

MAE 14 Agenda

Session	Date	Start Time	End Time	Description	Location
				Open to Gold Pass holders only.	
Opening Remarks Keynote Session: Operators and the Internet Economy	11-06-2014	2014-06-11T09:15:00Z	2014-06-11T11:15:00Z	For many millions of people, the internet is experienced mainly or only through their mobile device. As a result, operators have a strong position as the main global providers of internet access. There are still questions to be worked out regarding the role of operators relative to internet players. However, they are a source of APIs vital for rich, contextual internet services, while they have the potential to engage much more in areas such as privacy and authentication. The time is ripe for operators to redefine their position in the mobile internet value chain.	Auditorium 1
Networking Break	11-06-2014	2014-06-11T11:15:00Z	2014-06-11T11:45:00Z	How do operators at the heart of the industry see this working out in practice today, and where do they see the greatest opportunities? Find out in this opening keynote session	
				Open to Gold Pass holders only.	
Keynote Session: Constant Connectivity, Changing Lives	11-06-2014	2014-06-11T11:45:00Z	2014-06-11T12:30:00Z	The power of mobile and the growth of the mobile Internet has had a huge impact across Asia Pacific, enabling more effective communications and access to information. There are many rural areas where coverage is still needed, however, and in urban areas, meeting capacity demands consistently is proving a challenge as users adopt more data-intensive usage patterns.	Auditorium 1
Lunch	11-06-2014	2014-06-11T13:15:00Z	2014-06-11T14:30:00Z	Meeting this demand at a viable cost is a huge challenge. With the advent of new technologies and business models, how do leading industry figures foresee meeting the region's demand for constant connectivity? Open to Gold Pass holders only.	
Operator Strategies for Growth: Business Model Innovation	11-06-2014	2014-06-11T14:30:00Z	2014-06-11T15:45:00Z	The pace of innovation in mobile is increasingly transforming the traditional mobile value chain, delivering new services and experiences that delight end users and unveil new revenue opportunities. In Asia these opportunities are magnified further by its diverse marketplace, high growth margins and a vast untapped populations to serve. During this session we will feature the most innovative growth business models, the driving forces behind service and product innovation and most importantly how new business opportunities are offsetting the slow decline on traditional cash cows like voice and text.	Auditorium 2
				Open to Gold Pass holders only.	
Traversing the OTT Landscape: Competition, Commercial Realities & Coming	11-06-2014	2014-06-11T14:30:00Z	2014-06-11T15:45:00Z	Despite suffering significant losses in their core voice and messaging revenues in recent years, operators now recognise OTT service providers are here to stay. Agile OTT players have progressed quickly by delivering in-demand services via 'freemium' models. The Asia Pacific has seen the rise of some exciting internet service companies who are quickly gaining global influence and brand recognition. What can be learnt from these market leaders and what are their plans for the future? Operators must carefully consider their own strategic response based on their own strengths. VoLTE presents promise as an interesting strategy to protect existing revenues, but what are the commercial opportunities and realities beyond this? Where should operators look to partner with OTT's and where should they launch their own services? Crucially, where are the greatest opportunities for monetisation?	Auditorium 3
Networking Break	11-06-2014	2014-06-11T15:45:00Z	2014-06-11T16:15:00Z	Open to Gold Pass holders only.	
Smarter Services for Smarter Citizens: Plotting the Path to Smarter Cities	11-06-2014	2014-06-11T16:15:00Z	2014-06-11T17:30:00Z	Cities around the world today are dealing with ageing infrastructures, diversifying populations, reduced budgets and higher citizen expectations. Confronted with this plethora of challenges, city leaders must find fresh, more efficient ways to deliver the services required. Smart cities of the future will anticipate and mitigate problems and proactively deliver services and information to citizens. City officials have tough decisions ahead on where to make their investments and how to ensure ROI. But the ultimate challenge lies in ensuring smart city strategies are truly cohesive. This session will showcase some of the impressive initiatives from the Asia Pacific and discuss how to make the transition to a smart city.	Auditorium 3
				Open to Gold Pass holders only.	
Mobile Media: Driving Data Consumption	11-06-2014	2014-06-11T16:15:00Z	2014-06-11T17:30:00Z	With LTE driving transformational innovation in consumer experience and supporting new and immersive content types, mobile video is becoming a catalyst to drive up data usage. In India, Deloitte has predicted that mobile data consumption will rise by 50-60% in the next 2-3 years, driven solely by video, but what are the opportunities for the mobile operator, beyond the support of the data growth? This session will look at the different roles of the operator, device manufacturer and content creators within this growing opportunity and how they can work together to benefit from it.	Auditorium 2
Break	11-06-2014	2014-06-11T17:30:00Z	2014-06-11T17:45:00Z		
Mobile World Live Keynote	11-06-2014	2014-06-11T17:45:00Z	2014-06-11T18:30:00Z	Open to Gold Pass holders only.	Auditorium 1
				Open to Gold Pass holders only.	
Keynote Session: Rich Services, the New Driver of Mobile	12-06-2014	2014-06-12T09:15:00Z	2014-06-12T10:45:00Z	In many countries, consumers are starting to view connectivity – increasingly, to mobile broadband - as a basic need owing to its transformative power. At the same time more powerful devices, cloud-based services and M2M are enabling access to a broader range of rich services at a lower price point. All of this makes the service ecosystem an attractive opportunity, whether as an enabling platform, a service 'hub' or as a creator of services. The session will examine how different players in the mobile ecosystem view their roles in this increasingly connected world, the business models that will drive growth and what they see the future holding.	Auditorium 1
Networking Break	12-06-2014	2014-06-12T10:45:00Z	2014-06-12T11:15:00Z	Open to Gold Pass holders only.	
CTO Roundtable: ASEAN LTE Updates	12-06-2014	2014-06-12T11:15:00Z	2014-06-12T12:30:00Z	Overall LTE coverage in Asia remains relatively low, despite being home to some of the world's most advanced deployments. With the billionth LTE connection expected by 2017, how can Asia increase its share of the LTE market in the coming years? What can we learn from the experiences of some of the region's early adopters and how can the mobile industry help to accelerate the deployment of next generation networks?	Auditorium 3
Mobile Retail: Local Innovation, Global Opportunity	12-06-2014	2014-06-12T11:15:00Z	2014-06-12T12:30:00Z	Open to Gold Pass holders only. Mobile's role in transforming the retail experience is growing across the world. In Europe and the West, viewing and purchasing products on mobile is on the increase year on year, in the East retailers and operators are working together to create state-of-the-art innovation in the retail space. What can each region learn from the other and how does the financial world fit in? Hear from case study presentations from operators, retailers and financial institutions as we explore this high-growth landscape and the opportunities within it in this 75 minute session.	Auditorium 2
Lunch	12-06-2014	2014-06-12T12:30:00Z	2014-06-12T13:45:00Z	Open to Gold Pass holders only.	
Security & Privacy: The Power of the SIM	12-06-2014	2014-06-12T13:45:00Z	2014-06-12T15:00:00Z	Important and legitimate concerns over privacy and security present a significant obstacle in the development and uptake of more advanced and sophisticated digital services. Join industry experts as they discuss how the SIM can play a key role in establishing identity and enabling authentication in a secure environment and the opportunities this will unlock for operators and their partners. Open to Gold Pass holders only.	Auditorium 2
Smart Device Showcase	12-06-2014	2014-06-12T13:45:00Z	2014-06-12T15:00:00Z	As mobile broadband access becomes more common across Asia Pacific, devices are using this to deliver smarter, faster & richer services across different flavours of LTE. These devices are not limited to smartphones by any means. This session aims to showcase the latest developments in device technology from regional and global manufacturers.	Auditorium 3
Networking Break	12-06-2014	2014-06-12T15:00:00Z	2014-06-12T15:30:00Z	Open to Gold Pass holders only.	
LTE Monetisation: Service Innovation, Pricing & Packaging	12-06-2014	2014-06-12T15:30:00Z	2014-06-12T16:45:00Z	The Asia Pacific region is emerging as the fastest growing market for LTE deployment. As the LTE ecosystem evolves, new LTE based services materialise offering exciting opportunities for monetisation. How much can operators squeeze out of their 4G networks? As the demand for rich content increases, how can operators capture new revenue? LTE broadcast presents an early but interesting opportunity, along with other music and video streaming offerings. Central to this discussion is the future of pricing for LTE. Is unlimited pricing dead? Will we see a continuation of current pricing strategies in Asia or can we expect something new with the advent of sponsored data and segmentation? Open to Gold Pass holders only.	Auditorium 3
Mobile Financial Services	12-06-2014	2014-06-12T15:30:00Z	2014-06-12T16:45:00Z	According to a recent report by the GSMA Intelligence, Emerging Markets in APAC region represent a massive opportunity for large scale Mobile Financial Services (MFS) uptake. Between India and Pakistan alone the opportunity suggests nearly 300m consumers by 2020. These markets are home to huge populations but have nonetheless been slower to adopt such services than other Asian benchmarks like Sri Lanka, Indonesia and Philippines. However, MFS realizing their potential is not enough for mobile operators to build the value chain. Consistently, it is the role of governments, usually both the financial authority and telecoms regulator, to remove the roadblocks for these services to flourish. This applies to the entire spectrum of MFS, from micro-savings to NFC, from micro-insurance to mobile wallet, from some of the most under banked markets like Bangladesh to regional leaders like South Korea. This session will provide an update on the adoption of Mobile Financial Services and will also examine key success factors like interoperability, the role of government & regulators, market conditions and more.	Auditorium 2

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Keynote Session: Creating Compelling Customer Experiences	11-06-2014	2014-06-11T12:30:00Z	2014-06-11T13:15:00Z	<p>Open to Gold Pass holders only.</p> <p>As growth in mobile penetration slows in many regional markets and churn across APAC remains above 3% quarterly, a good end-to-end customer experience can be a significant source of competitive differentiation between mobile operators. However, to stand apart from competitors requires vision and coordination across many parts of the business. What vision can market leaders bring to help drive brand loyalty in a tougher competitive environment? Find out here.</p> <p>Open to all Gold Pass Holders. Priority seating to guests who RSVP.</p>	Auditorium 1
Accelerator Class by GSMA Mobile for Development	11-06-2014	2014-06-11T07:45:00Z	2014-06-11T08:45:00Z	<p>Session designed for the mobile and development industries, Ministers and Regulators.</p> <p>In many developing countries, people are gaining access to mobile services faster than even basic infrastructure services such as electricity, sanitation and banking. There are over a billion people in developing countries who already have access to a mobile phone, but do not have a formal bank account. In 2013 there were 1.3 billion people without access to energy and 700 million without access to improved water resources, yet 80% of the population in emerging markets has access to GSM coverage.</p> <p>All Gold Pass holders with entry tickets* are invited to attend the Connected City Networking Cocktail, located inside the GSMA Connected City.</p>	Plum Blossom Orchid Room
The Connected City Networking Cocktail Reception	12-06-2014	2014-06-12T16:30:00Z	2014-06-12T18:00:00Z	<p>This networking reception will provide attendees with the opportunity to further their networks while enjoying private access to the GSMA Connected City, one of the highlights of our exhibition. Attendees can browse this fully connected city street and see the latest technologies offered by GSMA and our partners.</p> <p>* As the networking cocktail has limited seats, please remember to collect your entry tickets to the networking cocktail on Thursday, 12 June from any of the below locations from 08.45 – 14.00</p> <p>1. Kerry Hotel, Grand Shanghai Foyer, Connected City Networking Cocktail counter 2. SNIEC, Hall N2.G20, Information Desk</p> <p>Entry are strictly for gold pass holders with tickets only!</p> <p>Open to Pre-registered, pre-approved Gold Pass attendees.</p>	SNIEC - Hall N2
GTI Asia Conference	11-06-2014	2014-06-11T14:00:00Z	2014-06-11T16:30:00Z	<p>With the fast proliferation of commercial LTE networks in the world, operators and industry players are keen to bring customers a broadband connected living and create new business value. This GTI Asia conference, hosted by China Mobile and Global TD-LTE Initiative (GTI), will bring together top leaders of leading operators and industry partners to address opportunities and challenges of the devices and innovative applications in 4G era. The strategy visions across ecosystem will shape the future of the industry at the critical juncture of large-scale commercialization of LTE.</p> <p>For more information about GTI Asia Conference, please visit http://www.lte-tdd.org/events/sum/2014-04-09/2927.html.</p> <p>Open to all Exhibition Visitor Pass and Gold Pass holders. First come, first served.</p>	Grand Shanghai Ballroom 2
ICT and New Urbanization Summit	13-06-2014	2014-06-13T09:00:00Z	2014-06-13T16:40:00Z	<p>Recent data shows that the current urban population in China is around 700 million, accounting for over half of the overall population. Around 50 percent of the Chinese population crunched in only 1% of its size. Data also showed that there would be an annual increase of 10 large cities (over 1 million people) and 20 medium-sized cities (over 500 thousand) in the next 20 years. It is expected that by 2025, 7 of the 13 global mega-cities (over 10 million people) will be in China. Today's world is facing a huge trend of Informatization. Urbanization, undoubtedly will brand the mark of this age. ICT (Information and Communications Technology) has become a key word in the urbanization progress. The positive connection between the ICT maturity level and economic efficiency has been proven by academic reports. The topic "ICT Enabling China's new urbanization" intends to show the charisma of the role ICT played in the urbanization progress.</p>	Shanghai Ballroom 3
MAE Mobile Gaming Summit	13-06-2014	2014-06-13T09:00:00Z	2014-06-13T16:40:00Z	<p>The launch of 4G networks and the surge of powerful mobile devices has created a great opportunity for triple-A mobile games in 2014. To share insights in these developments, GMGC is hosting the MAE Mobile Gaming Summit in conjunction with the Mobile Asia Expo 2014 at the Kerry Hotel in Shanghai with the theme "2014: The Year of Triple-A Games".</p> <p>The MAE Mobile Gaming Summit is open to all Gold and Exhibition Visitor pass holders at MAE 2014. GMGC is giving away 400 free Exhibitor Visitor Passes. To register for your pass right away click here! http://maemobilegamingsummit.eventdove.com/</p> <p>The agenda is currently underway. Please stay tuned and check back for more information.</p> <p>Attend this session to gain a critical understanding of the TDD and FDD LTE architectures and protocols, including network nodes and interfaces, OFDMA and SC-FDMA access techniques, and advanced antenna technologies.</p>	Pudong Ballroom 1-4
Award Solutions	11-06-2014	2014-06-11T09:00:00Z	2014-06-11T13:00:00Z	<p>KEY QUESTIONS ANSWERED:</p> <p>What are the underlying technologies for LTE? What are the differences between LTE TDD and FDD? What are the essential network nodes and their key functions in support of signaling and traffic paths? What are the protocol stacks for LTE networks? What is the latest update of LTE deployments globally?</p> <p>Attend this session to get details on LTE frame structures and different subframes, resource elements and resource blocks, and configurations of FDD / TDD deployed spectrums (10MHz, 20MHz).</p>	SNIEC - Room M41
Award Solutions	12-06-2014	2014-06-12T09:00:00Z	2014-06-12T13:00:00Z	<p>KEY QUESTIONS ANSWERED:</p> <p>What are the frame structures for LTE FDD and TDD? What are the key characteristics of the LTE air interface? What are goals and requirements of the LTE air interface? What are the differences of LTE FDD and TDD on the air interface? What are the maximum theoretical data throughputs for LTE FDD and TDD?</p> <p>This session provides insight into the LTE uplink and downlink channels and operations, and covers topics such as LTE control signals and channels, and how to map channels to physical subframes. It also covers key LTE KPIs and measurements including RSRP, RSRQ, and SINR.</p>	SNIEC - Room M41
Award Solutions	13-06-2014	2014-06-13T09:00:00Z	2014-06-13T13:00:00Z	<p>KEY QUESTIONS ANSWERED:</p> <p>What are the LTE physical channels on both the DL and UL? How are physical channels mapped to frame structures? What are the key measurements on the LTE radio link? What are the major schemes enabling LTE to achieve the maximum data throughput? How does interworking work between LTE FDD and TDD?</p> <p>Additional fee to attend. USD \$6,500 per person includes tuition, course materials, most meals and a Mobile Asia Expo Gold Pass (value USD \$1,500). Current Gold pass holders pay only \$5,000 total programme costs. Pre-registration is required. Click here to register. https://commerce.cashnet.com/cashnet/selfserve/BrowseCatalog.aspx GSMA members will receive a \$250 refund soon after paying the full \$6,500 total programme cost. Please remember to note "GSMA member" on the one-page application form.</p> <p>To learn more about the China Learning Expedition, please refer to the attached program overview, click here. http://www.mobileasiaexpo.com/wp-content/uploads/ChinaLearningExpedition_ProgramOverview1.pdf</p>	SNIEC - Room M41
China Learning Expedition	11-06-2014	2014-06-11T09:00:00Z	2014-06-11T17:00:00Z	<p>With a massive consumer base spending heavily both at home and abroad, China represents a tremendous opportunity for companies seeking growth. But the path to profits is highly complex, fraught with potential pitfalls that are best avoided.</p> <p>Introducing the China Learning Expedition</p> <p>In this immersive, interactive five-day program organized by The Drucker School of Claremont Graduate University and taking place in Beijing and Shanghai, Matt Pillar, a Harvard-trained China business expert and Drucker Senior Fellow, and a selected group of other highly experienced, well-regarded China experts present real-world observations on how to navigate this complex, fast-growing market and establish a platform for lasting success.</p>	SNIEC - Room M41

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To learn more about the China Learning Expedition, please refer to the attached program overview, click here. http://www.mobileasiaexpo.com/wp-content/uploads/ChinaLearningExpedition_ProgramOverview1.pdf

China Learning Expedition	22-06-2014	2014-06-12T09:00:00Z	2014-06-12T17:00:00Z	With a massive consumer base spending heavily both at home and abroad, China represents a tremendous opportunity for companies seeking growth. But the path to profits is highly complex, fraught with potential pitfalls that are best avoided.	SNIEC - Room M41
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Open to all Gold Pass and MVNO Pass holders. RSVP required.

The International MVNO Summit is hosted by the GSMA and Mobile Asia Expo Event Partner DVBCN. Major MNOs, MVNOs, MVNEs and related industry partners (e.g. online video, mobile gaming and social networks) will attend the summit and discuss the innovative developments in multinational roaming services and multiscreen sponsored data along with strategies for closer collaboration with the global mobile telecoms industry.

The International MVNO Summit 2014 will focus on this agenda by inviting world renowned MVNOs who have succeeded in multinational contexts and within the travel and retail markets to share their experiences, promote dialogue and to foster new partnerships within the Chinese mobile telecommunications market.

For more information, please visit: <http://mvno.dvbcn.com>

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International MVNO Summit	12-06-2014	2014-06-12T13:45:00Z	2014-06-12T17:40:00Z	The International MVNO Summit is hosted by the GSMA and Mobile Asia Expo Event Partner DVBCN. Major MNOs, MVNOs, MVNEs and related industry partners (e.g. online video, mobile gaming and social networks) will attend the summit and discuss the innovative developments in multinational roaming services and multiscreen sponsored data along with strategies for closer collaboration with the global mobile telecoms industry.	Grand Shanghai Ballroom 2
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The two day summit will seek to map the near future consumer experience of shopping for a marketer audience, followed by an in depth look at the ecosystem of connected health and wellness. At the event will be the Asian launch of our proprietary study – The Truth about Shopping. We will explore success stories and opportunities around technology supported shopping both on and offline, and investigate how Brands can seek to differentiate their products and add value to their customer experience.

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Inside Mobile Summit by McCann	11-06-2014	2014-06-11T10:15:00Z	2014-06-11T17:00:00Z	The two day summit will seek to map the near future consumer experience of shopping for a marketer audience, followed by an in depth look at the ecosystem of connected health and wellness. At the event will be the Asian launch of our proprietary study – The Truth about Shopping. We will explore success stories and opportunities around technology supported shopping both on and offline, and investigate how Brands can seek to differentiate their products and add value to their customer experience.	SNIEC - N1 Theatre
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Presenter: Intel Security

Your Personal Information. What have you got to lose?

In recent years, mobile and tablet devices have become the number one way in which we connect to the Internet and surf the net on demand, use social media sites, conduct online banking and make financial transactions on the go. McAfee has found that privacy-invading apps dominate the landscape, some containing malware, and many leveraging ad libraries. As we analysed the behaviour and permissions of thousands of Android apps, we found that 82% of apps track you, and 80% of apps collect location information. In this session discover some of the latest mobile Malware techniques, and learn how to determine if the apps you use may be accessing more than they need and how this potentially affects your personal information.

Speaker: Sean Duca, Chief Technology Officer, APAC

Open to all Gold and EVP pass holders.

Presenter: GSMA@AppPlanet
China Mobile Internet Base

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 and 250 companies in the broader mobile ecosystem.

Developers already use and value the tech capabilities of open mobile networks which our members provide around the world. Given the worldwide nature of the application marketplace, many of these members offer opportunities to bring applications to new distinct marketplaces. GSMA is promoting these opportunities and technical capabilities such as cross operator APIs (through our OneAPI Exchange) and HTML5 web apps.

App Planet	11-06-2014	2014-06-11T12:00:00Z	2014-06-11T13:00:00Z	Your Personal Information. What have you got to lose? In recent years, mobile and tablet devices have become the number one way in which we connect to the Internet and surf the net on demand, use social media sites, conduct online banking and make financial transactions on the go. McAfee has found that privacy-invading apps dominate the landscape, some containing malware, and many leveraging ad libraries. As we analysed the behaviour and permissions of thousands of Android apps, we found that 82% of apps track you, and 80% of apps collect location information. In this session discover some of the latest mobile Malware techniques, and learn how to determine if the apps you use may be accessing more than they need and how this potentially affects your personal information. Speaker: Sean Duca, Chief Technology Officer, APAC	App Lab - Hall N2
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As platinum sponsors of the App Lab at MAE 2014, we will provide opportunities for developers to meet, show their work and learn better practice through engagement with partners in the operator, HTML5 and app development ecosystems.
www.gsma.com

13:45 – 16:45: China Mobile Internet Base – presented as part of the GSMA@AppPlanet schedule

As part of the GSMA@AppPlanet schedule, China Mobile Internet Base invites leaders from the Mobile Internet ecosystem to discuss trends and breakthroughs for the operation of mobile apps in IP and sports. Collaborating with 10 renowned distributors and 10 renowned publishers, the applications collection zone is set up for the selection of first-class apps and the negotiation of joint launches.

App Planet	12-06-2014	2014-06-12T09:30:00Z	2014-06-12T17:00:00Z	As platinum sponsors of the App Lab at MAE 2014, we will provide opportunities for developers to meet, show their work and learn better practice through engagement with partners in the operator, HTML5 and app development ecosystems. www.gsma.com 13:45 – 16:45: China Mobile Internet Base – presented as part of the GSMA@AppPlanet schedule As part of the GSMA@AppPlanet schedule, China Mobile Internet Base invites leaders from the Mobile Internet ecosystem to discuss trends and breakthroughs for the operation of mobile apps in IP and sports. Collaborating with 10 renowned distributors and 10 renowned publishers, the applications collection zone is set up for the selection of first-class apps and the negotiation of joint launches.	App Lab - Hall N2
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Presenter: Cybersport

App Planet

13-06-2014 2014-06-13T11:30:00Z 2014-06-13T12:30:00Z

With an aim to provide a one-stop service platform for ICT startups, Hong Kong Cyberport Management Company Ltd (Cyberport) provides a wide range of entrepreneurship programmes to nurture and boost startups. Some Cyberport startups will also share their innovative products and services, including portfolio management platform, human-centered UX/UI design, etc.

App Lab - Hall N2

Speakers:
 David Chung, Chief Technology Officer, Hong Kong Cyberport Management Company Ltd
 Patti Hunt, Founder, On-Off Design and Technology Hong Kong
 David Ng, Director, WisdomOne
 Lynette Liu, Sales and Marketing Executive, Galaxy Asia
 Tony Chin, China GM, Viss Me Co & Ltd
 Atin Batra, Director, ab.Initio

This Summit will provide delegates with an insight into the development of digital commerce services and the role of SIM-based NFC alongside new and emerging mobile technologies in a fast growing Asian market. In depth sessions will look at how the industry is simplifying the processes for MNOs and service providers launching services, and how collaboration is a key ingredient within this to help drive the interoperability and scale for economic growth. It will showcase live service launches and how these pioneers in the market are growing services in the key areas of retail, transportation and finance.

This session is open to all pass-holders, but an RSVP is required. Please RSVP to digitalcommerce@gsma.com

Agenda

9:00 – 10:30 - Welcome and Keynote speeches from leading MNOs and stakeholders in the Asian market

Digital Commerce Summit

10-06-2014 2014-06-10T09:00:00Z 2014-06-10T17:00:00Z

10:45 – 13:00 - Session 1: Working with the banking and finance sectors to simplify service delivery
 Launching digital commerce services and taking them to scale requires enormous collaboration from a wide range of stakeholders. This session will look at the complexities and technology choices that face the mobile and finance/banking industries and discuss how these industries are using these technologies to provide open, simple, secure solutions that will deliver a seamless consumer experience for all. The session will be a mix of presentations and discussion panel.

Function Room 1

Speakers: Senior representatives from MNOs from the finance, banking and mobile industries in Asia and globally.

13:00 – 14:00 - Networking Lunch

14:00 – 17:00 - Session 2: The customer's perspective: Working with the ecosystem to deliver customer centric services

The mobile user of tomorrow has high expectations. His mobile phone will be a virtual gateway to the real world offering a rich consumer experience, through the use of value added services, in addition to payment for travel, shopping and ticketing, all making daily life more streamlined and convenient. This session combines insights from the service providers, mobile operators and other key stakeholders into the opportunities afforded through the development of value-added digital commerce services such as couponing and loyalty, and how these could help drive the growth of services and consumer take-up across Asia.

Speakers: Senior representatives from MNOs and ecosystem stakeholders in retail, loyalty and couponing and transport both from Asia and the rest of the world.

The Global Device Summit is a half-day event exploring the key issues facing the global device market today. Speakers representing device manufacturers, global operators and distributors will cover topics such as subsidisation, global distribution strategies, developed vs. developing market needs, and device creation.

This session is open to all pass-holders, but an RSVP is required. Please go to <http://www.mobileasiaexpo.com/global-device-summit/> to register your interest in attending.

14:00 – 14:10 Moderator Introduction | Future Trends in the Global Device Market

14:10 – 14:30 Opening Keynote Presentation featuring Mr Terry Gou, Founder & CEO, Foxconn Technology Group

14:30 – 15:00 Operator Panel: Developed Vs Developing: What does the Consumer Need?

The global device market requires different approaches – in the developed markets, consumers are looking for the latest handsets, capable of PC-like computing power and media functionality; in developing markets mobile handsets represent digital inclusion and economic growth through connectivity so functionality is not as vital. What are the limitations and opportunities in each approach and what changes need to be implemented to meet the needs of both markets?

15:00 – 15:30 Device Panel: The Rising Stars of the Smartphone

The marketplace for smartphone creation is becoming more dynamic with new manufacturers gaining a foothold in a formerly closed market. This panel will feature senior representatives from device manufacturers that are challenging this status quo and delivering new handsets and new functionality to a growing subscriber base. What does the market demand and how are they capitalising on this need?

Global Device Summit

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Pudong

15:30 – 16:00 Panel: Contemporary Subsidisation Strategies

In the past subsidisation has been a key strategy for operators to offer the latest devices in conjunction with securing a loyal customer. Over the years, the commercial benefit of this approach has not been realised and operators are now looking at other ways to offer a compelling consumer offering without the risk. This operator panel will discuss this changing environment and their different approaches within it.

16:00 – 16:30 Panel: Global Distribution Strategies: Reaching the Next Billion

Existing, extreme distribution strategies are failing to meet the needs of a dynamic environment for mobile devices. This panel will examine the two main trends for distribution models and the opportunities for innovation

16:30 – 17:00 Panel: Wearable Trends & Innovation

The last 5 years have seen a focus on innovation around the look and feel of the device and, for the first time, technology can meet consumer expectation. During this panel, the creators of this trend will examine the market and predict the kinds of devices that will be created over the next 5 years and the needs that this creativity will meet.

17:00 Closing Remarks

17:00 Networking Cocktail (invitation only)

MAE 14 Agenda

The Innovation Workshop brings together mobile industry leaders, venture capitalists and start-ups to brainstorm on the issue of innovation and evaluate opportunities that can drive further growth in the mobile ecosystem.

The rise of mobile broadband in Asia presents opportunities for the mobile ecosystem to innovate. Creation of ideas and opportunities for new business partnerships will be the central theme across the Innovation Workshop. You will hear perspectives from mobile operators, venture capitalists and policy makers, and participate in panel discussions that aim to bring the concepts to practical realities.

Attendance can be requested at <http://mobileasiaexpo.com/innovation-workshop/>

10:45 – 11:00 Welcome Coffee and Registration

11:00 – 11:05 Welcome Speech
Ms. Irene Ng, Head of Asia, GSMA

11:05– 11:45 Keynote presentation – New mobile business trends and the innovation underpinning it
Mr. Quinn Li, Vice President & Managing Director, North America, Qualcomm Ventures

11:45 – 12:45 Session 1: Creating Innovation From Within – Fostering Mobile Innovation
"What It Takes to Innovate – Evaluating the Creation of Innovation"

The creation and harness of innovation is critical in a fast paced industry like mobile, but as a concept, it is hard to define and much harder to achieve. So, what is innovation and what does it mean to our industry?

- Evaluating current industry initiatives to foster and promote innovation
- Understanding some of the global and regional trends that are taking place in the mobile industry – to what extent are these driven by innovation?
- Opportunities for new business models and partnerships
- Do Governments and national regulators have a role in encouraging and facilitating business innovation?

Moderator:
Prof. Xu Yan, Associate Dean, HKUST Business School

Panel:
Mr. Tetsuzo Matsumoto, Senior Advisor, Softbank Mobile Corp.
Ms. Minette Navarrete, President, Kickstart Ventures (Globe Telecom subsidiary)
Mr. Guillaume Mascot, Director of Public Affairs, Alcatel-Lucent

12:45 – 13:30 Lunch Break

13:30 – 14:00 Session 2: Building New Business Models and Partnership in the Mobile Ecosystem
Keynote presentation – Successful partnership models and lessons learnt
Mr. Richard Wang, Partner, DFJ DragonFund China

14:00 – 15:00 "Unlocking Partnership Values in the New Mobile Age"
Understanding the expectations of key innovation stakeholders – mobile operators, start-up companies, the venture capitalist community and investment banks – in developing the perfect partnership models

A Mobile Network Operator's Perspective
-- Case studies of operator led investment in innovation
-- From planning to effective implementation – what it takes to build for the long term
Moderator:
Mr. Volker Heistermann, Managing Director, Swell Innovations and Yushan Ventures

Panel:
Mr. William Bao Bean, Managing Director, SingTel Innov8
Mr. Henry Aguda, CIO, Globe Telecom
Dr. William Emmanuel S. Yu, SVP of Technology, Novare Technologies (Globe case study)
Mr. Tom Mowat, Principal Analyst, Analysis Mason

15:00 – 16:00 Venture Capital Roundtable
-- Key elements of a successful business and partnership model
-- From planning to effective implementation – what it takes to build for the long term
-- What are the key elements of a successful start up
Moderator:
Mr. Ted Lin, President & CEO, Business Connect China

Panel:
Mr. Jolly Mohanjit, Managing Director, Draper Fisher Jurvetson (DFJ)
Mr. Steven Hsieh, Managing Director, Infinity Group
Mr. Steven Goh, Chief Executive Officer & Co-Founder, Mig33
Mr. Mark Lam, Author, China Now (McGraw Hill, 2007) and Greater China Innovation (forthcoming); Adjunct Professor, UC Irvine The Paul Merage School of Business; "Investor in innovative green, social, and wearable technologies"

Closing Remarks
Mr. Leland Lai, Managing Director, Asia, GSMA Ltd.
Open to all Gold and EVP pass holders.

Innovation Workshop	12-06-2014	2014-06-12T11:00:00Z	2014-06-12T16:00:00Z		Plum Blossom & Orchid Room-Level 2
Showcase Dialogue – Dong Zhao/Davis Wang	11-06-2014	2014-06-11T12:30:00Z	2014-06-11T13:30:00Z	Join us in this lively conversation with Zhao Dong, co-founder and GM of Hangzhou Kuaizhi Technology Co (developer of taxi app Kuaidi Dache), and Davis Wang, GM of Uber Shanghai, to hear the stories about how they innovate their respective mobile internet businesses, learn about their visions in unlocking innovations and entrepreneurship in modern China, and be enlightened by their personality, success stories and unique entrepreneurship spirits as demonstrated in their career paths in different start-up businesses. Whether you are a savvy mobile user, a budding entrepreneur or an established business owner, this will be a panel discussion not to be missed.	SNIEC-Hall N3 Showcase Stage
GSMA 360Fashion & Tech Runway Show	11-06-2014	2014-06-11T16:00:00Z	2014-06-11T16:30:00Z	GSMA and 360Fashion Network come together to showcase how fashion and technology are merging together. The runway show will consist of a dialog between the models wearing clothing on the stage that suggest the young generation's desire to integrate technology into their fashion apparel, and the latest directions and trends of the technology industry that will aid this integration. The fashion show will be a visual conversation about the leading technology trends touching our life today and the fashion designers of tomorrow. We aim to inspire the technology industry with visionary designs which show how human life will become part of the network with wearable screens, 3D scanning, and creating even our own "Digital Me". The fashion industry needs to be informed about wearable technology, 3D Design, fast approaching flexible screens, solar power, and mobile technologies available today that will get them thinking about these new technologies and how to integrate them into their designed lifestyle.	SNIEC-Hall N3 Showcase Stage
Showcase Dialogue - Jane Zhang	12-06-2014	2014-06-12T12:30:00Z	2014-06-12T13:30:00Z	Chinese Pop Star Jane Zhang, a technology & social media enthusiast with more than 27 million Weibo followers, will share how her career and success has been influenced by social media. Attendees will have the opportunity to hear Jane perform live as well!	SNIEC-Hall N3 Showcase Stage
ZTE Showcase – Think LTE, Think ZTE	12-06-2014	2014-06-12T14:00:00Z	2014-06-12T15:00:00Z	As a global leader in 4G technology, ZTE is pleased to present a strong lineup of intelligent smartphone applications and high-performance 4G LTE devices including Grand SII and Nubia X6 to guests at the Mobile Asia EXPO, showcasing innovations that will deliver superior user experience to consumers. ZTE is to demonstrate its flagship mobile innovations to visitors on the showcase stage, the products on display here show the capabilities of ZTE in leading the global mobile device industry. Visitors will also get the chance to win prizes by participating in games organized by ZTE.	SNIEC-Hall N3 Showcase Stage
Swell Innovation Awards and Mixer	13-06-2014	2014-06-13T14:00:00Z	2014-06-13T16:00:00Z	Come meet rock star entrepreneurs, journalists, investors, and corporate leaders at the SWELL Innovation Awards! The session will showcase disruptive startups that are leveraging corporate partnerships as platforms to bring innovation to market.	SNIEC-Hall N3 Showcase Stage
Connected Living Workshop	10-06-2014	2014-06-10T08:30:00Z	2014-06-10T16:15:00Z	This in depth one-day workshop will focus on successful mobile deployments across the world, as well as the latest information on key market enablers to further accelerate growth. Please email to register your interest in attending this programme.	Pudong Ballroom 2&3

MAE 14 Agenda

GSM Connected City Crazy Dunkers	11-06-2014	2014-06-11T10:30:00Z	2014-06-11T11:00:00Z	Get a world-exclusive look at the latest generation of Smart Sensing sportswear — 'smart clothing' products for both professional and amateur sport— on our Basketball Court. Stop by to see the Crazy Dunkers in action and witness how new connected clothing allows consumers and athletes to monitor their vital statistics in order to train harder and safer.	SNIEC - Hall N2
GSM Connected City Crazy Dunkers	11-06-2014	2014-06-11T12:30:00Z	2014-06-11T13:00:00Z	Get a world-exclusive look at the latest generation of Smart Sensing sportswear — 'smart clothing' products for both professional and amateur sport— on our Basketball Court. Stop by to see the Crazy Dunkers in action and witness how new connected clothing allows consumers and athletes to monitor their vital statistics in order to train harder and safer.	SNIEC - Hall N2
GSM Connected City Crazy Dunkers	11-06-2014	2014-06-11T15:00:00Z	2014-06-11T15:30:00Z	Get a world-exclusive look at the latest generation of Smart Sensing sportswear — 'smart clothing' products for both professional and amateur sport— on our Basketball Court. Stop by to see the Crazy Dunkers in action and witness how new connected clothing allows consumers and athletes to monitor their vital statistics in order to train harder and safer.	SNIEC - Hall N2
GSM Connected City Crazy Dunkers	12-06-2014	2014-06-12T10:30:00Z	2014-06-12T11:00:00Z	Get a world-exclusive look at the latest generation of Smart Sensing sportswear — 'smart clothing' products for both professional and amateur sport— on our Basketball Court. Stop by to see the Crazy Dunkers in action and witness how new connected clothing allows consumers and athletes to monitor their vital statistics in order to train harder and safer.	SNIEC - Hall N2
GSM Connected City Crazy Dunkers	12-06-2014	2014-06-12T12:30:00Z	2014-06-12T13:00:00Z	Get a world-exclusive look at the latest generation of Smart Sensing sportswear — 'smart clothing' products for both professional and amateur sport— on our Basketball Court. Stop by to see the Crazy Dunkers in action and witness how new connected clothing allows consumers and athletes to monitor their vital statistics in order to train harder and safer.	SNIEC - Hall N2
GSM Connected City Crazy Dunkers	12-06-2014	2014-06-12T16:30:00Z	2014-06-12T17:00:00Z	Get a world-exclusive look at the latest generation of Smart Sensing sportswear — 'smart clothing' products for both professional and amateur sport— on our Basketball Court. Stop by to see the Crazy Dunkers in action and witness how new connected clothing allows consumers and athletes to monitor their vital statistics in order to train harder and safer.	SNIEC - Hall N2
GSM Connected City Crazy Dunkers	13-06-2014	2014-06-13T10:30:00Z	2014-06-13T11:00:00Z	Get a world-exclusive look at the latest generation of Smart Sensing sportswear — 'smart clothing' products for both professional and amateur sport— on our Basketball Court. Stop by to see the Crazy Dunkers in action and witness how new connected clothing allows consumers and athletes to monitor their vital statistics in order to train harder and safer.	SNIEC - Hall N2
GSM Connected City Crazy Dunkers	13-06-2014	2014-06-13T12:30:00Z	2014-06-13T13:00:00Z	Get a world-exclusive look at the latest generation of Smart Sensing sportswear — 'smart clothing' products for both professional and amateur sport— on our Basketball Court. Stop by to see the Crazy Dunkers in action and witness how new connected clothing allows consumers and athletes to monitor their vital statistics in order to train harder and safer.	SNIEC - Hall N2
GSM Connected City Crazy Dunkers	13-06-2014	2014-06-13T15:00:00Z	2014-06-13T15:30:00Z	Get a world-exclusive look at the latest generation of Smart Sensing sportswear — 'smart clothing' products for both professional and amateur sport— on our Basketball Court. Stop by to see the Crazy Dunkers in action and witness how new connected clothing allows consumers and athletes to monitor their vital statistics in order to train harder and safer.	SNIEC - Hall N2
Wearable Device Summit	13-06-2014	2014-06-13T09:00:00Z	2014-06-13T14:30:00Z	<p>The Wearable Device Summit is an exciting new feature program hosted in a theatre located on the show floor at Mobile Asia Expo where creative leaders, brands, app developers and consumers discuss the future of wearable technologies and their broader societal appeal.</p> <p>Wearable technologies started with the use of smart glasses and watches and are now pushing the limits of our imagination in the near future – this is your opportunity to see what is next.</p> <p>The summit will be open to all visitors with MAE pass. Topics will address a variety of questions the industry has about the current state and future of wearable devices.</p> <p>Please note that capacity is limited on first come first serve basis. Please go to http://www.mobileasiaexpo.com/wearable-device-summit/ to learn more.</p> <p>*The summit will be conducted in English.</p> <p>Open to all Gold and EVP pass holders.</p>	SNIEC - N1 Theatre
Early-Gets-Lucky Gadgets Grand Draw	11-06-2014	2014-06-11T09:30:00Z	2014-06-11T10:30:00Z	<p>Come to the show early and win a prize! At 10:00 every day during the exhibition period, trendy gadgets will be given away in the lucky draw. To earn a chance to win, come to the designated backdrop in Hall N3, take a photo, post it on Weibo (hashtag #MAELucky?) and add a friend. 100 pieces of gadgets will be given away every day, including Fitbit wristbands and limited edition 3D printed accessories.</p> <p>Open to all Gold and EVP pass holders.</p>	SNIEC-Hall N3 Showcase Stage
ZTE Showcase – Think LTE, Think ZTE	11-06-2014	2014-06-11T14:00:00Z	2014-06-11T16:00:00Z	<p>As a global leader in 4G technology, ZTE is pleased to present a strong lineup of intelligent smartphone applications and high-performance 4G LTE devices including Grand SII and Nubia X6 to guests at the Mobile Asia EXPO, showcasing innovations that will deliver superior user experience to consumers.</p> <p>ZTE is to demonstrate its flagship mobile innovations to visitors on the showcase stage, the products on display here show the capabilities of ZTE in leading the global mobile device industry. Visitors will also get the chance to win prizes by participating in games organized by ZTE.</p> <p>Open to all Gold and EVP pass holders.</p>	SNIEC-Hall N3 Showcase Stage
Early-Gets-Lucky Gadgets Grand Draw	12-06-2014	2014-06-12T09:30:00Z	2014-06-12T10:30:00Z	<p>Come to the show early and win a prize! At 10:00 every day during the exhibition period, trendy gadgets will be given away in the lucky draw. To earn a chance to win, come to the designated backdrop in Hall N3, take a photo, post it on Weibo (hashtag #MAELucky?) and add a friend. 100 pieces of gadgets will be given away every day, including Fitbit wristbands and limited edition 3D printed accessories.</p> <p>Open to all Gold and EVP pass holders.</p>	SNIEC-Hall N3 Showcase Stage
Fitbit Showcase	12-06-2014	2014-06-12T10:30:00Z	2014-06-12T11:30:00Z	<p>The Fitbit flex is a slim, stylish device that is with you all the time. During the day it tracks steps, distance and calories burned. At night it tracks your sleep quality and wakes you silently in the morning. Just check out the lights to see how you stack up against your personal goal. With 8 interchangeable colours to match each individual's unique personality or mood, it's the motivation you need to get out and be more active. Come to the showcase session to see how our devices help make a change in the simplest way!</p> <p>Open to all Gold and EVP pass holders.</p>	SNIEC-Hall N3 Showcase Stage
Early-Gets-Lucky Gadgets Grand Draw	13-06-2014	2014-06-13T09:30:00Z	2014-06-13T10:30:00Z	<p>Come to the show early and win a prize! At 10:00 every day during the exhibition period, trendy gadgets will be given away in the lucky draw. To earn a chance to win, come to the designated backdrop in Hall N3, take a photo, post it on Weibo (hashtag #MAELucky?) and add a friend. 100 pieces of gadgets will be given away every day, including Fitbit wristbands and limited edition 3D printed accessories.</p> <p>Open to all Gold and EVP pass holders.</p>	SNIEC-Hall N3 Showcase Stage
Showcase Dialogue	13-06-2014	2014-06-13T12:30:00Z	2014-06-13T13:30:00Z	<p>Listen to key opinion lead panel to gain valuable insights and visions on the future of mobile technology and applications</p> <p>Open to all Gold and EVP pass holders.</p> <p>Presenter: Cyberport</p>	SNIEC-Hall N3 Showcase Stage
Cyberport	13-06-2014	2014-06-13T11:30:00Z	2014-06-13T12:30:00Z	<p>With an aim to provide a one-stop service platform for ICT startups, Hong Kong Cyberport Management Company Ltd (Cyberport) provides a wide range of entrepreneurship programmes to nurture and boost startups. Some Cyberport startups will also share their innovative products and services, including portfolio management platform, human-centered UX/UI design, etc.</p> <p>Speakers: David Chung, Chief Technology Officer, Hong Kong Cyberport Management Company Ltd Patti Hunt, Founder, On-Off Design and Technology Hong Kong David Ng, Director, WisdomOne Lynette Liu, Sales and Marketing Executive, Galaxy Asia Tony Chin, China GM, Viss Me Co & Ltd Atin Batra, Director, ab.Initio</p> <p>Open to all Gold and EVP pass holders.</p>	App Lab - Hall N2
Shanghai iValley	11-06-2014	2014-06-11T13:30:00Z	2014-06-11T14:30:00Z	<p>Presenter: Shanghai iValley</p> <p>Shanghai iValley is located in the central area of Jiading Industrial Zone. As one of the new generation of special parks with priority support from Shanghai Municipality, it is planned to cover a total area of 1000 acres. The service pattern of OZO integration of industry and finance, which is specially designed by the park, provides an entrepreneurial development platform which could efficiently polymerize up- and downstream resources and multidimensional sci-tech projects for all medium and small-sized internet, electronic commerce and IT enterprises.</p> <p>Open to all Gold and EVP pass holders.</p> <p>Presenter: GSMA@AppPlanet</p>	App Lab - Hall N2
GSMA@AppPlanet Getting the best out of your app in a mobile environment – being Smart. Secure. Efficient. Apps are great on mobile phones but they need to work effectively in cruelest of environments where coverage is constantly changing, battery life is important and user expectation is very high. The GSMA and its members have produced a set of guidelines to help you understand & meet the challenges of mobile head-on. The guidelines deal with bandwidth, latency, transcoding, and battery life issues as well as covering the intricacies of the user experience when an online app has an intermittent connection. In this talk, you will hear and learn about the complex environment of mobile and the ways in which your development can cater for many of the situations that your app will encounter in the wild!	11-06-2014	2014-06-11T15:00:00Z	2014-06-11T17:00:00Z	<p>Getting the best out of your app in a mobile environment – being Smart. Secure. Efficient. Apps are great on mobile phones but they need to work effectively in cruelest of environments where coverage is constantly changing, battery life is important and user expectation is very high. The GSMA and its members have produced a set of guidelines to help you understand & meet the challenges of mobile head-on. The guidelines deal with bandwidth, latency, transcoding, and battery life issues as well as covering the intricacies of the user experience when an online app has an intermittent connection. In this talk, you will hear and learn about the complex environment of mobile and the ways in which your development can cater for many of the situations that your app will encounter in the wild!</p> <p>Speaker: Tim Haysom, Developer Engagement, GSMA</p>	App Lab - Hall N2