



MOBILEASIAEXPO
亚洲移动通信博览会

Shanghai | 26-28 June 2013 ■ 上海 | 2013年6月26至28日

mm
MOBILE MONDAY™

**CONNECTING
THE FUTURE**
连动未来

Exhibition Partner Programme

Mobile Asia Expo 2013





MOBILE ASIA EXPO

The GSMA Mobile Asia Expo brings together the people and ideas that are changing how we communicate, interact, learn, and are entertained. Increased customer demand, expanding innovation, and a forward-leaning perspective has allowed Asia to boast a vibrant industry intent on extending its influence globally. Tying these concepts together in one place for three days, GSMA presents Mobile Asia Expo to showcase the very best in the Asian mobile industry.

Following on the success of the inaugural Mobile Asia Expo in 2012, mobile Asia Expo 2013 will welcome 20,000 attendees over the week for Asia's best mobile industry event.

Mobile Asia Expo features something for everyone with an interest in the mobile industry. **Expected attendees include:**

- *B2B Mobile Executives looking for outstanding networking opportunities with senior industry leaders and discussing emerging industry trends*
- *Industry professionals looking to further their mobile knowledge and discover new products and technologies*
- *Retail Buyers seeking new products and glimpsing the future of mobile*
- *App Developers interested in learning the newest developments from the largest platforms*

2012 Expo Highlights

◦ Attendees	15,500
◦ Conference Attendees	1,800
◦ Exhibitors	200
◦ Global Participation	82 Countries



Impressive Facts from 2012

- 60% C-Level Conference Attendees from 50 countries
- 32% of Conference Attendees from Mobile Operators
- 58 unique operators from 39 countries and regions represented
- Approximately 200 exhibitors occupied 8,000 sqm of exhibition space
- 88 Individual news organisations from 14 countries, regions
- 88 Conference Speakers



WHY COMPANIES SHOULD EXHIBIT?

Taking a showcase exhibition stand or hospitality suite in the Expo allows a company to engage with the highest levels of their target audience, opening doors for their people to connect, network and do business. Exhibiting companies receive exposure to a premiere group of important mobile industry players and consumers, creating opportunities for:

- Face-to-face meetings with your best prospects
- High-level networking activity
- Exceptional branding exposure to over 20,000 attendees
- Extensive Chinese and Asian press coverage for product launches and press conferences
- Innovative showcase to reach mobile-passionate consumers
- Solid platform for positioning products and devices as the leaders in the market

In 2013, we expect over 250 exhibitors occupying 25,000sqm of exhibition space. Ensure your company stands out from the competition by taking an exhibition or hospitality space.



Top Exhibitors in 2012:

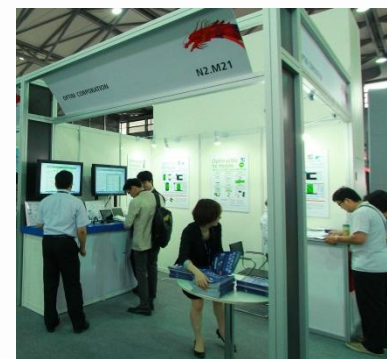
- | | |
|---------------------------------|---------------------------------------|
| • 360Fashion Network, LLC | • Huawei Technologies Co Ltd |
| • AirWatch | • Korea Association for ICT Promotion |
| • BeSTV | • MasterCard Asia Pacific Pte Ltd |
| • BMW China Services (Shanghai) | • Nokia (China) Investment Co. |
| • Broadcom Corporation | • NTT DoCoMo, Inc |
| • China Mobile | • Rovio Entertainment Ltd. |
| • China Unicom | • SanDisk Corporation |
| • Cisco Systems (USA) Pte. Ltd | • Tencent Technology Ltd |
| • Datang Telecom | • Visa |
| • Game Insight | • ZTE Corporation |

SHOWCASE EXHIBITION

Exhibition stands are charged per square metre and can be booked as an all-inclusive shell scheme package or as space only

Shell Scheme Package for 9sqm - £3,485

- Company name fascia board
- Three chairs
- One waste paper basket
- One information counter with lockable cupboard
- One table
- Two spotlights
- One power point, 500W power consumption max
- 100-word company profile in the Exhibition Catalogue and website
- One Conference Pass and multiple Exhibition Visitor Passes**
- Discount on additional Exhibition Visitor Passes



Innovation Pod 3x2m - £2,300

- Information counter with lockable cupboard
- Back and side wall panel
- 3m x 2m needle punch carpet
- Company name & logo on back wall panel
- Two bar stools
- Two spotlights
- One power point, 500W power consumption max
- One waste paper basket
- 5 Exhibition Visitor Passes
- Insurance included





THE CONFERENCE AND IPR SUMMIT

The GSMA Thought-Leadership Conference:

Wednesday-Thursday, 26-27 June, Kerry Hotel

Theme: *Connecting The Future*

The Conference offers extensive high level content and exceptional industry speakers with outstanding networking opportunities.

- Over 90 [eminent speakers](#) from across the mobile ecosystem over two days
- Thought-provoking presentations from some of the mobile industry's most influential executives
- Breakout sessions, covering the topics and trends that are shaping our industry and the strategies to succeed in an increasingly competitive landscape
- Industry leaders share their vision for connecting the future, providing essential insights on current and future trends in the industry.
- Topics to be addressed include: Applications, Cloud, Connected Living, Mobile Broadband, Mobile Health, Mobile Money, NFC, Operator Strategy, Retail, Security and Social Media among others
- Built-in time for discussion, high-level networking and deal-making.

ESTI-GSMA IPR Summit:

Wednesday-Friday, 26-28 June, Kerry Hotel

Theme: *Tackling Tomorrow's Technology Challenges*

The [IPR Summit](#) is held over the three days of the Expo with a focus on patent related matters. The Summit includes specialist workshops, a focus on manufacturers and Government, and is held in collaboration with global standards organisations and regional academic institutions.

- Patent & Standards Workshop
- Topic-driven round-table and discussion
- Focus on manufacturers and government officials
- Talks from Industry Experts including competition and specialist IPR lawyers
- GSMA IPR Working Group meeting
- Lectures from representatives of MNO's, Device manufacturers, academics and officials
- Networking Drinks



THE PUBLIC POLICY FORUM

The Public Policy Forum:

Thursday 27 June, Kerry Hotel

Theme '*Reaching Total Connectivity*'

[The Public Policy Forum](#) in 2013 will give insights and information to regulators and policymakers through a half-day session on 'Reaching Total Connectivity: delivering services; creating growth and improving lives'. The session will stimulate interactive discussion through presentations and panels as well as high level networking opportunities.

In 2012, GSMA hosted its first Public Policy Forum at Mobile Asia Expo and brought together representatives of ministries and regulatory bodies as well as industry experts from around the Asia Pacific region to gain insights and share perspectives on the deployment and adoption of mobile broadband. Among the more than 70 attendees at the half-day seminar were policymakers from Bangladesh, China, Indonesia, Iran, Singapore, Thailand and Vietnam. The Forum engaged the audience with first class speakers, including speakers from the Ministry for Industry and Information Technology, People's Republic of China, the Ministry of ICT of Indonesia, Cisco, Ernst & Young, The Boston Consulting Group and Axiata

Participants:

Senior representatives from Ministries of Telecommunications and Regulatory Authorities from Asia Pacific countries*

Regulatory representatives from Mobile Network Operators, vendors and the wider mobile ecosystem





THE CONNECTED LIVING ASIA SUMMIT

The Connected Living Asia Summit:

Monday – Wednesday, 24-26 June, Kerry Hotel

Theme: *Beyond Connectivity, Unlocking the M2M Opportunity:*

The number of connected devices is predicted to reach over 25 billion by 2020, with mobile connected devices reaching nearly 12 billion in 2020. To capitalise on this enormous opportunity, the GSMA is calling for collaboration across the entire ecosystem to demonstrate how mobile technology in everything from tablet PCs to new healthcare devices can enhance our personal and business lives.

The [Connected Living Asia Summit](#) will combine a summary of the latest developments in the M2M and Connected Experiences market and expert insight into the future development of the market. This broad industry approach will be complemented by in-depth sessions on key markets including mAutomotive, mEducation, mHealth and Smart Cities

Target Participants:

Regional mobile operators and telecoms vendors,
Vertical market industry – mAutomotive, mEducation, mHealth and Smart Cities
Government representatives, regulators, city leaders and other key officials

Participants will receive a VIP Tour of the Connected City as part of the Summit.

The GSMA Connected City:

Wednesday-Friday, 26-28 June, Expo Hall N1

Attendees can visit the [Connected City](#) on the Expo Floor which supports the thought leadership of the summit. The Connected City is a 'real' city street showcasing the current reality and future possibilities of connected living. The GSMA together with 6 industry partners: China Mobile, KT, Huawei, SAP, Ford and Cisco will be showcasing solutions from the mAuto, mHealth, mRetail and mEducation. We believe this will be the first showcase of it's kind in Asia.





1:1 MEETINGS AND THE INNOVATION LAB

One to One meetings – The ‘Trade Hub’

Trade Hub is a targeted online buyer/seller platform. Through Trade Hub, companies request meetings with opt-in Gold pass attendees in the weeks before the event in order to have meetings onsite at Mobile Asia Expo with their target market – 32% of the 1,833 Gold Pass attendees at MAE 2012 came from the MNO community.

Trade Hub meetings are located within the Executive Meeting Room Zone found on the exhibition floor and offer you a dedicated room for private discussions in a formal business setting. This high spec meeting room allows you to target senior level attendees and high-profile clients for productive meetings and discussions across the three days of the event. Trade Hub is designed to maximise your ROI.

The Innovation Lab

Located on the Expo Floor and open from 26-28 June

The Innovation Lab presents companies and trade organisations with a stage to demonstrate new products and services or conduct regional investment pitches before a captive audience of potential B2B buyers. These large theatres each seating 90 pax are located in the heart of each exhibition hall and promise to generate buzz, excitement, leads and press interest. There are a variety of options to utilise the Innovation Lab that fit your particular needs from a 1 hour demo to a half day workshop.



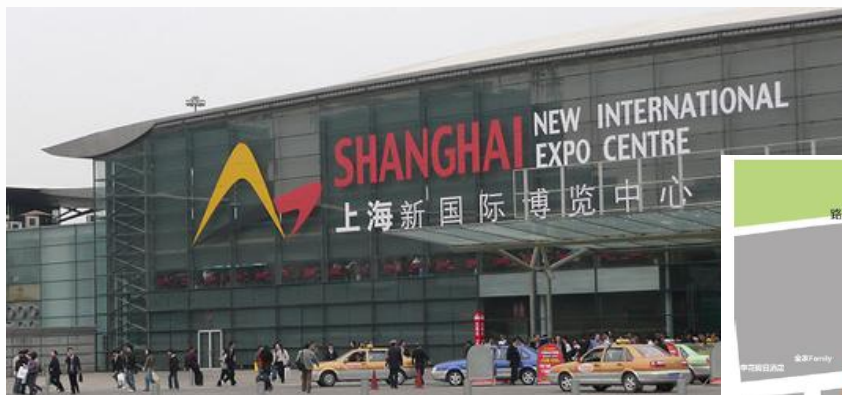
Trade Delegations & Country Pavilions





MOBILE ASIA EXPO: THE VENUE

The Shanghai New International Expo Centre and adjacent Kerry Hotel is the venue for the GSMA Mobile Asia Expo. This venue has been chosen for its world-class facilities. Shanghai is a major international hub and a strategic gateway into China



*It is a 3 min walk between the Kerry and Expo Halls via covered walk-way



MOBILE ASIA EXPO: NEXT STEPS

We would welcome the opportunity to tailor a package to suit your objectives whether this be sending a small delegation, an exhibition stand, advertising or sponsorship to showcase your innovation and leadership in mobile.

Please do let us know what information you need and we'll be happy to assist.

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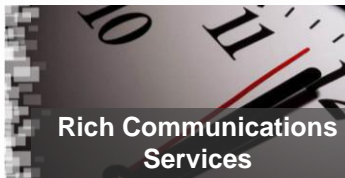
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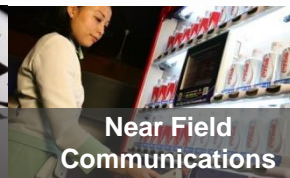
ABOUT GSMA

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 with more than 230 companies in the broader mobile ecosystem, including handset makers, software companies, equipment providers and Internet companies, as well as organisations in industry sectors such as financial services, healthcare, media, transport and utilities.

Along with Mobile Asia Expo, the GSMA produces event across the globe each year including Mobile World Congress and NFC & Mobile Money Summit.



The Rich Communication Services (RCS) Programme initiative stimulates the launch of RCS services that deliver multimedia communications services from the phone's contact list. RCS is designed to combat the rise of over-the-top messaging services.



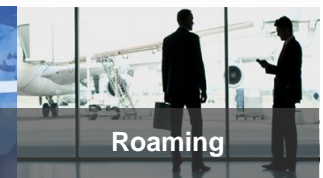
GSMA works to stimulate the successful global deployment of interoperable and SIM-secured NFC / contactless services and ecosystems that are available to both consumers and businesses.



Connected Living is a market development initiative whose mission is to help mobile operators accelerate the delivery of new connected devices and services.



The GSMA runs an ongoing global campaign to secure access to harmonised, properly priced, predictably regulated & timely available spectrum required to meet the fast growing demand for mobile broadband.



The GSMA promotes the adoption of roaming transparency measures across its membership of nearly 800 mobile operators worldwide following the launch of its global data roaming transparency initiative.

For more information, please visit the GSMA corporate website at www.gsma.com or Mobile World Live, the online portal for the mobile communications industry, at www.mobileworldlive.com.

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