



Connected
Living

Connected Living Asia Summit

Beyond connectivity, unlocking the M2M opportunity

Monday 24th to Wednesday 26th June 2013, Kerry Hotel Pudong, Shanghai, China

Day One | Monday 24th June

Venue: Kerry Hotel Pudong, Shanghai, China. Pudong Ballroom 1 & 2

11:45 Networking Lunch, Pudong Ballroom 3

12.30 – 13.00 Connected Living Opening Address
Anne Bouverot, Director General, GSMA

Welcoming Address

Ana Tavares Lattibeaudiere, Head of Connected Living, GSMA

13.00 – 14.30 The Connected Life: 25bn connections by 2020

Mobile technology is redefining our lives and making it increasingly connected. From health and education to transportation and smarter cities, the proliferation of mobile communication and a connected life is now well established and here to stay. This session will reveal the latest market insights, socioeconomic impact and highlight the M2M opportunities for mobile operators and industry players. With a focus on Asia, a panel of industry leaders will discuss the challenges and the huge opportunities this market holds.

Moderator:

Jim Morrish, Director, Machina Research

Speakers:

Wing K Lee, Chief Executive Officer, YTL Communications

Brian Naughton, Director of Mobile Strategy, IBM

14:30 – 15:00 Coffee/tea break, Pudong Ballroom 3

15.00 – 17.30 *mEducation Operator Toolkit for the Asian Market (CLOSED mtg INVITE ONLY)*
Function Room 3

This will be a hands-on workshop about developing mobile learning and education opportunities with a specific focus on the Asian market. The VP & Global Head for Nokia Life,

Jawahar Kanjilal will moderate this session and it will feature interactive activities to help you continue to develop your work in the area.

15.00 – 17.00 Smart Cities: Developing collaborative mobile based city solutions today and towards 2016

Representatives from the GSMA, city municipalities, mobile operators and vendors will discuss the use of mobile technologies and services in smart cities, focusing on where mobile can deliver value today and in three years' time. During the session, we will define key areas for collaborative action between GSMA, municipalities and the mobile industry, and discuss the framework for evaluating the impact of ICT and mobile on smart cities, their economies and citizens.

Moderator:

Godfrey Chua, Director, M2M, Infonetics

Speakers:

Shane Rooney, Executive Director Transport and Smart Cities, GSMA

George Thomas, Partner & Director, IBM Smarter Cities, IBM Greater China Group

Hung Song, CEO, CENTIOS, a KT & Cisco Joint Venture, KT Group

Wang Jiye, President of Guodiantong Company, State Grid Electric Power Research

17.30 – 18.30 Networking Cocktails, Pudong Ballroom 3

Day Two | Tuesday 25th June

Venue: Kerry Hotel Pudong, Shanghai, China. Pudong Ballroom 1 & 2

09.00 – 12.00 ***mHealth Asia Mobile Innovation Group meeting (CLOSED mtg INVITE ONLY)***
Function Room 3

This meeting will bring together Operators and Diabetes Stakeholders, both clinicians and diabetes advocates, to come to a common understanding and appreciation of the significant health burden of Diabetes to the Asia Countries.

09.00 – 12.00 mAutomotive: Connectivity enabling value added services in cars.

With 5 million connected cars expected to be sold in China in 2018, this workshop looks beyond today's limited offerings to the steps being taken by network operators and vehicle manufacturers to enable high bandwidth and value-added services, for example; the remotely provisionable SIM, and charging and billing management. This session will also focus on the work being done to generate the critical mass for consumer services, such as in vehicle apps, tethering and big data, all of which are forecast to enable operator revenues of more than 18 billion RMBs in China in 2018.

Moderator:

David McClure, Director, SBD

Speakers:

Francesca Forestieri, Director mAutomotive, GSMA

Wang Jian, Director Information System Department, Shanghai General Motors

Stefano Villanti, Head Marketing and Sales and Product Strategy, Qoros Automotive Co. Ltd

Edward Pleet, Connected Services Director, Ford Motor Company

Panellists:

Ma Yan, Director of IoT Office, China Unicom

Michael Huang, Technical Director - China Telecom Transportation ICT Application Base (Shanghai)

Huang Yuhong, Deputy General Manager, China Mobile Research Institute

12.00 – 12.45 Lunch, Pudong Ballroom 3

13.00 – 15.00 mHealth: Addressing the burden of diabetes with mobile health solutions

Affecting more than 370 million people worldwide, diabetes is a major public health problem. The Western Pacific region accounts for 132 million of these people, and this figure is set to rise to 188 million by 2030. Better disease management could prevent 1.7 million unnecessary deaths in this region, where, even though serious and costly complications from diabetes are often preventable, USD 72.2 billion was spent last year on diabetes treatment.

Remote patient monitoring is not only a very effective tool for diabetes management, it has also been identified as the greatest revenue opportunity for mobile health solutions. The GSMA mDiabetes Campaign, in partnership with our members, the International Diabetes Federation (IDF) and the World Health Organisation (WHO), is working to ensure that mobile health solutions for diabetes – clinically meaningful and financially viable – are developed and implemented in the Western Pacific region.

This session will bring together key stakeholders in the mDiabetes collaboration to review progress thus far, set out the challenges of the near future, and invite participation.

Moderator:

Mohammad Chowdhury, Executive Director, PwC

Speakers:

Dr Sangameshwar Mahagaonkar, Global Product Lead Health & Wellness, Nokia Life

Dr Zhang Shu, Product and Program Manager, Healthcare Services, Nokia Life China

Tang Yan Xiong, Deputy CTO, China Unicom

Zhou Yan, Solution Director, Government & Enterprise Customer Department, China Telecom

Dr. Sikder M. Zakir, Managing Director, Telemedicine Reference Center

Oliver Harrison, Director of Strategy, Health Authority of Abu Dhabi

Michael Morgan-Curran, mDiabetes Campaign Director, GSMA

13.00 – 18.00 mAutomotive Regional GSMA Connected Car Forum (CLOSED mtg INVITE ONLY)
Function Room 3

This meeting will demonstrate and explore how the GSMA mAutomotive project is working with operators and automakers to develop enablers and solutions that are changing the landscape for connected car services. Delegates will have the opportunity to discuss the developments in big data, charging & revenue management, remotely provisionable SIM, next generation tethering & regulatory mandates with a specific focus on the Asian market.

14:45 – 15:15 Coffee/tea break, Pudong Ballroom 3

15.00 – 17.30 mEducation: The strategies and partners to unlock the \$6.8 billion Asia market

This session will explore how to unlock the mobile education market in Asia, and explain why this region will experience the highest growth globally over the next five years.*

Industry experts will discuss how and why they have implemented mobile education products or services in the region, highlighting the partnerships that contributed to successful commercial launches. The session will also illustrate how mobile operators and vendors can position themselves to take advantage of this growing opportunity, and feature keynotes from ecosystem stakeholders who are already realising mobile education deployments.

Along with an interactive discussion, this session will cover the following topics:

- The benefits to mobile operators in mEducation;
- Making the business case for mEducation; and
- How to collaborate with stakeholders to realise a successful mEducation business model

Speakers:

Hee Kyoung Song, Senior Vice President, KT

Stephanie Orlino, Education Program Manager, Smart Communications

Willie Cher, Country Head, Nokia Life China

Kristin Atkins, Senior Director, Wireless Reach Qualcomm

Anita Stewart, Senior Vice President of Strategic Partnerships and Development, Sesame Workshop

David Topolewski, CEO, Qooco

Marta Caceres-Piñuel, Director of Project Development & Design, CSEV

* The Asia Market for Mobile Learning Products and Services: 2012-2017, Ambient Insight, 2013

The Connected Living Asia Summit is being held in conjunction with:



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



Smart
Cities

Connected Living Smart Cities Forum Enhancing our cities through connectivity

Wednesday 26th June 2013, Kerry Hotel Pudong, Shanghai, China

Smart Cities Forum: Wednesday 26th June

Venue: Kerry Hotel Pudong, Shanghai, China. Pudong Ballroom 1 & 2

Agenda

09.15 – 11.15 MAE13 Keynote 1 – Connecting the Future (Auditorium 1) – MAIN MAE EVENT

11.15 – 11.30 Coffee/tea served at Kerry Hotel, Pudong Ballroom 3

11.30 – 11.45 Welcome Address
John Hoffman, CEO, GSMA

Opening Remarks
Anne Bouverot, Director General, GSMA

11.45 – 12.45 Session 1: Building Successful Cities of the Future: Innovation and studies of smart city strategies

Speakers:

Shanghai Municipal Economic and Informatization Commission

Han-Seok Choo, Executive Director of U-City, Incheon Economic Free Zone

Manuel Barrionuevo, Director of Business Strategy and Development, Mobile World Capital Barcelona

Du Lan, General Manager, General Affairs Department, China Mobile Internet Company

12.45 – 13.30 Networking Lunch, Pudong Ballroom 3

13.30 – 14.15 Session 2: Round Table Discussion -- The Challenges of Building Smart Cities

- Understanding demand for smart city services: how does each city's demographic and economic situation determine the choice and prioritisation of smart city projects? How do participants expect smart city plans to affect their city in 3 years from now?

- What are the main challenges in developing the smart cities services? What does CIO need urgently to break the non-financial barriers, e.g. open data, collaboration platform & shared services?
- How will mobile operators support the Smart City services? What can we learn from existing operator-government partnership in smart city projects?

Moderator:

Jim Morrish, Director, Machina Research

Speakers:

Lee Omar, CEO, Connected Liverpool

Hanh Tu, Vice President, Cisco System

Dr. Jong-Sung Hwang, Research Fellow, National Information Society Agency (Former CIO, Seoul Metropolitan Government)

Chang Chia-Sheng, Chairman, Easy Card Corporation (ex-CIO of Taipei City)

Catherine Mulligan, Research Fellow, Imperial College

14:15 – 15:30 Session 3: Mobile Services and Enablers for Smart Cities

- Best practices in using mobile services and technologies to support smart cities services
- Wireless/Mobile vertical solutions for smart cities: case studies, benefits, case studies and best practices
- Open Data: case studies, benefits and best practices
- NFC and mIdentity: case studies, benefits and best practices

Moderator:

Jim Morrish, Director, Machina Research

Speakers:

Chang Chia-Sheng, Chairman, Easy Card Corporation (EX-CIO of Taipei City)

Tony Wu, Technology & Innovation Manager - Industry Business Solutions & Public Services, SAP

Vivek Puthucode, Vice President - Public Services, SAP

Mike Wright, Executive Director of Networks & Access Technologies, Telstra

Wing Kin Leung, CTO, Huawei

Tim Greisinger, Vice President Smart Cities - IBM Growth Markets Unit, IBM

15:30 – 16:00 Coffee/tea break, Pudong Ballroom 3

16:00 – 17:00 VIP Tour of Connected City at Mobile Asia Expo

18.30 – 19:30 Mobile Asia Expo and Smart Cities Forum networking cocktails – Kerry Hotel

The Connected Living Asia Summit is being held in conjunction with:



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