

The 8th Telecom Service & Healthy Mobile Application Summit

Information of the Forum

Date: June 10th-11th, 2009

Venue: Beijing Xinyuan Hotel, China

Directed by: Ministry of Industry and Information Technology of China (MIIT)

Sponsored by: China Association of Communication Enterprises

Organized by: Value-added Service Committee (VASC)

China Healthy Handset Culture Union

Supported by: China Telecom, China Mobile, China Unicom

Website: www.vaschina.com

www.vaschina.org

Value of the Forum

- ◆ Create healthy network environment and improve overall telecom service quality, and encourage innovation and development of telecom services.
- ◆ Understand the change of telecom regulation policy under the new environment, discuss the impact of non symmetrical regulation policy on telecom market competition and the industry itself
- ◆ Representatives from China Telecom, China Mobile as well as China Unicom will attend the forum to share their insights on complete service portfolio development, 3G new service operation and cooperation strategy.
- ◆ Focus on industry hot issues: Network convergence offers energy and room for telecom evolution; Product diversification enables 3G service expansion and in depth service operation; Terminal and service integration boosts innovation in business models.
- ◆ Focus on customer needs and different service offerings as well as telecom market segmentation strategy, and improving service for individual, family as well as corporate markets
- ◆ Share international experience on complete service and 3G service operation, build communication platform among China, Japan and Korea, analyze domestic situation, and develop domestic telecom new business.
- ◆ The telecom summit, which will be held for its eighth year, offers business development opportunities for enterprises via forums, exhibitions and collaboration discussions.
- ◆ Mass and industry media from China and abroad spare no effort to promote corporate image as well as product of the enterprises by thorough coverage and follow up reports which adds clear value.

The 8th International Forum & Exhibition of Telecom Service

Keynote	Content	VIPs
<p>Keynote 1 Understand telecom regulation policy and study the complete service operation strategies of the three service providers, Encourage innovation and development on telecom services</p>	<ul style="list-style-type: none"> ◆ Impact on telecom market by government organizational reform and operators' reorganization ◆ The impact of non symmetrical regulation policy on telecom market competition and the industry itself ◆ Market development trends on telecom complete service in China ◆ China Mobile's plan and development on G3, and customer segmentation strategy ◆ China Unicom's new change of "WO" strategy, business development strategy and collaboration strategy under complete service operation ◆ 3G new business application and innovation ◆ Market segmentation by diversification, lean service operation and in depth operation ◆ Protect information security, and stop spam from harming the consumers in various ways. ◆ Network convergence boosts innovation on telecom service models. 	<ul style="list-style-type: none"> - MIIT, General Administration of Press and Publication, etc. - Domestic telecom carriers: China Telecom, China Mobile, China Unicom. - Foreign telecom carriers: NTT DoCoMo, SKT, etc. - Information providers: Sina, Tom, Kongzhong, Tencent, Sohu, Linktone, etc. - Software Application providers: Netqin, eMay, Kaitone, etc. - Terminal providers: Apple, Nokia, Google, etc.
<p>Keynote 2 Improve customer experience through terminal diversification, integrate service with terminals and innovate on business models</p>	<ul style="list-style-type: none"> ◆ Terminal products' opportunities and challenges from 3G service operation ◆ iPhone business model of iPhone and its impact on telecom industry ◆ New service expansion depends on the development of terminal consistency ◆ Enhance customization of terminals for innovative 3G services ◆ Joint development of terminal and service leads to innovation of business models 	
<p>Keynote 3 Share international experience on 3G operation and focus on China, Japan 3G service development</p>	<ul style="list-style-type: none"> ◆ International experience on 3G operation ◆ 3G service development and operation case study from Japan ◆ 3 country seminar on roles and functions of all players on 3G industry chain ◆ Special features and unique development of China's telecom market ◆ Perspective of China's complete telecom service competition and development of overseas service providers 	

【The Price of the Ticket】

RMB 1200 (Conference Pass , Conference Document and Lunch Coupon for June.
10th & June. 11th)

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