



Connected  
Living

# MOBILISING THE INTERNET OF THINGS

GSMA Connected Living at  
**MOBILE WORLD CONGRESS SHANGHAI**

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14 – 17 July 2015

# GSMA CONNECTED LIVING

## AT MOBILE WORLD CONGRESS SHANGHAI 2015

China is at the forefront in the development of the IoT backed by strong government support, smart investment, public-private partnerships and international collaboration. The market has started to scale and deliver real change across the country in a diverse number of verticals such as transportation, utilities, manufacturing and health, as well as booming consumer markets such as wearables and connected cars.

At Mobile World Congress Shanghai this year, the GSMA's Connected Living Programme will host a number of engaging seminars, talks and panel discussions with industry experts on the current and future impact of the Internet of Things (IoT) on our increasingly connected lives in China, Asia and across the globe.

The Connected Living Programme will also issue an in-depth report examining how China has become the global leader in the burgeoning IoT market looking in detail at the role of government, Network Operators as well as key connected car and wearables companies.

### About the GSMA Connected Living Programme:

The GSMA, through its Connected Living Programme, aims to further develop the IoT market, both within the Asia Pacific region and at the global industry level. The initial focus of the Connected Living programme is to accelerate the delivery of new connected devices and services in the M2M market through industry collaboration, appropriate regulation, optimising networks and developing key enablers to support the growth of M2M in the immediate future. The ultimate aim is to enable the IoT, a world in which consumers and businesses enjoy rich new services, connected by intelligent and secure mobile networks.

Working with its partners across the ecosystem, the GSMA is active in a number of areas to drive forward this initiative:



#### REMOTE SIM PROVISIONING:

creation of fully interoperable specifications for remote SIM provisioning of M2M devices and evaluation of convergence between M2M and smartphone/tablet solutions.



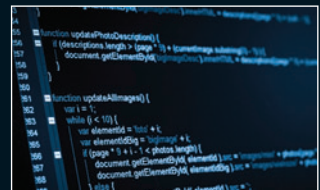
#### FUTURE IoT NETWORKS:

evaluation of the viability of existing networks to meet the low power, low data rate and low mobility use cases, as well as an assessment of the viability of alternative complementary network technologies. For network security, the goal is produce a set of guidelines to address the end-to-end security challenges for M2M services.



#### IoT BUSINESS ENABLERS:

to enable operators to capture the IoT opportunity, by fostering relevant, flexible and technology-neutral policies and regulation, and preventing unwarranted regulatory interventions.



#### VERTICAL ENGAGEMENT:

driving adoption and impacting the market through the key verticals automotive, transportation, utilities & health, as well as supporting the scaling of key market applications like wearables, smart homes, Smart Cities and Big Data.

# IoT SUMMIT

## IN ASSOCIATION WITH CONNECTED LIVING

IoT SUMMIT IN ASSOCIATION WITH  
CONNECTED LIVING

Thursday 16th July 13:45 – 18:00 CST  
Friday 17th July 09:00 – 12:00 CST

**Location: Grand Shanghai Ballroom 2,  
Auditorium A, Level 3, The Kerry Hotel**

IoT is no longer a concept, it is believed that excluding PCs, tablets and smartphones, IoT devices will grow to 26 billion units by 2020, and the IoT industry is expected to contribute \$1.9 trillion to the global economy.

The IoT Summit will lead you to explore IoT technology which brings the concept to reality, and showcases how the technology applies to different scenarios.

### THURSDAY 16th JULY

**13:00 - 13:45 Welcome Reception**

**13:45 - 14:00 Opening Keynote Address**

**Graham Trickey**, Head of Connected Living, GSMA

**14:00 - 15:20 Low Power Wide Area Solutions - The central role of the Operator and how to fit with other radio technologies**

**Bob Cai**, General Manager for LTE-FDD, Huawei

**Jonas Näslund**, Vice President, Head of Radio Strategy, Ericsson

**Way-Shing Lee**, Vice President of Technology, Qualcomm

**Moderator: Godfrey Chua**, Principal Analyst, Machina Research

**15:20 - 16:40 Security of IoT - The importance of security in our networks and the need to have an approved set of security guidelines adapted for IoT**

**Dr. Shane Rooney**, Executive Director, Connected Living, GSMA

**Robert Pizzari**, Senior Director, Service Providers, Asia Pacific & Japan, F5

**Juergen Spaenkuch** Division Vice President Chip Card & Security, Infineon Technologies

**16:40 - 18:00 Scaling the IoT - Deploying More Devices and Services with Remote SIM provisioning**

**Naoki Tani**, Managing Director of M2M Business Department, NTT DoCoMo

**Dr. Klaus Vedder**, Group Senior Vice President, Giesecke & Devrient GmgH

**Gary Waite**, Executive Director - Embedded SIM, GSMA

**Benoît Jouffrey**, Vice President On-Demand Connectivity, Gemalto

**Li Yongsheng**, Deputy General Manager, SIMcom

A complimentary Networking Reception for all IoT Summit attendees will take place at 18:00 on Thursday 16th July

# IoT SUMMIT

## IN ASSOCIATION WITH CONNECTED LIVING

FRIDAY 17th JULY

08:00-09:00 **Welcome Reception**

09:00 - 10:00 **Industrial Trend and Future IoT Development**

**Gareth Davies**, Director, Public Relations, GSMA

**Paul Wilson**, Director General, APNIC

**Dave Sliter**, Vice President, Communications & Media Solution Business Unit, HP

10:00 - 11:00 **Innovative Technology in IoT evolution**

**Tang Yao**, Chief Technology Officer, Virtue Intelligent Network

**Jin Wook Lee**, Vice President, Samsung

**Kai Leppänen**, Chief Commercial Officer, Thin Film

11:00 - 12:20 **IoT Case Studies in different Industries**

**Benoît Jouffrey**, Vice President On-Demand Connectivity, Gemalto

**Neil Hicky**, Managing Director, Mobility Lead, Greater China, Accenture Digital

**Ming Zhou**, Senior Vice President of Cisco Greater China'

**Ton Brand**, Senior Director, Wireless Broadband Alliance

**Colin Chew**, Director, Business Management Asia (exc. JP & IN), OEM Solutions, Sierra Wireless

12:20 - 12:30 **Closing remark of the IoT Summit**

**Graham Trickey**, Head of Connected Living, GSMA

Register in advance for your free place at the IoT Summit here:

<http://www.mwcshanghai.com/iot-summit/>

# CONNECTED LIVING AT THE GSMA INNOVATION CITY

Wednesday 15th and Thursday 16th July,  
09:00 - 17:00 CST  
Friday 17th July, 09:00 - 16:00 CST

**Location: SNIEC, Hall W4, B130 & E130**

The Innovation City, at the heart of Mobile World Congress Shanghai is the place to experience a multitude of possibilities enabled by the Internet of Things and the transformational effect that innovation in mobile is having on our ever connected world.

This year, attendees will be shown, first hand, how mobile connectivity is and will affect our day to day lives.

By visiting the Innovation City, attendees can experience a day in a super-connected world - from the moment you wake up, as you go to and through your workday, and until the sun goes down.

## HIGHLIGHTS INCLUDE:

- **Virtual Reality @ Innovation City** - Enter a unique virtual reality world. Oculus Rift headsets will allow visitors to enter the mobile network, viewing it from the inside and taking in the expanding world of connected devices and services.
- **Smart Parking** - Experience what the GSMA Embedded SIM Specification can do with a demonstration of an operator profile swap on smart parking meters.
- **Connected Technology Showcase** - Test and try a number of the latest innovative connected products such as wearables, a connected tennis racket for real time feedback on your game, a cleaning robot and a connected suitcase for real-time location tracking and locking and more.
- **Connected Car** - Experience the future of the connected car with Tesla.

The Connected Living Programme Team will be available in the GSMA Innovation City throughout the event to answer your questions and meet face to face.



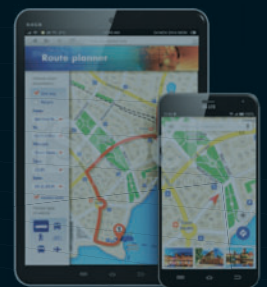
Transport  
**TRANSPORT**



mHealth  
**HOME**



Utilities  
**WORK**



Automotive  
**CITY**

# CONNECTED LIVING

## BUILDING TRUST AND RESPECTING PRIVACY IN THE 'INTERNET OF THINGS'

### Building trust and respecting privacy in the 'Internet of Things'

Tuesday 14th July 2015, 14:00 - 16:00 CST

Location: Tower Function Room 2&3, Level 3, The Kerry Hotel

Respecting consumers' privacy and protecting their data are fundamental components of building trust in the IoT ecosystem.

The GSMA Connected Living programme is hosting an interactive workshop, focusing on the importance of trust and privacy in the Internet of Things (IoT) as it continues to scale.

Some of the key questions which will be explored include:

- What are the key privacy considerations for IoT Service providers?
- Why is privacy an increasingly 'strategic' issue rather than a mere 'compliance' one?
- How are consumer's attitudes towards their privacy changing?
- What's the role of regulation and self-regulation in ensuring privacy?
- How can the industry work together to promote trust?

This event is by registration only and spaces are strictly limited. In order to reserve your seat at the workshop please contact Nicola Gordon: [ngordon@gsma.com](mailto:ngordon@gsma.com)

# CONNECTED LIVING

## IN THE MAIN CONFERENCE AGENDA

### Mobile Identity for the Connected Life

**Wednesday 15th July,  
13:30 - 14:30 CST**

With the upturn in internet-connected things and an increase in applications gathering personal information, concern over online security and privacy has grown.

The connected life and the rise of Internet of Things presents great opportunities, with Machina Research predicting that the positive impact on the global economy could be as much as US\$4.5 trillion per annum.

Consumers are hungry for innovative and efficient digital services but they are protective of their personal data. What frameworks and technologies can be put in place to protect consumer data while cultivating and enhancing future digital services?

This session will feature some of the world's leading CEOs as they discuss the opportunities and challenges associated with delivering trusted, private and secure digital services in the era of the Internet of Things.

### M2M, IoT and Big Data Analytics

**Thursday 16th July,  
11:15 - 12:30 CST**

The projected scale of the Internet of Things bears important implications for the requirements of future mobile networks and the platforms and other technologies that will sort and manage the unprecedented volume of data generated by billions of new connections.

Beyond these technological considerations, a lot of work still needs to be done to define IoT business models and the scope of services that will be both useful and financially viable.

How are different parts of the digital ecosystem preparing for the incredible changes we will see in the coming years? How are emerging trends helping us gain insights into the technologies that will best support the monetisation of IoT?

This session will bring together thought leaders and pioneers from this space who will seek to answer these questions and more.

### Smart Cities Summit

**Wednesday 15th July,  
13:30 - 17:30 CST**

**Location: Function Room 1, The Kerry Hotel**

The evolution of the conceptual Smart City has pushed the pilot cities to a new frontier. The implementation of the smart city projects helps continuous and sustainable development in areas of healthcare, education, transportation, smart buildings, smart industrial parks, smart communities and alike, and improves government efficacy during new urbanization.

Following last year's successful inaugural Smart Cities Summit, 2015 will see an expanded programme delivered. The Smart Cities Summit at Mobile World Congress Shanghai will bring together international pilot smart cities representatives, government & enterprise delegations, top managers from integrators, urban design institutions, financing organisations, and digital (ICT/Telco) infrastructure suppliers.

The event aims to tackle the long-term and short-term challenges that governments and municipalities currently facing, define working business models, explore success stories and make suggestions for future Smart City Projects.

To indicate your interest to attend this event, please go to <http://www.mwcshanghai.com/smart-cities-summit/>



## Locations

### Kerry Hotel Pudong (Level 2)

No. 1388 Hua Mu Road, Pudong, Shanghai, 201204  
 (Located at the corner of Fangdian Road and Huamu Road)

### Shanghai New International Expo Centre (SNIEC) - Entrance Hall 2 (North)

2345 Longyang Road, Pudong, Shanghai, 201204  
 (Located at Fangdian Road, near Huamu Road, beside Kerry Parkside)

To find out more about GSMA events, as well as an upcoming Connected Living webinar series, visit [www.gsma.com/ConnectedLiving](http://www.gsma.com/ConnectedLiving) #connectedliving

