Conference Agenda

Wednesday, June 26th

9:15 – 11:15   **Keynote 1: Connecting the Future**

In the opening keynote of the 2013 Mobile Asia Expo, CEOs from some of the world's leading operators will take the stage to discuss challenges and opportunities facing the industry, as well as how investments made to date will enable their future strategies. How the mobile industry can work towards common goals and develop partnerships with other industries will be a key factor in determining continued growth and profitability for operators.

Location: Kerry Hotel Auditorium 1

11:15 – 11:45   **Networking Break**

11:45 – 13:15   **Keynote 2: Mobile Broadband - Bridging the Generation Gap**

As Mobile Broadband penetration rates continue to rise across the world, more consumers, businesses and governments are enjoying the benefits of a connected economy. However, the rise of mobile broadband is characterised by some stark contrasts, with some operators already launching LTE advanced while others still wait to launch 3G services for the first time.

In addition, as the mobile industry matures towards next generation technologies, often leapfrogging fixed broadband infrastructure altogether, the importance of increased bandwidth availability and frequency harmonisation across geographies will become ever more important in order to support even the most conservative estimates for the projected growth in data consumption.

How is the pace of innovation in the industry being affected by this uneven deployment of mobile broadband services? How can the industry speed up the bridging of the generation gap? CEOs from across the mobile ecosystem will take to the stage to discuss how the mobile industry can continue to ensure the benefits of mobile broadband are safeguarded for the future.

Location: Kerry Hotel Auditorium 1

13:15 – 14:30   **Lunch**

14:30 – 15:45   **The Future of Communication Services**

The mobile industry's impact on adjacent industries as diverse as health, automotive and advertising has been remarkable, but we are also witnessing the beginnings of a momentous transformation in the mobile industry itself. Voice and messaging, those core services which laid the foundation for a successful global mobile industry, are starting to lose some of their shine. Global voice minutes may still be growing but that growth is slowing, and traditional voice and SMS now constitute less than 20% of a user's interaction with their device in some markets. So, in a world where a phone call is just another app alongside a camera, a music player and maps, not to mention social media and VOIP, are the traditional communications business and service models still fit for purpose? And, if not, what comes next?

This session will focus on the evolving nature of mobile communications services and the ecosystem that sustains them, with experts sharing their visions of the future communications landscape. Topics for discussion include the role of the mobile operator in the shift to all-IP, partnerships and multi-sided business models, and fragmentation and standardisation.

Location: Kerry Hotel Auditorium 2

14:30 – 15:45   **Mobile Operators: Enablers of Business Transformation?**

Especially in "mobile-first" economies, the presence of powerful mobile computing, mobile money transfers and access to information opens up a wealth of new opportunities to innovate and rethink business models among small and large companies.

Location: Kerry Hotel Auditorium 3

14:30 – 15:45 **GTI Asia Conference**

Open to pre-registered, pre-approved Conference Pass attendees - GTI Asia Conference at Mobile Asia Expo (MAE 2013), hosted by Global TD-LTE Initiative (GTI) and supported by GSMA, is focused on promoting the convergence of LTE TDD and FDD and accelerating TD-LTE deployment in global markets, especially the Asia Pacific region. With the proliferation of commercial TD-LTE networks in major markets, TD-LTE operators are keen to have low cost multi-mode multi-band devices and diversified services in LTE era.

This Conference will bring together government leaders, Chairmen and CEOs of pioneering operators and industry partners to address these important topics. Top leaders across ecosystem will shape the future of the industry at the critical juncture of large-scale commercialization of TD-LTE. Government leaders will also attend and give the speech about China TD-LTE plan and regulatory policies.

Location: Kerry Hotel Auditorium 1

15:45 – 16:15 **Networking Break**

16:15 – 17:30 **Developing the Ecosystem for Mobile NFC Services**

Live mobile NFC services are continuing to be rolled-out by mobile operators, payment providers and handset manufacturers across the world. However, mobile NFC has yet to reach its market potential. As customer awareness of NFC increases, this will encourage a greater use of mobile NFC services such as accessing information and access control using NFC-enabled handsets, and more advanced services requiring larger infrastructure investments in industries such as retail, transportation and ticketing.

Location: Kerry Hotel Auditorium 2

16:15 – 17:30 **Can Mobile Cloud Pay its Way?**

A serious question remains for operators looking to offer mobile cloud services - is there any money in these services and, if so, where? Many mobile operators in recent years have focused their cloud efforts on building a suite of Everything-as-a-Service enterprise offerings, so is it safe to assume that there is no revenue opportunity in consumer cloud?

In this session, senior figures from across the cloud ecosystem will question the revenue potential of the next generation of mobile operator cloud services, and will discuss the challenges and benefits of going beyond storage and backup.

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Location: Kerry Hotel Auditorium 1

17:30 – 17:45 **Break**

17:45 – 18:30 **Mobile World Live Keynote**

18:30 – 20:00 **Networking Reception**

Conference pass holders are invited to attend the GSMA networking reception on Wednesday 26 June from 18:30 - 20:00.

The networking reception will be held in the Kerry Hotel, drinks and canapés will be provided to enable conference pass holders to network further and benefit from meeting other MAE attendees. No invitation or RSVP required. MAE event badge must be worn.

Thursday, June 27ᵗʰ

9:15 – 10:45   **Keynote 3: Analysing Big Data**

The need to develop new business models supporting new revenue streams will become increasingly important for operators in coming years as the disruptive nature of the internet continues to erode traditional revenue streams. Smarter networks and increased smartphone usage are providing operators with ever more intelligence relating to their customers and with this, the prospect of an entirely new resource rooted in data and analytics.

How can operators leverage their unique position to develop these new "Big Data" services? What network infrastructure investments will need to be made and who will make the best partners? Finally, how can operators address concerns surrounding privacy in an industry based on user data?

Location: Kerry Hotel Auditorium 1

10:45 – 11:15   **Networking Break**

11:15 – 12:30   **Profiting from Actionable Customer Insights**

The richness of data today, a rapid growth in processing power and the penetration of telecoms throughout most of Asia-Pacific means that operators should be sitting on an unrivalled storehouse of actionable information about their customers. Bringing the material together in a useful and timely way, though, still presents problems.

This session examines the progress, activity and challenges remaining in understanding mobile customers and converting understanding into revenues.

Location: Kerry Hotel Auditorium 3

11:15 – 12:30   **CSO Roundtable**

How to make networks work more efficiently? How to satisfy the demand from an fast-growing and ever-changing base of users who expect increasingly better services? How to deal with competition from adjacent industries while managing core business profitability? How to balance long-term investment with short-term financial performance?

These are just a few examples of big questions being asked of the people running the Strategy departments of mobile operators worldwide. But which question are more relevant to a continent as diverse as Asia? Can a strategic direction be rolled out across the continent in a standard way or should country-specific adjustments be accounted for?

This high level panel will convene Chief Strategy Officers from a wide range of mobile industry players in a lively and critical discussion on the key challenges the industry will be facing in the upcoming years.

Location: Kerry Hotel Auditorium 1

11:15 – 12:30   **Social Media: Making the Networks Pay**

The global growth of social media usage shows no sign of slowing. With an estimated 1.43 billion social network users in 2012, there is no doubt the social networks continue to play an increasingly important part in many people's lives.
With this growth apparent in every geographical region, what are the different strategies in play to retain growth levels and how can the different players predict where it will come from?

In the West, social media giants like Facebook are looking to the East for future growth with China as the key to total global dominance, but can it compete with local services? In the same way, can Asia's social networks gain a foothold in the US and Europe or is social commerce the best route for sustained growth?

This session will look at the different activities in play with the world's largest social networks, tracking which strategies will win out in the battle to make social networks pay.

Location: Kerry Hotel Auditorium 2

12:30 – 13:45   **Lunch**

13:45 – 15:00   **Delivering on the Promise of Enterprise Mobility Services?**

Enterprises' reliance on mobility services is growing together with the public's acceptance and use of mobile broadband; indeed, ABI Research predicts that mobile services revenues from business users worldwide will grow to $340 billion by 2017. This is a huge potential market for operators to tap, ranging from security to application management, device management and mobile data analytics, cloud services and more…but they face some significant obstacles.

Can they build a relationship with enterprise customers in areas which have traditionally been the preserve of IT vendors or integrators? Where are the most viable opportunities for operators to find a niche and where do they need to partner? Can they structure sometimes complex offers and services in ways that work for enterprise IT leaders? Can they successfully scale down to SME level? Hear the thoughts and plans of key players as they negotiate this exciting and fast-growing market.

Location: Kerry Hotel Auditorium 2

13:45 – 15:00   **Small Cells and the Rise of Carrier WiFi**

WiFi is being integrated into, or alongside, an increasing number of small cell deployments - but with nothing yet certified as "true" carrier WiFi, what are the most appealing business and technical use cases and evolution strategies to get the most out of WiFi? Join the discussion here.

Location: Kerry Hotel Auditorium 1

13:45 – 15:00   **Spotlight on Devices**

As mobile telecoms strides confidently into mobile computing, the influences that define the look, feel and power of mobile devices are changing: mobile operating systems grab the headlines instead of mobile handsets; consumer and enterprise requirements are converging; and ever more sophisticated applications from gaming to blood pressure monitoring demand specialist support whilst still relying on the ubiquity of the mobile device.

So how will the mobile computing ecosystem develop and how will these changes affect the mobile devices we carry about with us? Join experts from across the devices ecosystem in this session to find out.

Location: Kerry Hotel Auditorium 3

15:00 – 15:30   **Networking Break**

15:30 – 16:45   **Mobile Wallets: Strategies to Drive Consumer Usage**

Mobile wallets, which enable payments and other transactions, are one of the most frequently talked-about technologies of the mobile age. Banks, credit card companies, mobile operators, payment providers, retailers and technology vendors are rolling-out mobile wallet solutions en masse, but despite their apparent popularity, consumer adoption of mobile wallets remains low. If mobile wallets are to become more pervasive, communicating the value proposition to consumers is key - the providers that offer the strongest value propositions will be the likely winners in this market.

This session will explore strategies to drive consumer usage of mobile wallets, or whether mobile wallets are presenting a solution to a problem whose time has not yet come.

Location: Kerry Hotel Auditorium 1

15:30 – 16:45   **Mobile & Retail: The Perfect Marriage?**

As mobile moves into a more central role in channel marketing; as a bridge between the online and in-store experience, and as retailers seek to combine their physical and digital assets, what are the different ways in which mobile can allow a seamless route to this new consumer strategy?

Find out in this session that will track the current use of mobile technology across the retail landscape and showcase the latest examples of mobile retail strategy in Asia.

Location: Kerry Hotel Auditorium 2

15:30 – 16:45   **Connected Living: Spotlight on Business Models**

The market opportunities for connected living services (also known as M2M) are well-established but their market potential has yet to be realised. Service delivery faces numerous challenges, including a fragmented ecosystem and deriving profits from services. Given the complexity of these services, selecting the right business model is a critical component in building a successful, profit-making, go-to-market strategy.

Location: Kerry Hotel Auditorium 3