



Connected Living Seminar: Mobilising the Internet of Things
27 May 2014, 8:30 to 10:30
WORKING AGENDA

Times	
07:30 – 8:30	Welcome Coffee sponsored by Wit-Software
08:30 – 8:40	<p>Welcome and Introduction</p> <ul style="list-style-type: none"> Introduction to the seminar, agenda and speakers <p>Valter Wolf, Director Market Development, GSMA</p>
08:40 – 08:55	<p>Connected Living: Mobilising the Internet of Things</p> <ul style="list-style-type: none"> Overview of focus and priorities for the GSMA Connected Living Programme for 2014/15. The presentation will cover the GSMA vision for 2020 for the Internet of Things, define the services that are in scope and explain how the programme will be addressing horizontal enablers for successful operator business strategies. <p>Jeanine Vos, Executive Director, Connected Living Programme, GSMA</p>
08:55 – 9:10	<p>Maximising the value of the connected world</p> <ul style="list-style-type: none"> Learn how IP networks underpin the Internet of Things and can accelerate big data's transformational impact on individuals, businesses and governments around the world. The presentation will identify critical technology and public policy challenges that impact its development. <p>Andres Mas, Executive Director of Advanced Technology Policy, Cisco</p>
9:10 – 9:25	<p>Taxation policy to enable the growth of M2M services</p> <p>The Brazilian government recently decided to implement regulation that will significantly reduce the SIM card taxation on M2M devices. The presentation will explain the background to this important decision, and how it will provide greater stimulus for operators to develop new services that will bring numerous socio-economic benefits to the country.</p> <p>Amadeu Castro, Director, GSMA Brazil</p>

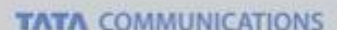
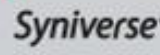
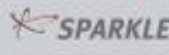
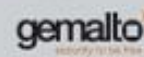


Official Sponsors 2014

Latin America

Premium Sponsor

Standard Sponsors



TELECOM ITALIA GROUP

We make mobile work



<p>9:25 – 09:40</p>	<p>Future network and service capabilities</p> <ul style="list-style-type: none"> Hear about different case studies that bring to light the new network and service capabilities that the mobile sector needs to develop, in order to support the new services for the Internet of Things. This includes developing new billing and charging models for automotive sector, or addressing security and fraud threats for traffic lights and wind farms. <p>Jose Aranda, Technology Director Latin America, GSMA</p>
<p>09:40 – 09:55</p>	<p>Public sector strategy for successful mHealth deployments</p> <ul style="list-style-type: none"> Learn about the importance of engaging governments in order to create a positive environment for mHealth services and enable market deployment at scale, through a case study on the GSMA Brazil mHealth Taskforce <p>Katia Galvane, eGovernment, Telefonica Brasil (TBC)</p>
<p>09:55 – 10:30</p>	<p>Panel discussion</p> <p>Moderator: Valter Wolf, GSMA</p> <p>Panellists:</p> <ul style="list-style-type: none"> Jeanine Vos, GSMA Andres Mas, Cisco Jose Aranda, GSMA Katia Galvane, Telefonica

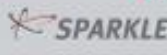
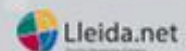
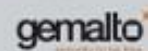


Official Sponsors 2014

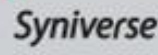
Latin America

Premium Sponsor

Standard Sponsors



TELECOM ITALIA GROUP



We make mobile work

