The 7th Annual China International Summit & Exhibition

3G MOBILE

- **Strategies for 3G mobile networks, services and beyond**
- **Integration with alternative wireless technologies**

第七届中国（北京）第三代移动通信国际论坛

5 - 7 July 2006, China World Hotel, Beijing, China

Simultaneous interpretation provided

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China's largest international mobile and wireless industry gathering

- Unrivalled business prospects - over 600 management and technology leaders from China
- Top level government and industry support - endorsed by MII and supported by all of China's operators
- Focused on operator priorities and industry development needs in China
- Exceptional press and media attendance - a key opportunity to brand and position for doing business

Summit highlights

- Strategies for mobile networks and services
- Updates on new developments in network infrastructure, handsets, semiconductors, software and content
- Case studies from foreign mobile operators on 3G network roll-out and service experiences

New for 2006 - In-depth 3G technology workshops by international experts!
5 July 2006, China World Hotel, Beijing

Workshop 1 - IMS for next-generation networks
Workshop 2 - Understanding and planning for HSPA networks

Bookable separately

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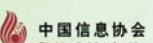
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Welcome Message from the Organisers

Dear Executive,

On behalf of the China Institute of Communications (CIC) and Beacon Events, we are pleased to invite you to the **7th Annual China 3G Mobile International Summit 2006 – Strategies for 3G mobile networks, services and beyond**.

We are again pleased to announce the Endorsement of the Summit by MII and, for the first time, also welcome the Support from all of China's major operators - China Mobile, China Unicom, China Telecom, China Netcom, China Tietong and China Satcom.

Our objective is to facilitate a greater understanding of 3G business opportunities, technologies and service markets in China. The program and speakers therefore reflect in-depth research and discussions with China's operators and industry experts, assuring strongly focused sessions on issues of greatest interest for evolution of the mobile industry. Speakers from several of the world's leading mobile operators will share their experiences in planning and launching 3G networks, multimedia services, handset strategies, content provision and applications development.

In addition to keynote government, operator and industry presentations, new special interest tracks this year will focus separately on network infrastructure / technology strategies and business strategies / services innovation. This format is designed to enable in-depth discussion of the key opportunities in each area to maximize the value of the Summit for delegates.

To best facilitate business networking and education, a number of the participating companies will also display and demonstrate the latest network technologies, devices, services and applications alongside the conference. This provides a further valuable opportunity to meet with technology experts and industry peers, as well as gain first hand insights into China's fast growing mobile communications marketplace.

We look forward to welcoming all participants from China and overseas to exchange experiences and promote cooperation for the successful development and deployment of the next generation of mobile and wireless communications in China.

Sincerely,

Liu Cai
Vice Chairman & Secretary General
China Institute of Communications

Daniel Kirwin
Managing Director
Beacon Events

New for 2006 - in-depth 3G technology workshops by international experts!

Bookable separately

Workshop 1 - IMS for next-generation networks - Motivation, architecture and applications	OR	Workshop 2 - Understanding and planning for HSPA (HSDPA/HSUPA) networks and UMTS evolution

Wednesday, 5 July 2006 (Full day)
by Prof. Dr. Thomas Magedanz, TU Berlin / Fraunhofer FOKUS, Germany

Wednesday, 5 July 2006 (Full day)
by Geoff Varrall, Executive Director & Shareholder, RTT, UK

Overview

This workshop provides an introduction to the 3GPP IP Multimedia (Sub) System (IMS) as service delivery platform for IP-based multimedia services on top of converging fixed and mobile networks. The workshop looks at the driving forces for the IMS architecture definition in the light of emerging next generation networks. It introduces the IMS standards as defined by 3GPP and 3GPP2, and explains the key IMS Core elements and their interactions. Special attention will be given to the IMS application server options, namely CAMEL, OSA/Parlay and SIP Application Servers.

The workshop will also address potential IMS applications, such as Push2Talk/PoC, converged SIP/HTTP services and also looks at Presence enabled community services. A dedicated section is devoted to the new ETSI TISPAN NGN Release standards. The workshop concludes with a discussion of current IMS deployment issues.

The workshop is structured into the following parts

1. NGNs and the role of IMS
   - Converged networks and related services and business models
   - The IT factor: The evolution of service delivery platforms
   - Telecommunications + Internet = motivating the IMS
   - Next generation networks (NGNs) and related services (FMC, Triple Play, etc.)

2. IMS core system architecture and operation
   - IMS key components (X-CSCF, MG, MS, SIP-AS, HSS)
   - IMS key interfaces and interactions (ISC, Sh, Cx)
   - IMS user Identities
   - IMS registration and session control
   - IMS QoS issues and relation to underlying access networks
   - IMS charging and security

3. IMS application server options
   - CAMEL service environment
   - OSA/Parlay gateway and application server
   - SIP application server (SIP Servlets vs. JAIN)

4. IMS applications
   - The role of 3GPP and OMA: IMS service enablers (Presence, GLMS/XDMS, etc)
   - From MENSA Push to Talk towards IMS based Push to Talk over Cellular (PoC)
   - Towards community-based services – The role of Presence and XDMS
   - Additional IMS service examples (rich call, VoIP/MMoIP, conferencing, etc.)

5. IMS in the context of NGN standardisation
   - NGN definition and standards bodies (ITU-T, ATIS, ETSI TISPAN, etc.)
   - ETSI TISPAN NGN Release 1 overview (NASS, RACS, PES, IMS, etc)
   - Comparison of ETSI TISPAN NGN Rel 1 and 3GPP IMS Rel 6
   - TISPAN NGN Release 2 Outlook

6. IMS summary and open issues
   - IMS introduction strategies for mobile and fixed operators
   - The Open IMS play ground @ FOKUS (www.fokus.fraunhofer.de/ims)

Speaker Biography

Thomas Magedanz (PhD) is professor in the electrical engineering and computer sciences faculty at the Technical University of Berlin, Germany, leading the Chair for next generation networks.

In addition, he is director of the "3G beyond" division at Fraunhofer Institute FOKUS, which also provides the national 3G beyond test and development centre in Germany.

He is senior member of the IEEE, and the author of more than 120 technical papers/articles, including two books on IN standards and IN evolution.

With 15 years of experience in teaching complex IT and telecommunication technologies in an easy to digest way, Dr. Thomas Magedanz is a globally recognised technology coach. He regularly provides strategic and technology briefings for major operators and telecom vendors around the world.

Overview

This one day workshop addresses HSPA handset and network design in substantial engineering detail and as such will be of direct interest to silicon vendors, handset manufacturers and network infrastructure vendors presently bringing HSPA products to market.

The workshop is also of direct relevance to network operators wishing to qualify the impact of HSPA on handset and network functionality and handset and network value and to product and service planning specialists presently working on converged mobile broadcast and cellular network propositions.

Although this is an engineering programme, we do encourage team leaders with a market and business planning responsibility to attend.

1. Fundamentals of HSPA – A technology for UMTS networks
   Implications of the Release 99 to Release 6 Release 7 transition/ layer and MAC layer functionality, data throughput efficiency, power efficiency metrics, merits/demerits of HSPA as a voice, audio and video bearer.

2. The business case for HSPA as a wireless broadband technology
   The role of HSPA as an integral part of the IP multimedia subsystem, new revenue opportunities, how end to end latency control relates to 'user value'.

3. Network infrastructure hardware and software requirements
   Buffer bandwidth management and IP QoS control issues, the role of IP QoS in cost and margin management, likely future network form factor and functionality, service level agreements and service level guarantees, key performance indices and how these relate to 'user value'.

4. Planning and engineering an HSPA network
   Link budgets and address, protocol and signalling overheads, integration of admission control with noise and interference management methodologies, effect of advanced scheduling algorithms on network performance, uplink/downlink asymmetry, offered traffic models and their impact on network density.

5. Maximizing indoor and outdoor coverage and capacity
   Cell sectorisation and load balancing, load management and its impact on range and capacity, effect of advanced receiver technologies (interference and noise management techniques) on the radio system link budget, smart antenna and spatial diversity options.

6. Core network evolution to support HSPA traffic
   IP RAN and IP core evolution, integration of copper, optical and radio transmission systems, balancing buffer bandwidth, transmission bandwidth and offered traffic across the core, core to core latency and related end to end latency management issues, queue management and traffic shaping, likely future key performance indices.

7. Essential terminal requirements and considerations
   Handset categories and classes, lessons, specific symmetric requirements of IP voice, IP video, impact on HSPA handset performance requirements, practical design challenges of implementing multi code handsets, power budgets and future handset hardware and software form factor and functionality, how HSPA handsets change the network value proposition.

8. Lessons to date from trial deployments of HSPA
   HSPA and Release 5 deployment experience to date, comparisons between HSPA and EDGE performance, how multi slot multi code capabilities can be/are being translated into a differentiated user experience.

9. LTE (Long Term Evolution) / Beyond 3G under 3GPP - including HSPA , MIMO and broadcast technology and market/business integration
   The long term business value impact of supporting multiple simultaneous radio access technologies.

Speaker Biography

Geoff Varrall graduated from St John's College, Cambridge with MA(Hons) - CANTAB in 1975.

He has over 20 years experience as Executive Director and Shareholder at RTT developing its international technology advisory services for the wireless industry, co-developing the program portfolio covering 'RF Technology', 'Data Over Radio', and 'Private Mobile Radio Systems'. Geoff regularly presents to audiences in Asia as well as the annual Espoo Design Week in Finland and the UK Design Week in London. Previously he worked with Philips Industries in a number of senior Product and Market Management roles.

He co-author of the Mobile Radio Servicing Handbook (Heinemann Butterworth, UK), Data Over Radio, (Quantum Publishing, Mendocino, USA) and '3G Handset and Network Design' (John Wiley New York), and writes regularly for European trade journals.

Thursday, 6 July 2006

Morning - Summit Plenary Session

Realising new opportunities with the next generation of mobile in China

1. Welcome and opening ceremony

2. Minister's opening presentation

**China mobile operator perspectives -
Planning for profitable and sustainable 3G growth in China**

3. China mobile operator planning for the next generation of mobile networks, services and applications
   - China Mobile
   - China Unicom

Keynote industry and foreign operator presentations - Visions on the future direction of mobile and wireless communications

4. Vision for the future development of mobile technologies, services and applications - How will enhanced mobility services and wireless broadband transform the customer experience?

5. Strengthening operator competitiveness and better meeting customer service needs
   - Prerequisites to ensure next generation success in China

6. Mobility and wireless strategies for mature and emerging markets - Which technologies and markets are the most promising in moving beyond 3G?
   - Including foreign operator presentation

7. Realising new business opportunities with multiple access technologies and convergence
   - Including foreign operator presentation

8. CEO / CXO roundtable discussion
   - Exploring prospects for 3G development and evolution in China
   - Key directions in mobile communications technologies and delivery of differentiated services
   - What are the implications of expanding wide area, local area and personal area connectivity?
   - How will telecoms be transformed over the next 5-10 years?

Lunch sponsored by Nokia

Afternoon - Special Focus Concurrent Tracks

Track 1 - Network infrastructure strategies for 3G and beyond

WCDMA / HSPA mobile broadband opportunities, planning and deployment

1.1 Planning and deployment strategies for HSPA (HSDPA / HSUPA) networks
   - Including foreign operator presentation

1.2 Long term evolution under 3GPP - Including MIMO, HSOPA / OFDM

1.3 Industry and operator roundtable discussion
   - How will WCDMA / HSPA enhance customer's experience and drive the uptake of new data and video services in China?
   - Will HSPA compliment or compete with alternative wireless broadband technologies?
   - What are the lessons from trial deployments to date?

CDMA2000 EV-DO mobile broadband opportunities, planning and deployment

1.4 The future of CDMA2000 as a broadband access technology
   - 1xEV-DO Rev. A, Rev. B and beyond
   - DMMX and HMMX (multicarrier multilink extensions)
   - Including foreign operator presentation

1.5 Industry and operator roundtable discussion
   - What key benefits will CDMA2000 EV-DO Rev.A and its evolution bring to the customer's experience?
   - What are the real benefits of both higher uplink and downlink speeds?
   - Which services and applications offer the best opportunities for EV-DO in China?

Track 2 - Business strategies and services innovation for 3G and beyond

Operator service platforms and strategies for 3G and beyond

2.1 How should operators approach revenue-generating opportunities from the proliferation of 3G and alternative wireless technologies?
   - Broadening revenue generation opportunities beyond the provision of mobile voice and data
   - Including foreign operator presentation

2.2 The future business model for next generation telecom profitability
   - Cost and revenue drivers
   - Implications of the efficiency of underlying transmission systems and storage capabilities

2.3 Accelerating an IP next-generation services strategy
   - Evolution towards an integrated IP-architecture
   - Feasible terminal, network and service convergence models

2.4 Exploiting IMS for convergence and value added services
   - Motivation, architecture and applications
   - Evolution of service delivery platforms

2.5 Winning strategies for driving ARPU and mobile data revenues from 3G services
   - Enabling and deploying 3G pre and postpaid value added services

2.6 Mobilizing content and entertainment -
   Realizing new opportunities for revenue generation with 3G
   - Evolving the ecosystem for content-based and interactive services
   - Mobile broadband entertainment strategies and content development
   - Win-win strategies for mobile operators, content providers and application developers

2.7 Industry and operator roundtable discussion
   - What are the most promising potential 3G markets, data / value-added services and applications in China?
   - What are critical factors for successful deployment of IMS and its applications such as PoC, VoIP and community-based services?
   - How can complexity be removed / minimised in service design?

Refreshment breaks sponsored by Texas Instruments

Close of Day One

Friday, 7 July 2006

Morning - Special Focus Concurrent Tracks

Track 1 - Technology strategies for 3G and beyond (continued)

TD-SCDMA planning and strategies

1.1 Planning and deployment strategies for TD-SCDMA networks, terminals and applications
 • Including China operator trials experiences
 • Moving towards interoperability of TD-SCDMA with other 3G and wireless technologies

Prospects for the co-existence of 3G and alternative wireless technologies

1.2 Examining the potential of emerging alternative wireless access technologies including WiMAX and WiBro
 • What new possibilities do these technologies bring to mobile and broadband operator strategies?
 • Including foreign operator presentation

1.3 Radio access convergence strategy - Operator opportunities
 • Combining wireless access capabilities for the most cost effective solution meeting customer requirements

1.4 Building greater interoperability and cooperation for the global 3G market

1.5 Industry and operator roundtable discussion
 • What are the future prospects for WiMAX / WiBro and other alternative wireless technologies and will these technologies co-exist with 3G?
 • How will consumers balance speed, mobility and price considerations?

Maximising the return on investment in 3G radio and core network roll-out and enhancements

1.6 Solutions to increase in-building coverage and capacity of 3G networks
 • Fundamentals of 3G indoor planning
 • Optimising 3G performance to meet quality of service and quality of experience objectives

1.7 Operator strategies for cost-effective wireless access in developing and remote areas
 • Emerging developments in the radio access network, handsets and antenna technology that deliver increased coverage and capacity

1.8 Multi access / multi service strategies for 3G and beyond

1.9 Effective approaches to minimize security threats with increased IP mobility and 3G networks

Track 2 - Handset strategies and services innovation for 3G and beyond

Expanding connectivity and mobility opportunities with next generation of 3G handsets and multi-mode wireless devices

2.1 Semiconductor and architectural innovations driving a new era of 3G and broadband mobility platforms
 • Key trends in mobile phone design and accelerating time to market
 • What new mobile service opportunities will these developments enable?

2.2 Multi-mode handset implementation - TD-SCDMA evolution from single-mode to dual-mode

Business models and service strategies for mobile content, video and TV

2.3 Capitalizing on the growth of imaging-enabled mobile handsets and wireless devices
 • What opportunities are being created with the convergence of imaging, information processing, telecoms and content?

2.4 Industry and operator roundtable discussion
 • What business and technology strategies should operators adopt to maximize benefits from the next generation of 3G phones?
 • What developments in device usability and connectivity will encourage greater take up of data applications?

2.5 Emerging business strategies for delivering mobile TV - What related services and applications will mobile TV bring?

2.6 Maximizing the potential of 3G video telephony and 3G video content services
 • Experiences to date and challenges ahead
 • Including foreign operator presentation

2.7 Industry and operator roundtable discussion
 • What emerging business models and technology strategies are operators adopting for mobile TV?
 • What is the future for DVB-H, DMB and MediaFLO?

Lunch

Afternoon - Summit Plenary Session

Maximising the potential of China's mobile and wireless industry and its evolution from 2G to 3G and beyond

1 Future mobile and converged telecom industry development directions and opportunities for China

2 Spectrum planning and management considerations for future mobile and wireless evolution in China

China operator perspectives – Planning for fixed-mobile convergence and next generation networks

3 China operator planning for fixed-mobile convergence (FMC) and next generation networks (NGN)
 • China Telecom
 • China Netcom

Operator strategies from overseas - 3G today and migration to the future wireless broadband era

4 Bringing together business, technology and service strategies for FMC
 • What is the business case for new converged services and applications?

5 Operator case studies from overseas - 3G success stories

6 Looking ahead to next generation mobility and connectivity
 • What new architectures, applications and business models are likely to emerge?

7 Operator roundtable discussion
 • New directions in mobile services innovation and revenue growth
 • Ensuring good 3G service quality meeting customer expectations

Refreshment breaks sponsored by Texas Instruments

Close of China 3G Summit

Confirmed speakers to-date

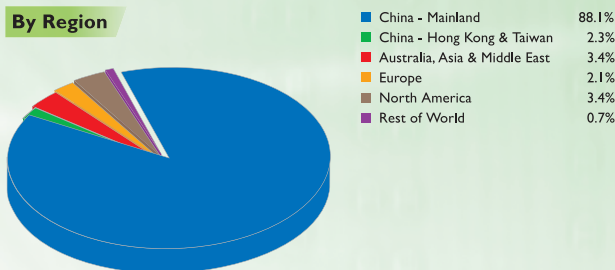#### Industry organisations and mobile technology experts

• Dr. Asok Chatterjee
 Chair
 3GPP Project Co-ordination Group

• Duncan Clark
 Chairman,
 Managing Director
 BDA China

• Dongming Zhang
 Research Director
 BDA China

• Dr. Chungming An
 Vice President,
 Greater China and
 Southeast Asia
 CDMA Development Group (CDG)

• Massimo Migliuolo
 Vice President, Worldwide
 Mobile Operations
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• Alan Hadden
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 Chairman
 Qualcomm China

• Geoff Varrall
 Executive Director
 and Shareholder
 RTT, UK

• Senior Executive
 Shanghai Media Group, China

• Christoph Caselitz
 President, Mobile Networks
 Siemens Communications

• Dr. Thomas Magedanz
 Professor
 Technical University of Berlin & Director,
 "3G beyond" Division
 Fraunhofer Institute FOKUS, Germany

• Jean-Pierre Bienaimé
 Chairman
 UMTS Forum

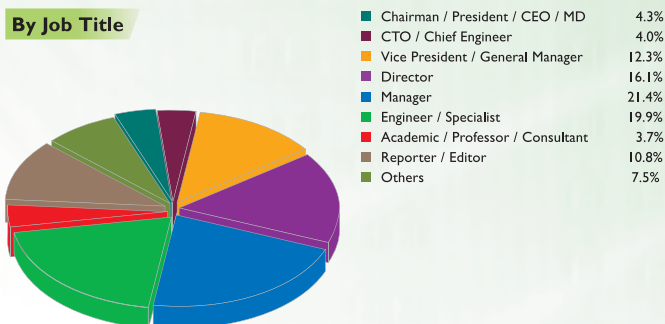## Sponsorship & Exhibition Opportunities at China 3G Mobile International Summit
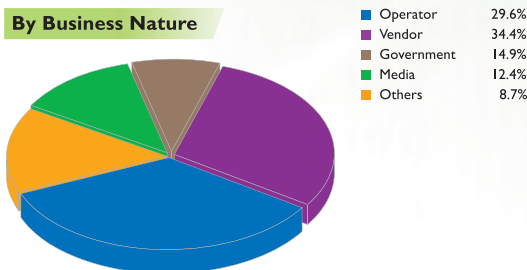
2005 Summit Delegate Profile:

Total Delegate: 723*

By Region

China - Mainland	88.1%
China - Hong Kong & Taiwan	2.3%
Australia, Asia & Middle East	3.4%
Europe	2.1%
North America	3.4%
Rest of World	0.7%

By Job Title

Chairman / President / CEO / MD	4.3%
CTO / Chief Engineer	4.0%
Vice President / General Manager	12.3%
Director	16.1%
Manager	21.4%
Engineer / Specialist	19.9%
Academic / Professor / Consultant	3.7%
Reporter / Editor	10.8%
Others	7.5%

By Business Nature

Operator	29.6%
Vendor	34.4%
Government	14.9%
Media	12.4%
Others	8.7%

*exclude exhibition only visitors

Who is China 3G for?

Sign up today if you do business in the areas of:
• network infrastructure   • business data and information
• mobile data solutions and software   • components and batteries
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• systems integration
• mobile games, entertainment and other wireless content
• test and measurement equipment   • base station technology
• network planning and optimisation tools   • WiFi   • WiMAX
• handsets and wireless devices   • semiconductors and chipsets
• application / software development   • service platforms
• antennas / components   • billing / CRM   • turnkey infrastructure

Why you should sponsor / exhibit

• Gain direct access to the vast and fastest growing mobile market in the world
• Promote your brand
• Position your company as a market leader
• Showcase your cutting-edge technologies and solutions
• Increase market share
• Source new distributors in the region
• Support existing distributors / representatives in the region
• Gain face to face contact with the region's key decision-makers

Who will attend China 3G?

Chinese officials and industry executives from
• China Mobile   • China Unicom   • China Telecom   • China Netcom
• China Tietong   • China Satcom
• Ministry of Information Industry
• CEOs   • COOs   • Managing Directors   • CTOs
• Senior Planning Officers   • 3G/Wireless Project Directors
• Marketing & Business Development Directors
• Senior Engineers   • R&D Senior Staff
• Applications & Service Directors   • Venture Capitalists
• Financial Advisors   • Telecom Market Analysts from

■ Mobile/wireless operators
■ Mobile Internet, content and application service providers
■ Infrastructure manufacturers
■ Software and application developers
■ Handset and PDA manufacturers
■ Mobile virtual network operators (MVNOs)
■ Government regulatory authorities
■ International industry development and standards organisations

For information about sponsorship and exhibition opportunities, please contact Charlotte Chan (陈佩芳)
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About the Senior Sponsors

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In the mobile communication sector, Alcatel Shanghai Bell offers both GSM/GPRS and CDMA mobile solutions to two Chinese mobile operators with a large install base covering 21 provinces. One of the three Alcatel Global R&D centers located in Alcatel Shanghai Bell is ready to deliver end-to-end 3G solution. In CDMA2000 area, Alcatel Shanghai Bell successfully set up many EV-DO trials in China through the JV with Samsung. In TD-SCDMA, Alcatel Shanghai Bell with Datang Mobile achieved the industrialisation of TD-SCDMA and expands many trials for all operators. In W-CDMA, tens of trails Alcatel Shanghai Bell deployed are successfully launched all around China. Now Alcatel Shanghai Bell not only enables to offer a complete 3G mobile infrastructure solutions, but also achieve great success during 3G field trial in China.

In the world, Alcatel is the fastest growing mobile infrastructure supplier. Alcatel's diversified portfolio of over 150 mobile operators includes a strong segment of greenfield operators worldwide, which are poised for the most rapid expansion; and more than 40 3G commercial and pre-commercial networks deployed worldwide. For more information, please visit Alcatel Shanghai Bell on Internet at www.alcatel-sbell.com.cn or Alcatel at www.alcatel.com.

MOTOROLA

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NEC

NEC is a total mobile solutions provider capable of providing solutions from cellular handsets to infrastructure and mobile applications. NEC has been actively expanding its sales in mobile applications, infrastructure and handsets, not only within Japan, but also in overseas markets. It has been involved in every first-stage rollout of 3G systems worldwide. It is also responsible for developing the first 3G handsets for the world's first 3G networks. NEC has competence in the mobile Internet field with its mobile infrastructure system, mobile application platform and its impressive portfolio of contents.

NEC Telecommunications (China) plays a key role in leading NEC's global SCM of mobile business, promoting local development, branding and pursuing further cooperation with mobile operators to develop the most appropriate solutions that are in line with the development of the mobile industry. NEC's leading position in mobile Internet technologies and high-value-added mobile Internet terminals in Japan and other parts of the world has given the company an edge for its rapid business expansion in China. Under the leadership of President Brian Lu, the new structure will further enhance its total mobile solution offerings in China, ranging from 2.5G and 3G mobile terminals, to total mobile network infrastructure systems, mobile application platforms, telecom software, and other advanced technologies. For more information, visit www.nectel.com.cn.

About the Organisers

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CIC is an influential organisation, including senior engineers and officials associated with China's Ministry of Information Industry (MII) and holds membership of the China Association for Science and Technology. The aim of CIC is to develop communications technology in China and to advance international co-operation. For more information, visit **www.china-cic.org.cn**.

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2006 Floorplan

7ᵗʰ Annual China 3G Mobile International Summit 2006
5 - 7 July 2006, China World Hotel, Beijing, China

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Chinese Delegate	RMB 11,995**	RMB 5,995**	RMB 13,495**	RMB 6,745**
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