

mobilemondaybeijing

the mobile professionals community

Global Mobile Professionals Networking Event



Learn about the latest trends in the mobile industry

See innovative services and technologies

Meet influential VIPs in the mobile field

Build powerful professional networks

Find potential partners

Enjoy the casual atmosphere

Organizer

Sponsors

PR Partner

Partnering Association



www.plus8star.com



Kodak



VASChina.org



www.mobilemonday.cn

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What is Mobile Monday Beijing

Mobile Monday is a **global** leading **information** and **networking** event related to mobile services and technologies, operating in over 30 cities worldwide by local partners.

Its aims are to promote **innovation**, exchanges and **partnerships** for the mobile industry.

It started in March 2006 in **Beijing** and has grown into the most dynamic mobile-related event for information and networking in China!

Mobile Monday is the **perfect platform** to:

- Get and exchange information
- Build partnerships
- Connect with the mobile ecosystem
- Launch a new service



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Quotes from Mobile Monday members



Richard Robinson
CEO
Dada Asia

“Mobile Monday is the **premier global networking event for mobile professionals**, how can you not be part of that? ;-)

Mobile Monday gives start-up companies a platform to show their offerings, provides a place for established companies to **educate the industry about recent developments**.

It also offers industry people a **sounding board** for relevant issues and an opportunity to meet other professionals.”

Richard presented on “Mobile Music” in March 06

“In China, Mobile Monday is quite a unique professional event to **monitor innovative services and products**.

As this platform develops, it will also help create **more connections** with other professionals.

Last, compared to traditional conferences, Mobile Monday offers a **broader point of view and range of topics**.”

Ms Li presented on “Mobile Advertising in April 06



Ms Li Tang
Director, Advertising Center
KongZhong

“This event is a good one to find **potential business partners**, and it provides great opportunities to **extend one’s professional network**.

I will definitely attend the sessions every time I am not on a business trip!”

Eddie presented on “Mobile TV & Video” in June 06



Eddy Tong
Director
Real Networks

“France Telecom R&D Beijing has been set up in July 2004, working closely with the local Chinese telecom ecosystem to provide innovations to the Group’s development worldwide.

The cooperation with Mobile Monday is a way **bringing us closer to the local Chinese partners**, keeping us abreast of with the latest innovations in mobile industry.”

France Telecom R&D Beijing is a Sponsor for the Year 2006



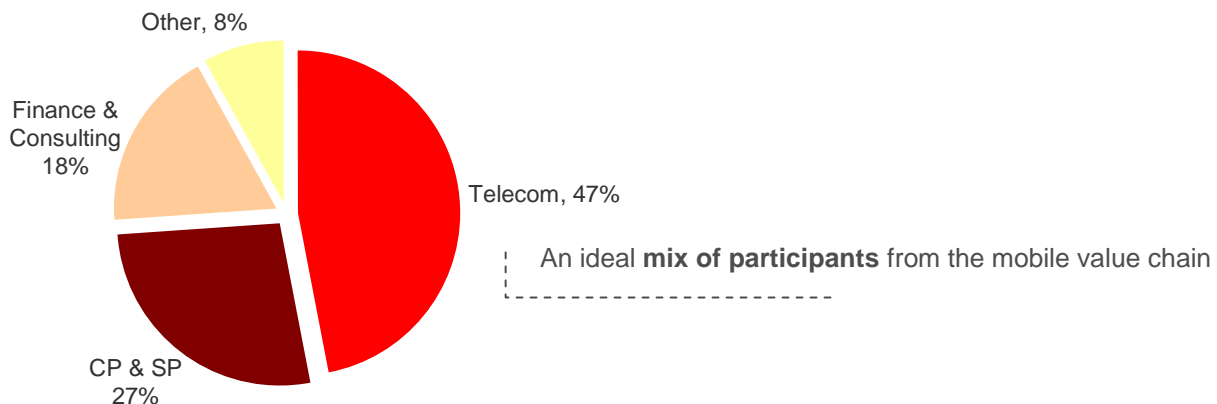
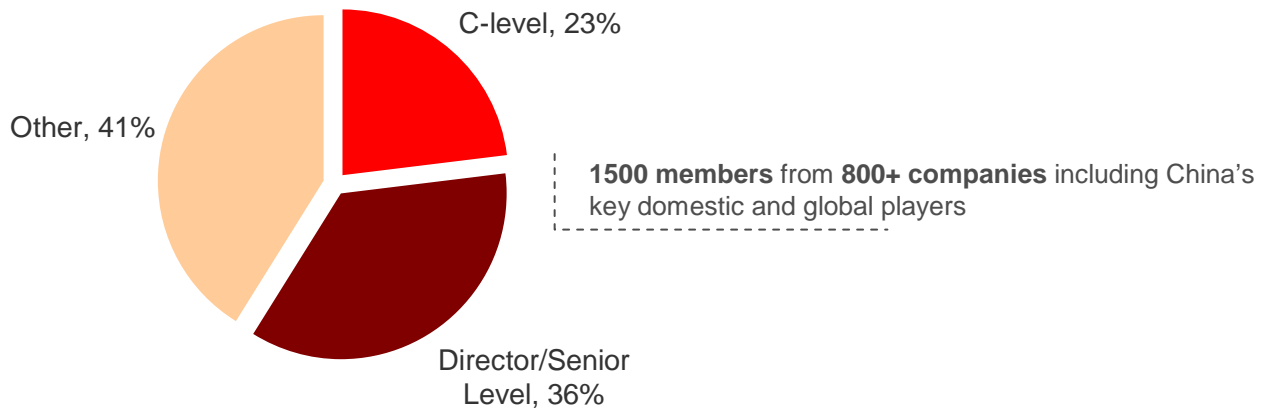
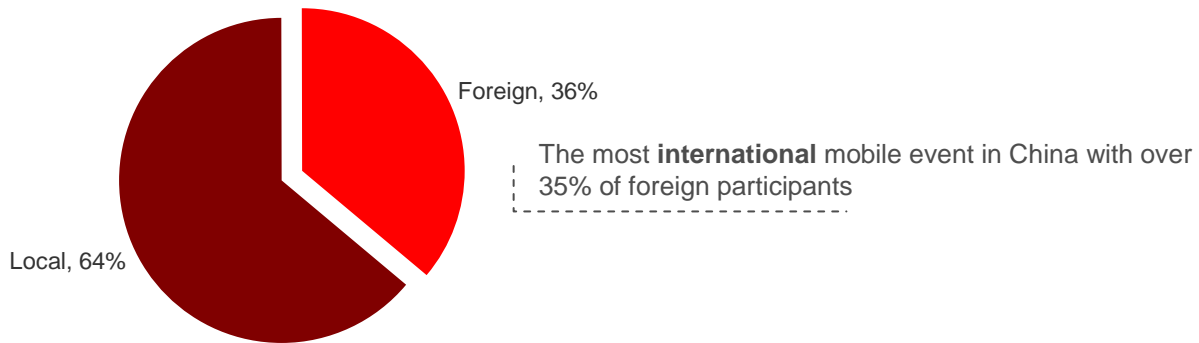
Wang Haila
CTO
France Telecom R&D Beijing

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Who participates

100 to 200 High-level speakers and participants per session
(Over 60% C-level, VPs, Directors and Senior Managers)



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What have we done so far?

We have already successfully held over 10 sessions, welcoming more than 1,800 participants and 30 presentations from a vast range of companies.

- | | |
|-------------------------------------|----------------|
| ❑ Mobile Music | March 2006 |
| ❑ Mobile Marketing | April 2006 |
| ❑ Mobile TV and Video | June 2006 |
| ❑ Mobile 2.0 & Communities | July 2006 |
| ❑ Mobile Payment | August 2006 |
| ❑ Mobile Search and Navigation | September 2006 |
| ❑ Mobile for Business | November 2006 |
| ❑ Learning from 3G countries | December 2006 |
| ❑ Mobile Bubble or Mobile Gold Rush | January 2007 |
| ❑ Mobile, Innovation and Creativity | March 2007 |
| ❑ Location-Based Services | April 2007 |
| ❑ Mobile Social Ventures | June 2007 |



Presentations

Andy Tian, Strategist
Google



High Profile Keynotes

Fredrik Haren, Creativity Speaker
Interesting.org



Relaxed locations

Facilitating encounters
after a day or work!



Quality networking

Over 100 participants per session



Panel discussions

Investing in mobile



Interactive sessions

Q&A and live opinion polls

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Previous presenting companies



Sample of Participating Companies (over 800 member companies)

A8 Music Group	European Commission	MMIM Tech	Sina
Adobe Systems	France Telecom	Mobile 365	SK Telecom
Alcatel Shanghai Bell	Gemplus	Motorola	Sony BMG
AnyMusic	German Embassy	myCCTV	Sony Ericsson
BenQ	Google	Nokia	Telefonica
Bokee.com	HP	Nokia Investment	Tixa
British Embassy	Huawei Technologies	Opera Software	TOM Online
CATR Teleinfo Institute	IDG News Service	Pacific Venture Partners	Toodou
CCTV	Intel China Ltd.	Qualcomm Ventures	Tsinghua Venture Capital
China Growth Capital	Irdeto	Qunar.com	Universal Music
China Mobile	Kodak Investment	Real Networks	UT Starcom
China Unicom	KongZhong	Rock Mobile	UUsee
China Opervestors	Legend Capital	Romanian Embassy	Wangyou Media
DLA Piper	Linktone	Roxbeam	WI Harper Group
Embassy of Finland	mForma	SAIF Partners	ZTE
Ericsson	Microsoft	Samsung	
Esmertec	MINT	Siemens Venture Capital	

Become our Partner!

Associate your brand with the most popular Telecom networking event in China!
For communication, PR, access to partners, information or raise awareness,
Mobile Monday Beijing delivers much more than a one-time conference.

As a long-term partner you will enjoy the following benefits:

During sessions

- Acknowledgement by organizers during each event
- Possibility to make short announcements (events, service launch)
- Possibility to give brochures, collect contacts, present products
- 5 free passes per session

Between sessions

- Permanent presence and link on the website
- Company name in all our event announcements to our 1,800+ members
- Announce your company's events!

Additional benefits

- Participate in the advisory board
- Facilitated access to Mobile Monday members in China and abroad

Companies partnering with other Mobile Monday Chapters

- Handset manufacturers
- Telecom operators
- Mobile software developers
- Venture Capital firms
- Marketing and PR Companies
- Mobile content companies
- Law firms
- Internet portals
- Media Companies
- Innovation agencies

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Typical session

19:00 – Doors open
19:30 – Presentations
20:30 – Networking
22:00 – End of session

To register

<http://www.mobilemonday.cn/>

Contacts

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**We look forward to your participation and wish you a
fruitful networking with Mobile Monday Beijing!**