



MOBILE ASIA EXPO
亚洲移动通信博览会

Shanghai ■ 26-28 June 2013
上海 ■ 2013年6月26至28日

Mobile Asia Expo Preview Press Conference

Monday, 24 June, 2:00 to 3:00 pm

Location: Kerry Hotel, Tower Function Room 2 & 3

At this press conference, the GSMA will provide an overview of what attendees will experience at the Mobile Asia Expo, including exciting new exhibition features such as the Connected City and the NFC Experience; the leading brands that will be showcasing their solutions at the event; CEOs and other prominent speakers in the thought leadership conference programme; and the many other programmes and activities taking place at Mobile Asia Expo.

To attend, please RSVP to press@mobileasiaexpo.com.

Connected Living Press Briefing

Wednesday, 26 June, 1:30 to 2:30 pm

Location: GSMA Connected City, Hall N1, Stand N1.A120 and N1.D120, SNIEC

At this press briefing, the GSMA and key partners will launch the Connected City and will announce the findings of GSMA / PwC research on the socio-economic impact of connected services in Asia.

To attend, please RSVP to press@mobileasiaexpo.com.

NFC Experience Presentation and Tour

Thursday, 27 June, 11:00 am to 12:30 pm

Location: GSMA Pavilion, Hall N2, Stand N2.A20, SNIEC

The GSMA will discuss the state of the NFC market and the development of this key technology in China and in Asia over the next few years. Attendees will then take a tour of the NFC Experience, which will offer hands-on demonstrations of a variety of NFC solutions and applications, taking in the NFC Experience stand, the GSMA Connected City and other stands in the Expo, as well as the adjacent Kerry Shopping Centre.

To attend, please RSVP to press@mobileasiaexpo.com.