axiata (formerly Telekom Malaysia International). His portfolio consist of Business and Strategic and Corporate Planning, Quality Management and Process Improvement, Information Systems, Business Intelligence and Enterprise Risk Management. He also actively get involved in creating a strategy and roadmap for a convergent Next Generation Network. This covers group wide initiatives for IMS, SDP and NGOSS. He has gained authoritative knowledge in the strategic aspects of these areas and participated in several international forums as a speaker. He also holds a "dual hat" position as the Vice President Process Excellence and Group Operations in the parent company, Axiata, Malaysia. Mothilal spearheaded many company wide initiatives, projects that culminate to the winning of many national and international awards. Among them are GSM in the Community Award 2001, Sri Lanka National Quality Award 2001, International Asia Pacific Quality Award 2002, GSM in the Community Award 2002 for wireless Accessibility, GSM in the Community Award 2003 for Best use of wireless for Emergency, National Business Excellence Award 2004, Asia CSR Award 2008. Mothilal holds a Bachelor of Science in Production Engineering from University of Peradeniya, Master of Science in Information Technology from University Of Kellee, UK, MBA from Post

Graduate Institute of Management Sri Lanka (PIM), Post Graduate Diploma in Strategic Management from Netherlands International Institute of Management, Maastricht, and Post Graduate Diploma in Marketing Management from PIM Sri Lanka. Currently he is following Doctor of Business Administration at Asian Institute Of Technology, Bangkok. His research interest is Strategic Outsourcing in Telecommunication.



DR VAIA SDRALIA

Senior Product Manager, Global
LTE/SAE Strategy & Solution Group
NEC Europe

Dr Vaia Sdralia is a Senior Product Manager within the Global LTE/SAE Strategy & Solution Group at NEC Europe. Her activities include technical and strategic product planning, business and product strategy, product marketing support and technical presales for LTE and SAE products. Vaia previously held positions with academic and industrial R&D groups including the Samsung Electronics Research Institute where she was responsible for collaborative activities involving leading companies and universities and carried out novel research in a range of international projects for next generation cellular and wireless systems. She obtained a PhD in Computer Science in 2002 and an MSc in Telematics in 1998 both from the University of Sheffield. She holds several patents in mobile communications and has published technical papers in referred conference proceedings, scientific journals and books.



HÅKAN SVEGERUD

Head of Product Management,
Division LTE & 3G Modem Solutions
ST-Ericsson

Håkan Svegerud is Head of Product Management within the LTE & 3G modem solution division at ST-Ericsson.

Mr. Svegerud joined Ericsson Mobile Communications in 2000. He was part of creating Ericsson Mobile Platforms (EMP) in 2001 and appointed as product manager for the first EMP 3G platform. Mr Svegerud participated in the global 3G roll-out, the initial product launch and its succeeding generations. In 2006 Mr Svegerud took on the role as responsible for Product Strategy within EMP product management and later became Director for Platform Product Management. In 2009 EMP entered a joint venture with ST-NXP Wireless and became ST-Ericsson. Consequently, a division was formed in ST-Ericsson to target modem solutions and within this division Mr Svegerud now holds the position as Head of Product Management. Prior to his current field Mr. Svegerud has 10 years of hi-tech

R&D experience in different roles from the medical device and defense industries. Mr Svegerud holds a Master of Science degree in Electrical Engineering from Lund Institute of Technology, Sweden. He was born 1965 in Malmö, Sweden.



ROBERT SYNNESTVEDT

RAN Backhaul Lead, Global Mobile Internet Marketing
Cisco

Robert Synnstedt is Cisco's global marketing lead for Mobile Internet Transformation of RAN Backhaul. Since joining Cisco in 1998, Robert has successfully lead engineering, management, and marketing of the IP NGN evolution of broadband and mobile networks around the world. Robert holds a Master's from Stanford and a dozen patents related to network and policy control systems. He has 20+ years of blended Internet industry experience at NASA, Siemens, Nortel and Cisco spanning product and solution marketing software development, and applied research Complementing his professional life, Robert is an active leader for community improvement as the MCST Chairman for his 254 unit condo in Singapore. <http://www.linkedin.com/in/robertsynn>



KARIM TAGA

Managing Director
Arthur D. Little

Karim Taga is Managing Director in the Vienna office of Arthur D. Little's German, Austrian and CEE operations. He specializes in telecommunications and he is a member of the TIME (Telecommunications, Information Technology, Media and Electronics) practice. He is active in this industry for 15 years already. Author of the last four editions of the Global M-Payment report.

His interests are primarily focused on three functional areas:

- Business strategies and marketing concepts
- Corporate Finance and business planning
- Leading the global ADL competence center of technology economics

Karim had a major responsibility and was in charge of more than 50 assignments in Strategy, Organization and Technology for: fixed and broadband operators, mobile operators, content aggregators, media players and broadcasters, suppliers as well as supported investors in corporate finance, bid management and transaction support. Karim Taga received a Master of Science in 1989 from the Ecole Supérieure de l'Énergie et des Matériaux, Orléans France with a master

thesis accomplishment at the University of California Berkeley. After his studies he worked as a research assistant at the Vienna University of Technology where he developed an infrared fibre optical sensor. He received his Ph.D. in 1992 followed by an MBA in International Business from the Webster University St Louis Mi in 1993. Karim Taga is fluent in French and Arabic (mother tongue), English and German.



REMUS TAN

Market Development Manager,
Mobile Networks
Tellabs Asia Pacific

Remus Tan is the Market Development Manager for Mobile Network Solutions in Tellabs. In this role, he is responsible for identifying and developing new business opportunities for mobile network transport and mobile network core gateway solutions with Tellabs new and existing products portfolio. He is also responsible for forging strong relationships with existing and potential customers to gain a better understanding of their future plans, needs and their mindshare with regards to Tellabs' current and future product portfolio requirements. Remus is also responsible for Tellabs Mobile Internet strategy development for Tellabs in the APAC market. Remus has more than 10 years of telecommunication industry experience. Prior to Tellabs, Remus was the Director of Business Development & Sales in Axerra Networks where he is responsible for growing the business of Axerra Networks in the South East Asia and Taiwan regions. Between 2000 and 2005, Remus was the Senior Solution Consultant and Account Manager for CIENA where he was responsible for developing strategic business solutions to help CIENA grow their businesses in the Asia Pacific region. And before his tenure in CIENA, Remus was the Senior Network Consultant with Nera Telecommunications, a key network system integrator in South East Asia. Tellabs advances telecommunications networks to meet the evolving needs of users. Solutions from Tellabs enable service providers to deliver high-quality voice, video and data services over wireline and wireless networks around the world. Ranked among the BusinessWeek InfoTech 100, Tellabs (NASDAQ: TLAB) is part of the NASDAQ Global Select Market and the S&P 500. www.tellabs.com



STÉPHANE TERAL

Principal Analyst
Infonetics Research Inc

With more than 20 years of experience in the

telecommunications industry, Stéphane is regarded as one of the top analysts in his field, having been the trusted advisor at some of the world's largest telecom providers and manufacturers. Stéphane joined Infonetics Research in January 2006, after eight years with analyst firm RHK, where he developed their European optical coverage and helped carriers migrate from PSTN to next gen networks. Prior to RHK, Stéphane was an engineer and project manager with Alcatel, where he deployed the CATV optical networks that allowed the 1992 Olympics and the grand opening of Euro Disney to be televised using fiber optics for the first time. Stéphane now specializes in IMS, mobile infrastructure, and voice over IP and circuit-to-packet migration products, services, and adoption trends of service providers. He also tracks and forecasts service provider capex, opex, and revenue. He speaks at events worldwide, and is frequently quoted in publications, including Business Week, The Economist, Financial Times, Fortune, Le Monde, Telecommunications International, and The Wall Street Journal. He is a consultant to startups, service providers, manufacturers, and the investment community, identifying new market opportunities, providing due diligence, and advising on positioning, product development, business plans, and M&A activity. Stéphane was a McGowan Scholar at the McLaren School of Business, University of San Francisco, where he received his MBA, and has an Engineering Diploma in Telecommunications from the Institut National des Télécommunications, France.



DAN WARREN

Senior Director of Technology,
GSM Association

Dan Warren joined the GSM Association (GSMA) in 2007. He currently leads the GSMA Voice over LTE (VoLTE) initiative, as well as helping the Association drive forward and promote technologies including High Speed Packet Access (HSPA) mobile broadband, Long Term Evolution (LTE) and IP Multimedia Subsystem (IMS). He acts as a technology subject matter expert across all of GSMA's Projects and Working Groups. Prior to joining the GSMA, Dan worked for Vodafone and Nortel. Dan has a degree in Mathematics and a PhD in Applied Mathematics,



ALVIN KOH JEN WIN

Senior Wireless Marketing Manager, APAC Wireless Marketing
Huawei Technologies

10 years of telecom industry experience. Since Feb 2010, Senior Wireless Marketing Manager with Huawei responsible for LTE market & business development. 3+ years with Nokia Siemens Networks as Customer Solutions Manager. Previously 6+ years with Siemens Communications covering the Asia Pacific and North America markets in various roles as Solutions Consultant, Solutions Architect and Product Management



LOU XIN

TD-LTE International Market Director
ZTE

With almost 10 years of experience in telecommunication industry, Mr. Lou has been working in the wireless field from 2G, 3G to LTE that include research and development and technical marketing. He has acquired an in-depth understanding of the wireless business, technology, market and industry. Mr. Lou joined ZTE in 2008, and served as TD-LTE International Market Director now.



DR. CHUL-HEUM YON

Vice President
LG U+

Dr. Yon is the head of Network R&D unit of LG U+ (LG Telecom + LG Dacom + LG Powercom). He received the B.S. in Electronic Engineering from Sogang University, Seoul Korea in 1981, and the M.S. and Ph.D all in Electric and Electronic Engineering from KAIST in 1987 and 1993 respectively. In 1980, he joined an LG company, Gold Star Electric Co. Ltd as a military communication R&D engineer. During the 1987 to 1997 period, Dr. Yon worked for a venture company, DigiCom Institute and a telecom operator DACOM as a senior R&D engineer. In 1997, he rejoined a LG family, LG Information and Communication Inc. for 3G mobile system R&D. Through the M&A by LG Electronics Inc in 2000 and by Nortel in 2005 he had led several 3G R&D groups in LGE and 3G/4G R&D in LG-Nortel as a CTO until 2008. He is now working for LG Telecom since June 2008.



HA YUNG KUEN

Deputy Director General of Telecommunications
OFTA

Mr Ha Yung-kuen has been the Deputy Director-General of the Office of the Telecommunications Authority (OFTA) of the Government of the Hong Kong Special Administrative Region since August 2006. Between 2003 and 2006, Mr Ha was the Assistant Director (Regulatory Affairs) of OFTA, overseeing the regulation and licensing of public telecommunications services in Hong Kong. As a veteran telecommunications expert, he has been playing a pivotal role in formulating and executing telecommunications regulatory policies. Since 1997, he has been a member of the senior management of OFTA and has headed OFTA's Support Branch and Regulatory Affairs Branch. Mr Ha joined the Government in 1977 as an Assistant Telecommunications Engineer in the Hong Kong Post Office. He holds a Bachelor of Science (Engineering) degree of the University of Hong Kong and a Master of Science (Telecommunication Systems) degree of the University of Essex, U.K.



DR. DAWEI ZHANG

Director of Wireless
China Mobile USA Research Center

Dr. Dawei Zhang is the Director of Wireless, China Mobile USA Research Center, where he is responsible for China Mobile's next generation wireless technologies and TD LTE product strategies and requirements. On behalf of China Mobile, he is the Chairman of the NGMN Trial Workgroup, where he is responsible for global operators' LTE trial requirements and evaluations. Dr. Zhang received his Ph.D. in Physics from UCLA. He was a Post-doctoral fellow with MIT, and spent over 15 years in Silicon Valley working on various wireless technologies and systems. Prior to joining China Mobile, Dr. Zhang was the General Manager of Wireless Broadband Group R&D, and Director of Base Stations at UTStarcom Inc., where he was responsible for wireless base station R&D on mobile WiMAX, TD CDMA, WCDMA RRU, and advanced PHS base stations. Dr. Zhang holds 7 US and international patents, and over 60 refereed journal and conference publications on wireless and related technology areas.



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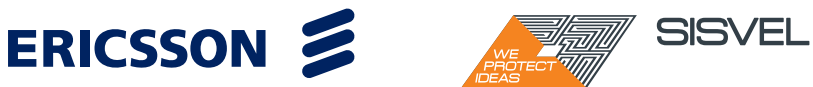
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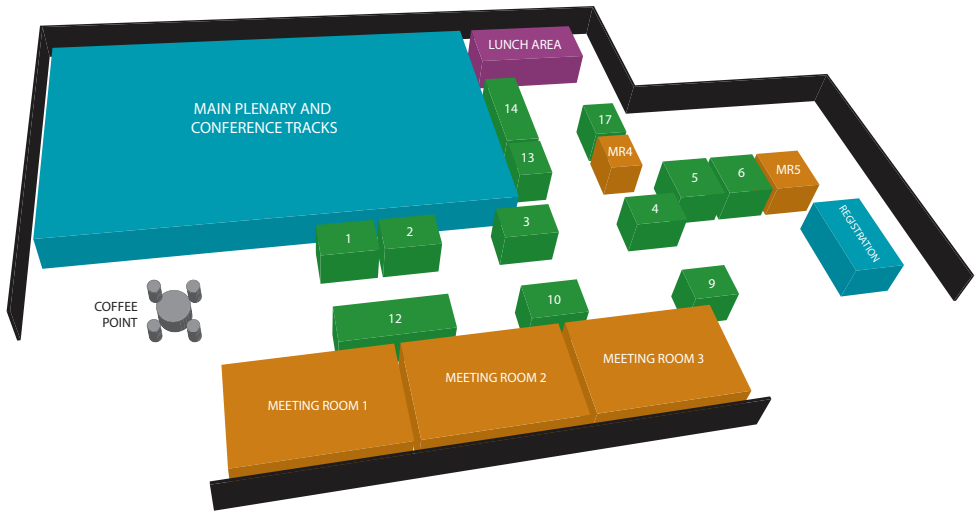


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KMW COMMUNICATIONS	5
MENTUM	13
mimoOn	1
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Alcatel-Lucent achieved revenues of Euro 16.98 billion in 2008 and is incorporated in France, with executive offices located in Paris. For more information, visit Alcatel-Lucent on the Internet:

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MEETING ROOM 4



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MEETING ROOM 1



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MEETING ROOM 3



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STAND NUMBER 13

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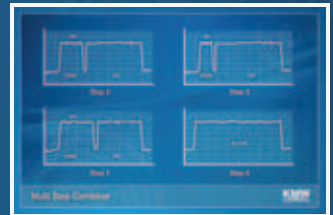
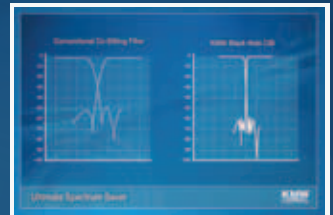
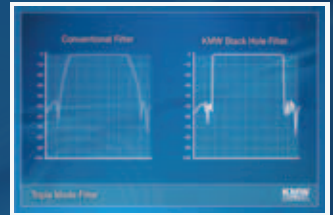
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MEETING ROOM 2

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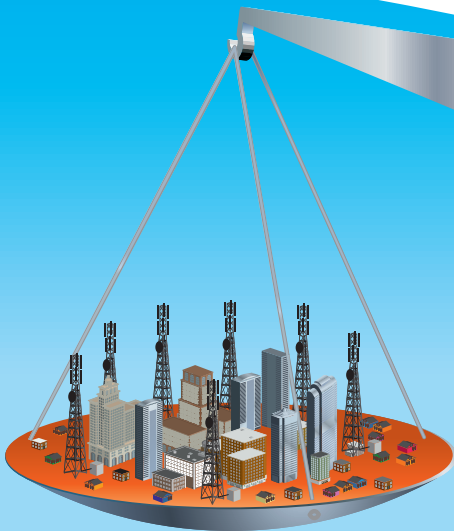
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