MOBILE ASIA EXPO
亚洲移动通信博览会

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

MOBILE ASIA EXPO is:

- An **Expo** showcasing cutting-edge technology, products, devices and apps. Exhibitors include AT&T, China Mobile, China Telecom, China Unicom, Cisco, Huawei, KT, Lenovo, McAfee, NEC, NTT DoCoMo, Oracle, SAP, SK Telecom, Sony, Toshiba, and ZTE, just to name a few
- A thought-leadership **Conference** filled with action-provoking sessions, featuring industry CEOs and visionary keynotes
- Unsurpassed **Networking Opportunities** to encourage business development and new partnerships

WHO WILL ATTEND?

More than 20,000 attendees and 200 exhibitors are expected, including:

- **C-Level Mobile Industry Executives** looking for outstanding business development and networking opportunities
- **Mobile Industry Professionals** wanting to stay current on mobile trends and benefit from exceptional training opportunities
- **Professional-Level Consumers** craving the latest mobile technology and wanting to pursue their mobile passion

AT A GLANCE:

Dates: Wednesday, 26 June - Friday, 28 June, 2013

Exhibition location: Shanghai New International Expo Centre (SNIEC), Halls N1 & N2

Conference location: The Kerry Hotel Pudong

CONNECTING THE FUTURE
连动未来

MOBILE ASIA EXPO
2013 HIGHLIGHTS

Mobile Asia Expo 2013 will be bigger and better than ever before. New event features for 2013 include:

- **The GSMA 'Connected City'** – Explore the ways mobile technology is enabling cities to become more efficient
- **More networking opportunities** – Connect with the C-level leaders in the Asian mobile industry through a range of unique networking opportunities
- **My MAE online networking platform** – Reach out to new contacts and set up meetings using our exclusive dual-language social networking tool
- **Training opportunities** – Participate in formalised mobile industry business training geared toward director & manager-level employees

Keep reading for more event highlights!

GSMA Connected City
26-28 June

A 'real' city street on the exhibition floor to showcase the current reality and future possibilities of connected living.

Exhibiting Companies: GSMA, Cisco, China Mobile, Huawei, KT, Ford, and SAP.

Connected Living Asia Summit
24-26 June

The first two days of the summit will focus on Connected Living and will combine a summary of the latest developments in the M2M and Connected Experiences market, with expert insight into the future development of the market. The first two days are open to all MAE attendees.

Day three is dedicated to Smart Cities and will look at the challenges of building smart cities and mobile services/enablers for smart cities. The summit will be complemented by in-depth sessions on key markets including mAutomotive, mEducation and mHealth.

Public Policy Forum
27 June

The Public Policy Forum aims to foster discussion and ideas on driving mobile broadband growth and development in the Asia-Pacific region. Sessions will address key regulatory challenges, the connected economy, and preparing Asia for the future.

Eighty to 100 senior government policy decision makers, national regulatory authorities, regulatory affairs representatives and the mobile industry will gather for this high-level forum.

App Planet - App Labs
26-28 June

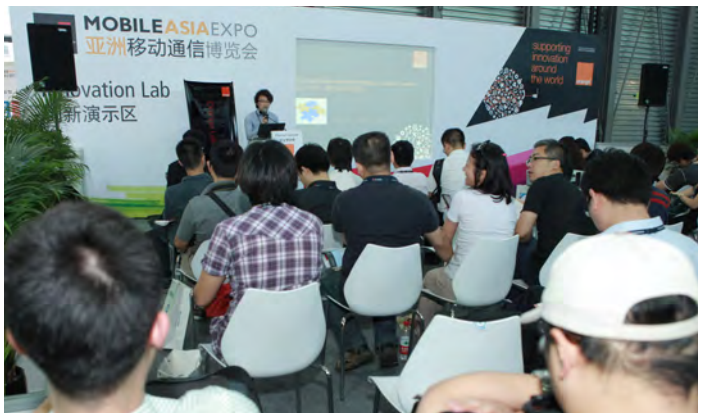
Part of our App Planet programme for the mobile app developer community, the App Lab allows presenting companies to take the stage and demonstrate new products and services before an audience of potential app developers, B2B buyers and professional consumers. The App Lab is open to all pass holders to attend as may sessions as desired.

ETSI-GSMA IPR Summit
26-28 June

A three-day forum gathering mobile network operators and legal and academic experts to discuss the global trends in technology and its impact on the legal industry. The event will feature keynotes and panel discussions including a cross-continental look as new developments in patent law, copyright law challenges and legal complexities of 'smart phone wars'.

Innovation Labs
26-28 June

Innovation Lab sessions are innovative and inspiring presentations in the Expo Hall, given by featured mobile leaders. Innovation Lab presenters showcase emerging technologies, products, services and allow attendees to hear from the most innovative technology companies in the mobile ecosystem.



MOBILE ASIA EXPO
2013 HIGHLIGHTS

2013 CONFERENCE AGENDA HIGHLIGHTS:

- Connecting the Future Keynote
- Mobile Broadband – Bridging the Generation Gap
- Mobile Operators: Enablers of Business Transformation?
- Apps: Big Business
- Developing the Ecosystem for Mobile NFC
- Can Mobile Cloud Pay Its Way?
- GTI Asia Conference, which will focus on accelerating TD-LTE
- Social Media: Making the Networks Pay

2013 KEYNOTE SPEAKERS INCLUDE:

Franco Bernabè
Chairman, GSMA,
Chairman & CEO
Telecom Italia Group

Manoj Kohli
MD & CEO (Int'l)
Bharti Airtel

Suk-Chae Lee
Chairman & CEO
KT Corp

Kaoru Kato
President & CEO
NTT DOCOMO

Hakam Kanafani
Group CEO
Türk Telekom

MOBILE ASIA EXPO 2012 EVENT FACTS:

- **60% C-Level** Conference Attendees, from **50 Countries**
- **32%** of Conference Attendees from Mobile Operators
- **58** unique mobile operators from 39 countries and regions represented
- Approximately **200 Exhibitors** occupied **20,000 gross Sqm**
- **88 individual media organisations** from 14 countries/regions
- **87** conference speakers

MY MAE

Introducing the brand new My MAE event portal for Mobile Asia Expo 2013! My MAE is the online portal to help you manage all your event information and network with other attendees. My MAE is offered in both English and Simplified Chinese. You choose which language works best for you.

My MAE Features:

- Fully Bilingual – All features described below are available in either English or Simplified Chinese
- Personalised Event Schedule* – Browse the schedules and select which sessions you want to attend, then access your personal schedule while onsite
- Favourite Speakers* – Browse the list of speakers and bookmark the ones you want to see.
- Conference Presentations* - Access the speaker presentations after the event

- Attendee Networking – Browse the list of attendees or search attendees based on keywords
- Business Matchmaking – See who you should meet by searching on interests or business role (buyer, seller or partner)
- Messages & Meeting Requests – Once you find who you want to meet, send them a message or request a meeting while you are in Shanghai.
- Favourite Exhibitors – Browse the list of exhibitors and bookmark the ones you want to visit. Find their location quickly in the interactive venue maps
- 3-D Exhibition Maps – Plan your route through the venue with our 3-D interactive exhibition maps

*Available to Conference pass holders only

THERE'S MORE TO SEE ONLINE!

Visit our website, **www.MobileAsiaExpo.com** today to learn more!

- Exhibitor listings
- Exhibition highlights
- Conference session details
- Conference speaker profiles
- Social Media networks
- Accommodation discounts
- Transportation information
- Airline discounts
- Shanghai info
- Event timings
- Pass type info
- Registration details
- and much more!

www.MobileAsiaExpo.com

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MOBILE ASIA EXPO
PASSES & PRICES

Choose the pass that's right for you!	Exhibition Visitor Pass	Conference Pass
Keynotes & Conference Sessions The conference programme features executives from leading companies in the mobile space and experts from adjacent industries. Includes post-event access to conference presentation materials.		✔
Conference Lunch & Networking Breaks Dine and network with fellow industry leaders between conference sessions		✔
VIP Networking Lounge Access Find a seat, hold a meeting or make new contacts in the exclusive VIP Networking Lounge		✔
Wireless Intelligence Report Receive a complimentary copy of the 2013 First Quarter *Wireless Intelligence Report*		✔
Expo Access See more than 250 exhibitors showcasing the latest products, devices and technologies. Includes access to themed pavilions, the GSMA Connected City and other Expo feature areas.	✔	✔
Innovation Labs & The App Lab Attend presentations and programmes presented by our exhibitors, sponsors, and partners	✔	✔
My MAE Social Networking Tool Our exclusive schedule builder and attendee networking app to help you plan your time at Mobile Asia Expo	✔	✔
Purchase Price	¥ 50 RMB	$ 1,500 USD or ¥ 10,000 RMB

Pass & Price Notes:
- The above prices include VAT.
- GSMA Members are eligible for a 30% discount on all pass types.
- The Conference Pass may be purchased in either USD or RMB. The Expo Visitor Pass may be purchased in RMB only.
- Wire transfers and credit cards (Visa, Mastercard and American Express) are accepted forms of payment.

ADD-ON TRAINING SESSIONS

Specialised training programmes and sessions may be added to either pass for an additional fee. Information on the available opportunities and costs are available on our website, **www.MobileAsiaExpo.com**.

CONTACT US

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