



# 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



CONNECTING  
THE FUTURE  
连动未来

Trade Delegation/Country  
Pavilion Programme

Mobile Asia Expo 2013



# MOBILE ASIA EXPO

The GSMA Mobile Asia Expo brings together the people and ideas that are changing how we communicate, interact, learn, and are entertained. Increased customer demand, expanding innovation, and a forward-leaning perspective has allowed Asia to boast a vibrant industry intent on extending its influence globally. Tying these concepts together in one place for three days, GSMA presents Mobile Asia Expo to showcase the very best in the Asian mobile industry.

The Expo gathers high-caliber, industry attendees along with mobile-passionate professional consumers. By uniquely expanding to the next frontier of mobile with thought leadership conferences, game-changing developer programmes, profitable networking experiences, the business enabling Deal Hub, and an expanded exhibition, Mobile Asia Expo delivers the premier event in Asia focusing on the mobile Operator community and initiatives.

In the following pages, you will find a comprehensive summary of the specialist 'Understanding China' programme designed to give you and your partners a greater understanding about how to do business in China or partner with Chinese companies – highlighting some of the challenges as well as some of the opportunities

## 2012 Expo Highlights

- Attendees 15,500
- Conference Attendees 1,800
- Exhibitors 200
- Global Participation 82 Countries



## Impressive Facts from 2012

- 60% C-Level Conference Attendees from 50 countries
- 32% of Conference Attendees from Mobile Operators
- 58 unique operators from 39 countries and regions represented
- Approximately 200 exhibitors occupied 8,000 sqm of exhibition space
- 88 Individual news organisations from 14 countries, regions
- 88 Conference Speakers



# MOBILE ASIA EXPO FACTS & FIGURES

Global mobile connections reached 6.86 billion in June 2012, with more than half of those connections being in Asia Pacific. China alone constituted one billion connections. Together, the three billion plus subscribers in Asia Pacific in 2011 represented half of the world's mobile connections (Wireless Intelligence).

In the first quarter of 2012, worldwide smart phone shipment reached 147.3 million units; Asia Pacific accounted for more than 40% of the total shipment, a 61% year-to-year increase. Among regions, Asia Pacific has the second lowest market penetration after Africa and Middle East at 78%. This all indicates a strong growth story ahead.

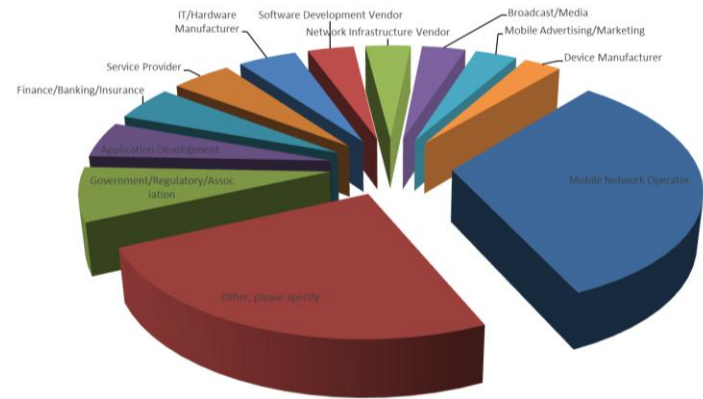
"We are entering a new era where mobile truly is transforming how the world communicates, how business is conducted and how people live their lives." John Hoffman, CEO, GSMA Ltd.

In 2012, the inaugural Mobile Asia Expo presented an impressive gathering of C-Level mobile industry leaders and tech-minded prosumers to the fastest growing region in mobile.

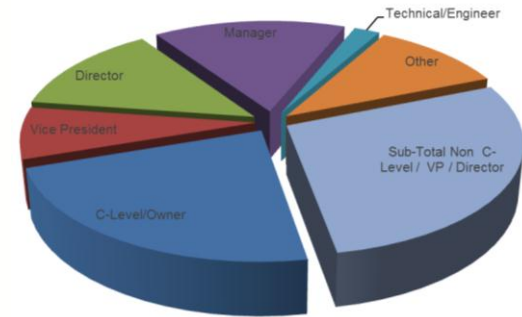
To demonstrate its commitment, China Dignitaries and Industry Leaders gathered at Mobile Asia Expo 2012 during the opening ceremony:

- Mr. Zhang Xiaoqiang, Vice Chairman of the National Development and Reform Commission
- Mr. Wang Zhixue, Vice Minister of the Ministry of Science and Technology
- Mr. Liu Lihua, Vice Minister of the Ministry of Industry and Information Technology
- Mr. Ai Baojun, Vice Mayor of Shanghai City
- Mr. Xi Guohua, Chairman of China Mobile
- Mr. Lu Yimin, President of China Unicom
- Ms. Liu Zhengyi, Vice District Mayor of Pudong New Area.

**Conference Attendees by Company Activity**



**Conference Attendees by Job Function**





## BRING YOUR COUNTRY AND DELEGATIONS TO ASIA

### What Mobile Asia Expo can offer:

Want to develop business with China? Mobile Asia Expo provides a platform for businesses looking to forge new partnerships and collaborations with China and the wider APAC region. The MAE Trade Delegation and Country Pavilion programme convenes the strength and innovation of international businesses with decision makers of the Chinese mobile telecoms market. MAE opens the door to a world of opportunities for your business by providing the following benefits:

- Receive access to 20,000 senior mobile executives from China and the wider APAC region
- Showcase and promote your latest products, services and innovations to help you grow your business
- Identify and contact new Chinese partners via the 1:1 business matching programme 'Trade Hub'
- Gain insight on doing business with China via the 'Understanding China' programme
- Benefit from a dedicated meeting environment for meetings
- Learn about the challenges and opportunities of trading in China through the IPR Summit
- Access exceptional conference thought leadership from industry and government leaders
- Benefit from prime positioned exhibition space for a dedicated Country Pavilion
- Extensive networking to increase industry engagement between China and your region
- Participate in meaningful Government Programme activities
- Host a national trade cocktail and networking event
- Utilise online social networking tools to maximise pre-event planning
- Pitch your region and products in the Innovation Lab





# THE CONFERENCE AND IPR SUMMIT

## The Conference

The Conference offers extensive high level content and exceptional industry speakers with outstanding networking opportunities.

- Over 90 eminent speakers from across the mobile ecosystem over two days (26-27 June)
- Thought-provoking presentations from some of the mobile industry's most influential executives
- Breakout sessions, covering the topics and trends that are shaping our industry and the strategies to succeed in an increasingly competitive landscape
- Industry leaders share their vision for connecting the future, providing essential insights on current and future trends in the industry.
- Topics to be addressed include: Applications, Cloud, Connected Living, Mobile Broadband, Mobile Health, Mobile Money, NFC, Operator Strategy, Retail, Security and Social Media among others
- Built-in time for discussion, high-level networking and deal-making.



## IPR Summit

The IPR Summit is held over the first two days of the Expo with a focus on patent related matters. The Summit includes specialist workshops, a focus on manufacturers and Government, and is held in collaboration with global standards organisations and regional academic institutions.

- Collaboration with industry associations such as ETSI (TBC)
- Patent & Standards Workshop
- Topic-driven round-table and discussion
- Focus on manufacturers and government officials
- Talks from Industry Experts including competition and specialist IPR lawyers
- GSMA IPR Working Group meeting
- Lectures from representatives of MNO's, Device manufacturers, academics and officials
- Networking Drinks



## UNDERSTANDING CHINA – Programme Overview

### Programme Goal:

At the end of the programme, you will have a greater understanding about how to do business in China or partner with Chinese companies. The programme will focus on highlighting some of the challenges as well as some of the opportunities.

The GSMA is partnering with an international consultancy firm and Shanghai University to deliver a programme that provides the perfect blend of understanding our industry and the Chinese and Western cultures.

### Who is this programme for?

This programme is aimed at Executives from technology companies who wish to learn more about doing business in China. The programme is suitable for those at large, medium or small enterprises who want to participate through their Government Trade organisation or country pavilion organiser. We cater for those whose interest is in selling their products or services to Chinese companies or those who wish to partner with Chinese companies to do business outside China.





# UNDERSTANDING CHINA – Agenda

## Two weeks before Mobile Asia Expo

- Preparation packs sent on the China Tech market and on doing business in China
- Gain access to My MAE, the online social networking platform to pre-arrange quality meetings

## Full day workshop held one day before Mobile Asia Expo: Tuesday, 25 June

- Full day workshop
- The role of Government in China
- Key players in Telecoms and Tech industry
- Chinese Culture
- Business protocol - how to network and how to get deals done
- Talent and education system in China
- Networking event with Chinese Executives



Trade Delegations & Country Pavilions

## Mobile Asia Expo: Wednesday-Friday, 26–28 June

- Attract potential partners or meet existing clients by exhibiting on a country pavilion
- Complementary exhibition and conference passes included
- Attend the GSMA Asia thought-leadership conference
- Network with other players in the industry
- Opportunity to be part of a pre-scheduled Expo tour of the trade floor
- Build your contacts and access new markets via the Trade Hub. You tell us who you would like to meet in the Chinese ecosystem and GSMA endeavours to connect you.

*These meetings are held in your own hospitality/meeting area – subject to availability – with a bespoke translator if needed at an additional cost.*

## Review at the end of Mobile Asia Expo: Friday, 28 June

- Post event report and feedback opportunity





# 1:1 MEETINGS AND THE INNOVATION LAB

## One to One meetings – The ‘Trade Hub’

Trade Hub is a targeted online buyer/seller platform designed to maximise your ROI. Through Trade Hub, companies request meetings with opt-in Gold Pass attendees in the weeks leading to the event in order to conduct meetings onsite with their target market – 32% of the 1,833 Gold Pass attendees in 2012 came from the MNO community.

Trade Hub meetings are located within the Executive Meeting Room Zone found on the exhibition floor and offer your business a dedicated room for private discussions in a formal business setting. This high spec meeting room allows you to target senior level attendees and high-profile clients for productive meetings and discussions across the three days of the event.

## Innovation Lab Sessions

The Innovation Lab presents companies and trade organisations with a stage to demonstrate new products and services or conduct regional investment pitches before a captive audience of potential B2B buyers. These large theatres each seating 75 pax are located in the heart of each exhibition hall and promise to generate buzz, excitement, leads and press interest. There are a variety of options to utilise the Innovation Lab that fit your particular needs from a 1 hour demo to a half day workshop.







# EXHIBITION PAVILION OPPORTUNITIES

Promote your country and leadership in innovation by taking advantage of a prime exhibition space. The expo accommodates national pavilions of any size but a tailored package provides maximum value and helps gain high ROI. Both options provide a comprehensive set of tools and opportunities to increase your market awareness, target new clients and draw business to your region.

## Option One:

- 36sqm Shell-Scheme space (includes structure and furniture)
- This footprint assumes 4 companies occupying 9sqm each
- One Conference pass and five Exhibition Passes per company
- 100-word profile for each company on MAE website
- 100-word profile for each company in Exhibition Catalogue
- Participation in the 'Understanding China Workshop'
- Access to Event Networking according to pass type
- Use of My MAE, the online social networking portal
- Dedicated use of executive meeting room and Trade Hub online meeting scheduling system for 1:1 meetings

£25,000 for four companies

£3,600 for every additional company for 9sqm shell scheme space

## Additional Options

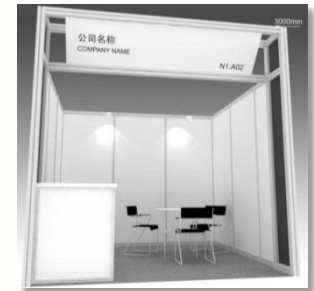
- Hourly Innovation Lab sessions: £2,000 for exhibitors or the pavilion organiser
- Mobile Asia Daily advertising to further promote presence in Chinese and English
- Chinese translator – TBC

## Option Two:

- 36sqm Shell-Scheme space (includes structure and furniture)
- This footprint assumes four companies occupying 9sqm each
- One Conference pass and five Exhibition Passes per company
- 100-word profile for each company on MAE website
- 100-word profile for each company in Exhibition Catalogue
- Participation in the 'Understanding China Workshop'
- Access to Event Networking according to pass type
- Use of My MAE, the online social networking portal

£15,000 for four companies

£3,000 for each additional company for 9sqm shell scheme space





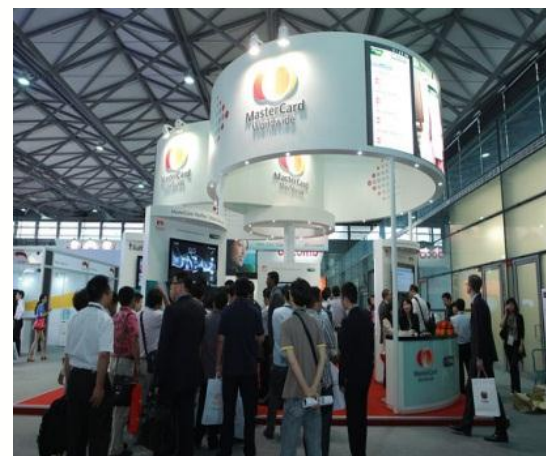
## COUNTRY PAVILION DETAILS

Country Pavilions offer a range of space in the exhibition that showcases a variety of companies from your country or region. The stand space is completely customisable or can be booked as an all-inclusive shell scheme package depending on the look and feel you require on your pavilion.

### Shell Scheme Package per 9sqm includes:

- Company name fascia board
- Three chairs
- One information counter with lockable cupboard
- One table
- Two spotlights
- One power point, 500W power consumption max
- 100-word company profile in the Exhibition Catalogue and website
- One Gold Conference Pass and 5 Exhibition Visitor Passes
- Discount on additional Exhibition Visitor Passes

National Trade Pavilion Exhibition stands are charged on the basis of one company per 9sqm of space. In order to provide adequate space for your country pavilion, we suggest 36sqm. Ask how bespoke packages of different sizes can be created to meet your specific requirements.





## TRADE DELEGATION OPPORTUNITIES

In order to maximise your networking potential, we have created a variety of tools that include networking events, digital social networking tools, and informational workshops. Choose from one of the following options which best suit your needs.

### Option One:

- 10 Conference Passes
- Access to the 'Understanding China Workshop'
- Access to all Event Networking
- Use of My MAE, the online social networking tool
- Dedicated use of executive meeting room and Trade Hub online meeting scheduling system for 1:1 meetings\*

£17,500 for 10 attendees

£950 for every additional attendee

*\*Room shared between delegation attendees and managed by trade partner*



Trade Delegations & Country Pavilions

### Option Two:

- 10 Conference Passes
- Access to the 'Understanding China Workshop'
- Access to all Event Networking
- Use of My MAE, the online social networking tool

£9,500 for 10 attendees

£950 for every additional attendee

*This option does not include 1:1 Trade Hub meetings and meeting room access*





## ABOUT GSMA

The GSMA represents the interests of mobile operators worldwide. Spanning more than 220 countries, the GSMA unites nearly 800 of the world's mobile operators with more than 230 companies in the broader mobile ecosystem, including handset makers, software companies, equipment providers and Internet companies, as well as organisations in industry sectors such as financial services, healthcare, media, transport and utilities.

Along with Mobile Asia Expo, the GSMA produces event across the globe each year including Mobile World Congress and NFC & Mobile Money Summit.



**Rich Communications Services**

The Rich Communication Services (RCS) Programme initiative stimulates the launch of RCS services that deliver multimedia communications services from the phone's contact list. RCS is designed to combat the rise of over-the-top messaging services.

**Near Field Communications**

GSMA works to stimulate the successful global deployment of interoperable and SIM-secured NFC / contactless services and ecosystems that are available to both consumers and businesses.

**Connected Living**

Connected Living is a market development initiative whose mission is to help mobile operators accelerate the delivery of new connected devices and services.

**Spectrum**

The GSMA runs an ongoing global campaign to secure access to harmonised, properly priced, predictably regulated & timely available spectrum required to meet the fast growing demand for mobile broadband.

**Roaming**

The GSMA promotes the adoption of roaming transparency measures across its membership of nearly 800 mobile operators worldwide following the launch of its global data roaming transparency initiative.

For more information, please visit the GSMA corporate website at [www.gsma.com](http://www.gsma.com) or Mobile World Live, the online portal for the mobile communications industry, at [www.mobileworldlive.com](http://www.mobileworldlive.com).



## CONTACT US

To take advantage of these excellent opportunities to do business in China and Asia or to discuss other unique opportunities, please contact **Julian Bishop**:

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