



GSMA Regional Connected Car Forum: Tokyo Japan

Automotive and Mobile Network Operator industries collaborating to accelerate the deployment of connected services in cars

Wednesday 14th September 2011

Four Seasons Hotel, 10-8, Sekiguchi 2-chome, Bunkyo-ku, Tokyo, Japan, 112-8667

Agenda Item	Time	Description	Speaker
	08.30	Registration, networking, refreshments	
Welcome, Housekeeping & Introductions	09.30	- Welcome, agenda review - GSMA Anti-trust Statement - GSMA and Embedded Mobile programme overview - Attendee introductions, Forum expectations	GSMA, All
Background	10.00	- Motivations for Connected Car Forum - Presentation of the Global Connected Car Forum activities (to date and planned)	GSMA
Market Overview	10.20	- Telematics services and connectivity solutions current adopted by OEMs - Global & regional differences - Japan & Korea Telematics landscape - Current and future challenges, obstacles for full deployment of telematics	SBD
Mobile Network technology evolution and trends	11.00	- Overview of technology network evolution - Regional technology context - Reprogrammable SIMs - SIM chip standards - Tethering policies	GSMA
Open Discussion, incl 12.30 Lunch break	11.45	- Q&A to explore key impacts for MNOs and OEMs on presented trends and their consequences - Introduction to brainstorming activity on possible topics, problem solving and joint initiatives	ALL
Potential Areas for Cross-Industry Cooperation to foster growth in Telematics Services	13.30	- Protecting security and privacy of Connected Cars - ITS for preventing pedestrian-related accidents	NTT Docomo
	14.00	Fostering the development of vehicle management systems and services	KT
	14.30	Considerations on lowering data traffic volume to support development of telematics services.	Softbank
Coffee Break	15.00		
Open discussion of potential joint topic ideas	16.00	Discussion of what cross-industry initiatives would help most to foster telematics development. Review of brainstorming and interviews	ALL
Regional issues to bring forward to the Global CCF	15.30	Identification and consideration of how to address regional specific issues /priorities within the global Connected Car Forum activities	OEMs and MNOs
Next steps	17.00-17.30	Key highlights of day's discussion	ALL
	17.30	Networking Cocktails	