

# TELECOMSWORLD

## Asia 2017

21 - 22 March 2017  
InterContinental Bangkok  
Bangkok, Thailand



**EXPLODING BANDWIDTH**  
**EMERGING MARKETS**  
**EVOLVING PARTNERSHIPS**

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20

EXHIBITION BOOTHS



3

CONFERENCE TRACKS



100

SPEAKERS



600

ATTENDEES



80%

TELCO OPERATORS



200

ORGANISATIONS



## OUR STORY

### SERVING THE NEEDS OF ASIA'S TELCOS FOR THE NEXT DECADE

For 18 years, **Carriers World Asia** has been an annual platform for leading international carriers, operators, authorities and suppliers to meet, learn and create fruitful business partnerships for the betterment of wholesale revenue and growth.

With the dawn of a digital era, it's become imperative for telecoms operators to undergo a top-down transformation to survive and thrive in an age of disruptive technology, business models and new competitors.



So we're transforming too! **Welcome to Telecoms World Asia 2017.**

In 2017, we're bringing you more content than ever before as we go beyond wholesale and deeper into the evolving telco business model. **Carriers World Asia** will be re-branded as a dedicated **Carriers** track under the **Telecoms World Asia** umbrella, alongside two other tracks, **Networks** and **Digital Transformation**.

#### NETWORKS

Planning, deployment and optimization for next generation connectivity

#### DIGITAL TRANSFORMATION

Strategies, innovation and new services for the digital native

#### CARRIERS

Capacity, content and collaboration for global teams

Continuing the theme of "Exploding bandwidth. Emerging markets. Evolving partnerships", the event will host over **600 attendees, 100 speakers** and **30 sponsors** including stakeholders from across Asia and beyond.

As operators seek to capitalize on new technologies and existing infrastructure to meet the demands of data-hungry customers and create new growth opportunities, we've created the ultimate platform where new ideas are discussed, partnerships are formed and businesses become future-ready.

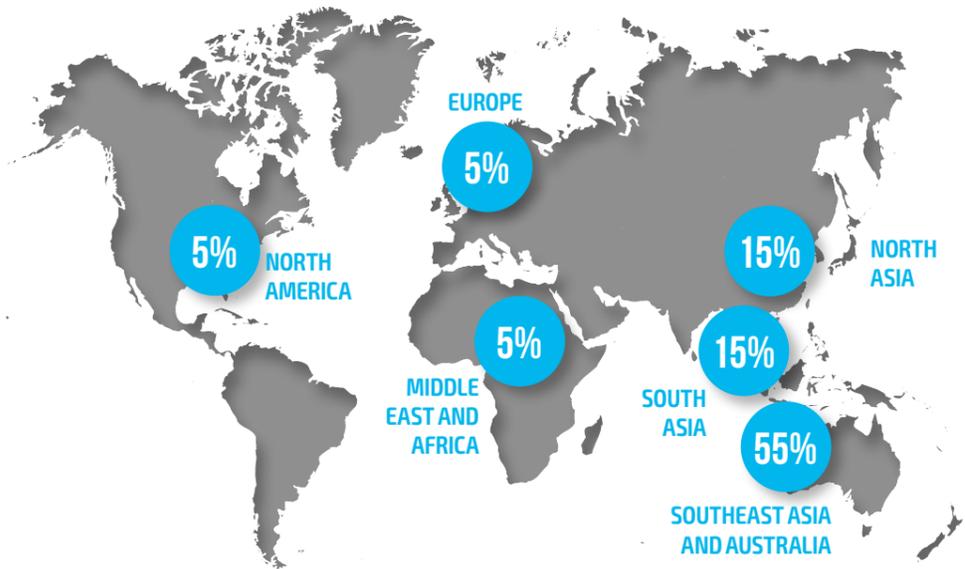
Join us.

GET INVOLVED.

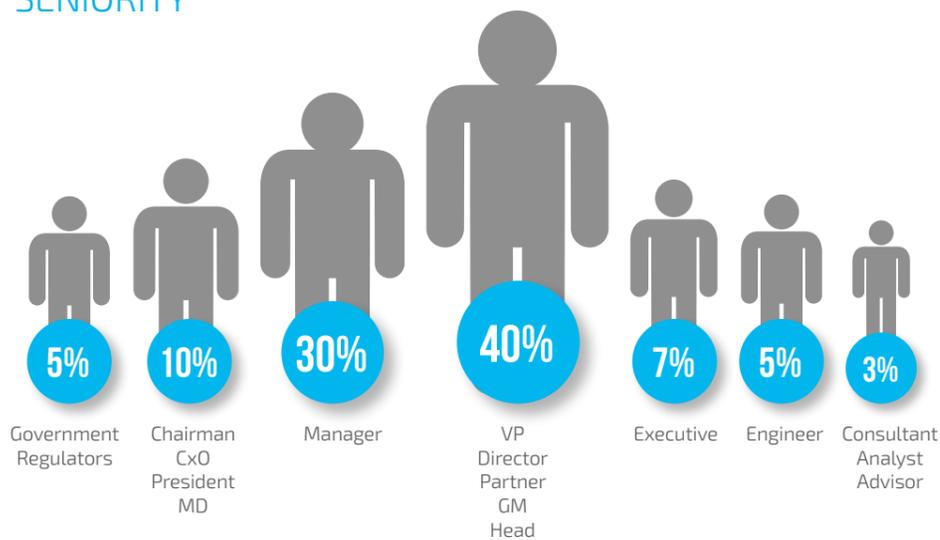
Contact **Hazel Chen** at **+65 6322 2730** or email **hazel.chen@terrapinn.com**

# WHO ATTENDS

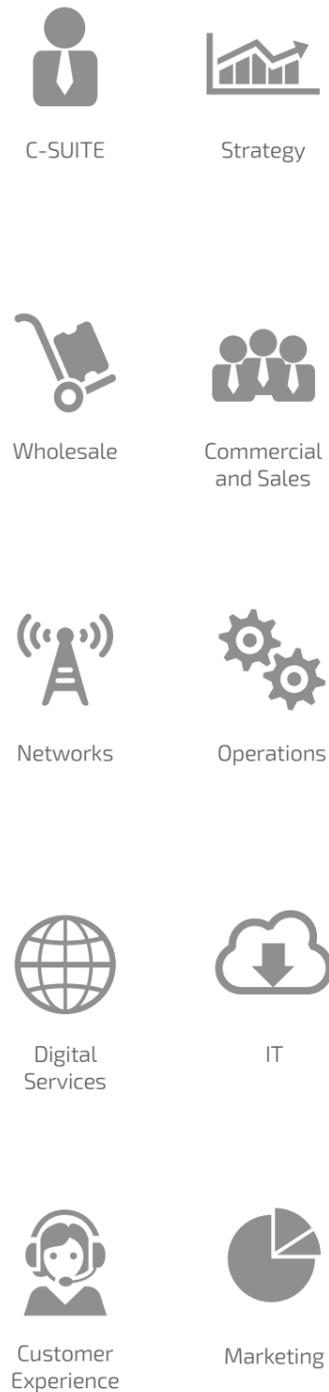
## THESE REGIONS



## SENIORITY



## THESE DEPARTMENTS



# SAMPLE OF PAST ATTENDEES



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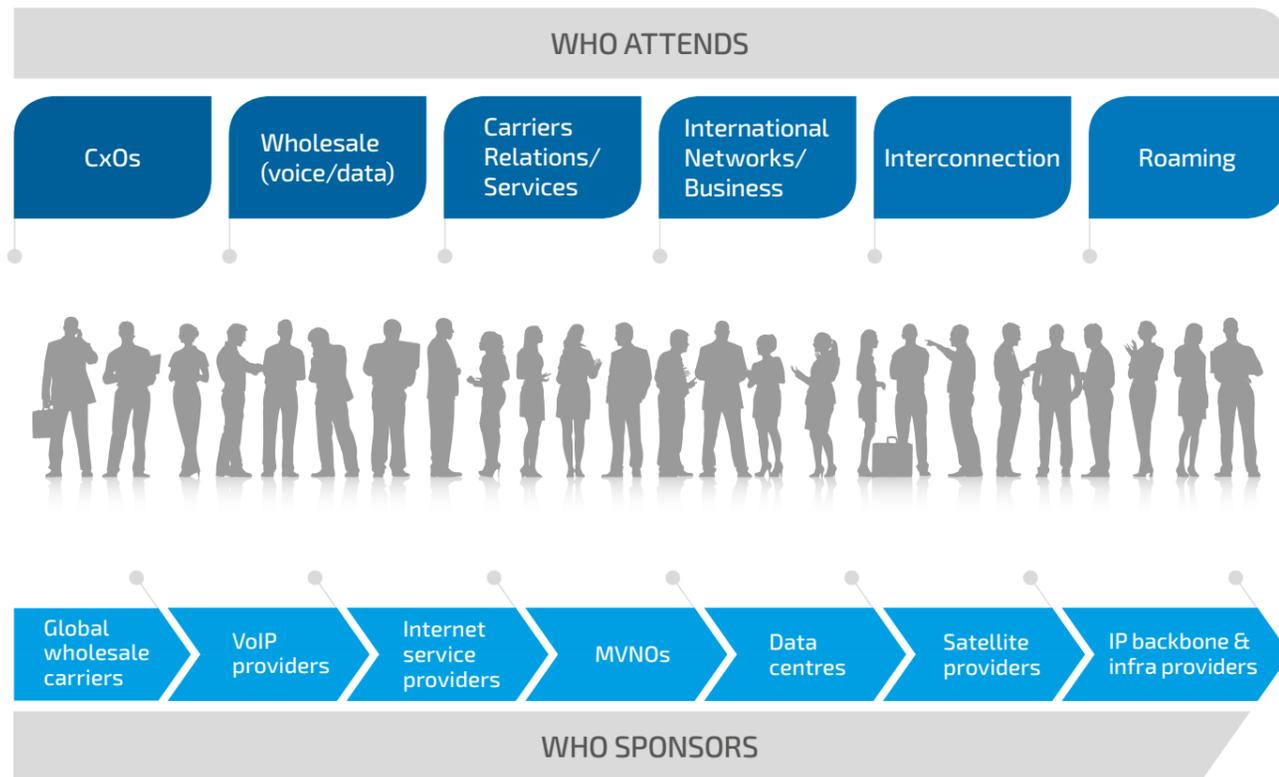
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# THEME 1: CARRIERS

## CAPACITY, CONTENT AND COLLABORATION FOR GLOBAL WHOLESALE TEAMS

With telcos playing an integral role in facilitating the global digital economy, strong and fruitful partnerships within the international carrier community will serve as the foundation for an interconnected world.

Riding on an 18-year track record for connecting regional and global carriers and creating new business opportunities, Carriers World Asia will be rebranded as Carriers under the TWA umbrella in 2017, and continues to be the stage for all industry stakeholders to meet with Asia's carriers and beyond.

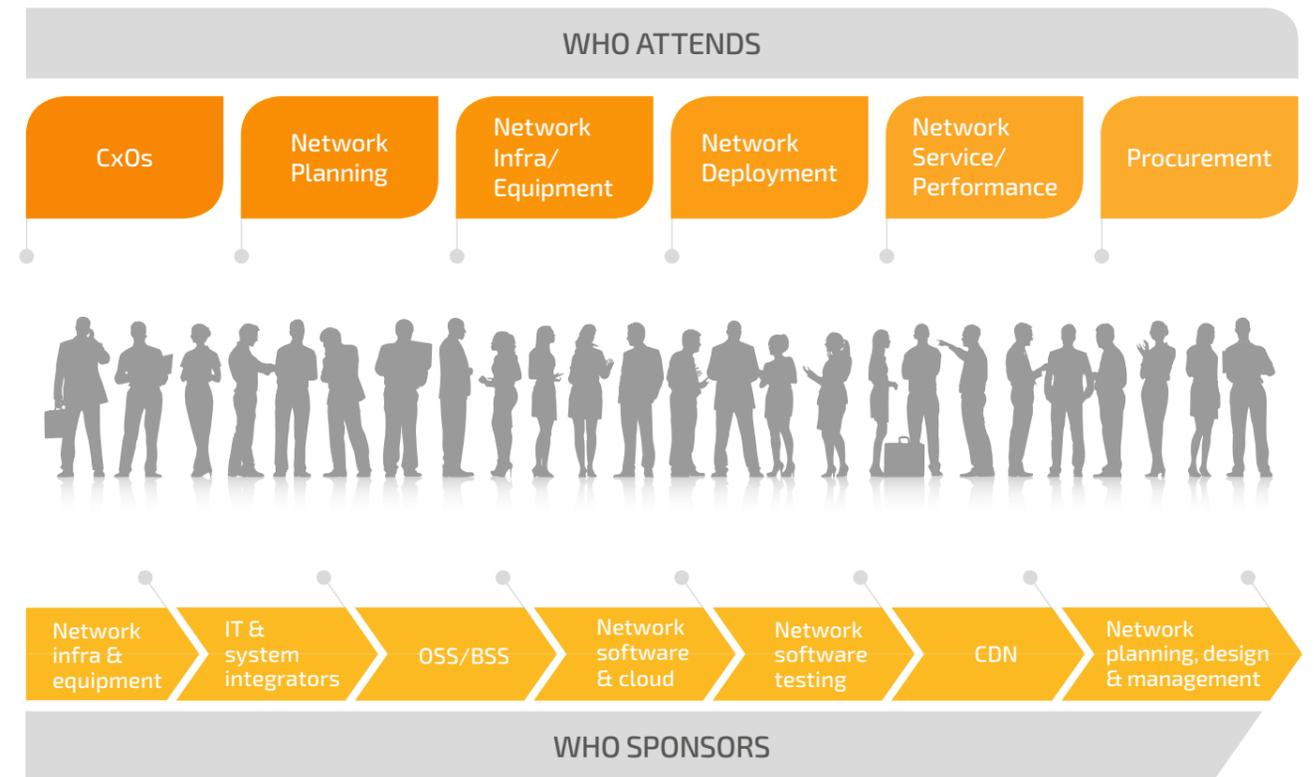


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# THEME 2: NETWORKS

## PLANNING, DEPLOYMENT AND OPTIMISATION FOR NEXT GENERATION CONNECTIVITY

Telecom operators and network owners are constantly having to rethink how they can innovate, create and deliver new network solutions that the new connected economy requires. The Networks track explores every aspects of the network evolution, from rolling out LTE to increasing network capacity and improving QoS to connecting the smart city.



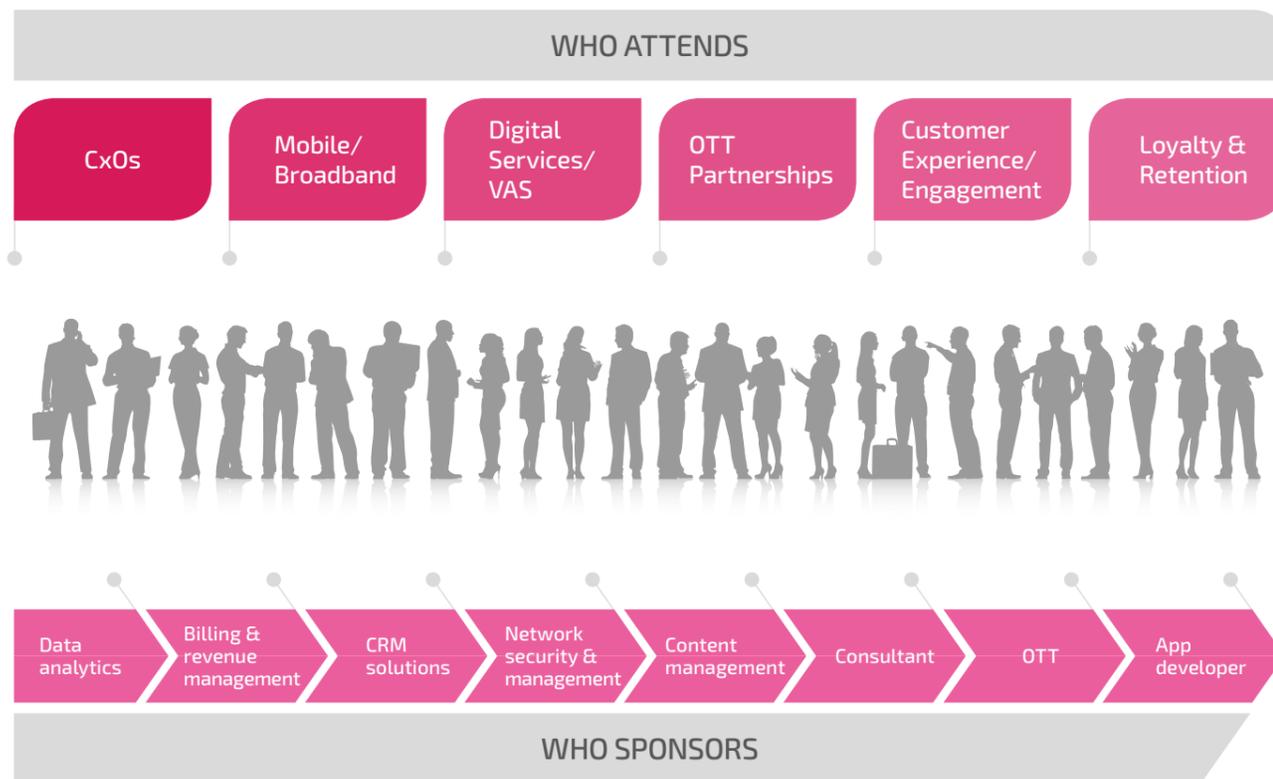
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## THEME 3:

# DIGITAL TRANSFORMATION

## STRATEGIES, INNOVATION AND NEW SERVICES FOR THE DIGITAL NATIVE

As the global economy undergoes a digital transformation, telecom operators need to evolve and develop new capabilities to remain relevant and survive disruption. In Digital Transformation, we cover the changes operators need to undergo, new service offerings for delivering incredible customer experiences and innovative partnerships to drive revenue growth.



"THE CONFERENCE WAS GREAT. IT IS A GOOD WAY TO CONNECT WITH PEOPLE. FOR ME, THAT WAS THE MOST IMPORTANT TAKE AWAY. I TOOK ADVANTAGE OF IT TO MEET MANY INTERESTING PEOPLE AND FOUND AN OVERWHELMING INTEREST IN WHAT MY ORGANISATION DOES. SO, I HAVE TO SAY, THAT I AM VERY POSITIVELY SURPRISED AND EXCITED ABOUT THIS."

Alex Puregger, Chief Executive Officer, Fon



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# PRE-CONFERENCE WORKSHOP

20<sup>TH</sup> MARCH 2017, MONDAY

1 of 4

## FINANCING FOR NETWORK INFRASTRUCTURE ROLLOUT

With 55% of the world's unconnected population living in Asia, there is much room for the development of network infrastructure, particularly in the rural regions. However, there is little incentive for mobile operators to do so, given the challenge presented by an uneconomical cost-benefit equation where high infrastructure investments and fixed running costs are spread over thinly populated areas. How then can telcos work with government bodies and investors to achieve an economically viable solution?

**Available for sponsorship.**

If you can offer solutions or insights on this subject, contact **Hazel Chen** at [hazel.chen@terrapinn.com](mailto:hazel.chen@terrapinn.com) or **+65 6322 2730**

# CONFERENCE AGENDA DAY ONE

21<sup>ST</sup> MARCH 2017, TUESDAY

08:00	Registration
08:50	Organiser's opening remarks
08:55	Chairperson's opening remarks
09:00	<b>Opening keynote address: The vision for a truly connected world</b> <ul style="list-style-type: none"> <li>Making Internet access available and affordable for the world – how are we getting there?</li> <li>Challenges, opportunities, key project milestones</li> <li>Creating sustainable business partnerships – where do carriers fit in?</li> </ul>
09:20	<b>Get ready for a blockchain future</b> <ul style="list-style-type: none"> <li>Applications for blockchain in telecoms – it's not just about Bitcoin!</li> <li>Disrupting traditional processes and creating secure, 100% reliable authentication</li> <li>How next-gen blockchains will impact both operational and digital telecom services</li> </ul>
09:40	Keynote presentation by <b>China Unicom Global, Title Sponsor for Telecoms World Asia 2017</b>
10:00	<b>Opening C-Suite keynote panel: Creating "Telco 4.0"</b> <ul style="list-style-type: none"> <li>Past vs present: how has the role of the telco evolved?                             <ul style="list-style-type: none"> <li>How do you see this changing in the next 5 years?</li> <li>Going beyond dumb pipes – how can telcos become a full-fledged service-oriented provider?</li> <li>Unlocking the value of an IoT economy - how can telcos monetize connectivity?</li> </ul> </li> <li>Embracing Asia's vibrant start-up scene                             <ul style="list-style-type: none"> <li>What are the new partnership opportunities for telcos?</li> </ul> </li> <li>Leveraging new technologies to drive transformation and new collaborations                             <ul style="list-style-type: none"> <li>The blockchain opportunity</li> </ul> </li> <li>Innovating in the age of disruption                             <ul style="list-style-type: none"> <li>Where are the new revenue sources? How can telcos leverage their existing capabilities to create niche or unique selling points?</li> </ul> </li> </ul>
10:40	Morning Refreshments and exhibition viewing

FOR SPEAKING OPPORTUNITIES, CONTACT **Regina Koh** at **+65 6322 2308** or email [regina.koh@terrapinn.com](mailto:regina.koh@terrapinn.com)

# CONFERENCE AGENDA DAY ONE

21<sup>ST</sup> MARCH 2017, TUESDAY

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CARRIERS	NETWORKS <small>Sponsored by Tata Communications Transformation Services</small>	DIGITAL TRANSFORMATION
<b>WHOLESALE OUTLOOK</b>	<b>PREPARING FOR YOUR NETWORKS' EVOLUTION</b>	<b>STRATEGIES FOR THE NEW DIGITAL ECOSYSTEM</b>
11:30	11:30	11:30
<b>Industry update by TeleGeography</b> <ul style="list-style-type: none"> <li>What is the impact of the digital transformation on the wholesale market?</li> <li>What are the new services and revenue streams that wholesale carriers are looking at?</li> <li>Which are the markets still expecting healthy growth?</li> </ul>	<b>Networks Track Sponsor opening address by Tata Communications Transformation Services</b>	<b>The impact of the digital transformation process on the telecoms industry</b> <ul style="list-style-type: none"> <li>How should telcos change their operational models to fit the digital era?</li> <li>What are the key talent gaps that leaders will need to fill or hone?</li> <li>Surviving (and thriving in) the digital disruption</li> </ul>
11:50	11:50	11:50
<b>Chief of Wholesale Panel: Relooking at the business of wholesale</b> <ul style="list-style-type: none"> <li>How can today's wholesale operators transform their current portfolio to compete in a multi-product bundled market?</li> <li>Driving new partnerships – how can wholesale operators continue to develop a strategic network of partners, and leverage their agility and quicker delivery time?</li> <li>Enabling the cloud – maximising your position as a network and DC provider</li> <li>Wholesale and IoT – where are the opportunities for carriers in this space and what will be the business model driving this?</li> <li>What new technologies should wholesalers look at to ensure future network robustness and efficient service delivery?</li> </ul>	<b>Chief Technology Officers' Panel: Meeting the network requirements of tomorrow</b> <ul style="list-style-type: none"> <li>The telco and IoT – what's the role for the telco in supporting the IoT ecosystem                             <ul style="list-style-type: none"> <li>What are the network requirements for this?</li> <li>What are the challenges and how can they be overcome?</li> </ul> </li> <li>Becoming agile and cost-effective                             <ul style="list-style-type: none"> <li>Meeting the demand for low-latency, hi-speed and greater capacity</li> <li>Overcoming the challenge of "legacy networks"</li> <li>Aligning your network strategy with your digital transformation strategy</li> </ul> </li> <li>Keeping up with the changing security threat landscape</li> </ul>	<b>Chief Digital Officers' Panel: Leading the digital revolution</b> <ul style="list-style-type: none"> <li>How ready are telcos to go digital?                             <ul style="list-style-type: none"> <li>What are the existing challenges and how can telcos overcome them?</li> <li>Getting buy-in from the boardroom for investment in data analytics</li> </ul> </li> <li>Designing a digital-first culture – how can the C-suite encourage this?                             <ul style="list-style-type: none"> <li>Retrofitting vs complete revamp</li> <li>Don't forget your customers</li> <li>What are the metrics for success?</li> </ul> </li> <li>Creating a sustainable digital-oriented business                             <ul style="list-style-type: none"> <li>Can telcos afford to play the role of an all-encompassing provider?</li> <li>Opening the doors to greater carrier collaboration</li> </ul> </li> </ul>
12:30	12:30	12:30
<b>COUNTRY SPOTLIGHT – CHINA</b>		
<b>30-min Country Panel: Updates on creating Asia's Digital Silk Road</b> <ul style="list-style-type: none"> <li>Infrastructure investment plans</li> <li>Existing challenges and how they can be overcome</li> <li>What are the opportunities for Asia's carriers</li> </ul>	<b>A vision for 5G</b> <ul style="list-style-type: none"> <li>What are the latest initiatives in the region?</li> <li>5G commercialisation – where to start?</li> <li>How much investment is expected before actual rollout?</li> </ul> <p><b>Available for sponsorship.</b> If you can offer solutions or insights on this subject, contact <b>Hazel Chen</b> at <a href="mailto:hazel.chen@terrapinn.com">hazel.chen@terrapinn.com</a> or <b>+65 6322 2730</b></p> <b>5G Panel: Mapping the road to 5G</b> <ul style="list-style-type: none"> <li>How close are we to large-scale implementation?</li> <li>Pre-5G: what are the pros/cons of 4.5G?                             <ul style="list-style-type: none"> <li>Do the initial investment costs outweigh the eventual returns?</li> <li>Can telcos wait for 5G and skip 4.5G?</li> </ul> </li> <li>What are the challenges in having creating extreme flexibility for 5G and how can they be overcome?</li> <li>What are the expected benefits and new services that can be offered?</li> </ul>	<p>[10-minute overview]</p> <b>Trends in Asia Pacific's MVNO market</b> <ul style="list-style-type: none"> <li>What's driving MVNO growth in the region?</li> <li>Where are new markets and opportunities?</li> <li>Catering to the region's diverse population – factors for success</li> </ul> <p>[Fireside chat]</p> <b>The MVNO scoop: Opportunities in deeper collaboration</b> <ul style="list-style-type: none"> <li>How has the relationship between MVNOs and MNOs evolved?</li> <li>What are the opportunities in developing closer ties with MNOs?                             <ul style="list-style-type: none"> <li>Diversifying and increasing revenue streams</li> </ul> </li> <li>Working with the OTTs – how do you handle the dilemma of competing vs collaborating?</li> <li>Creating an ecosystem of co-creation and co-competition</li> </ul>

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# CONFERENCE AGENDA DAY ONE

21<sup>ST</sup> MARCH 2017, TUESDAY

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13:10 Lunch and exhibition viewing

## COUNTRY SPOTLIGHT: GREATER MEKONG SUB-REGION

## BUILDING BLOCKS FOR A SMART CITY

## DISRUPTING DISRUPTION

14:30

In a series of 30-min panels and 15-min individual presentations, hear from key executives of some of Asia's fast-growing markets on developments taking place and opportunities for collaboration and growth.

### Host Country Panel: Thailand

- Thailand 4.0/ Digital Economy plan updates
- Spectrum allocation

### Supporting a smart city environment

- The role of LPWANs in facilitating connectivity for billions of devices
- What are the pros, cons and challenges?
- Working with existing telecom infrastructure to facilitate a "Smart City" environment

### Ingredients for a successful unicorn-telco partnership

- What are the areas that start-ups and telcos can collaborate on?
- What are some of the foreseeable challenges, and how can they be overcome?
- Staying one step ahead: what are the pros and cons of telcos setting up their own VC arm?

15:00

### Country Panel: Vietnam – Opening the doors to new players

- Data, mobile broadband and smartphone penetration
- State of development of telecom infrastructure and competition
  - Plans for improving the mobile network infrastructure
- Opportunities for foreign investment and partnerships

### Small cell deployment in Asia

- Why the region is a hotbed
- Supporting the development of 5G
- Current challenges facing small cell deployment
- Small cells as the "bridge" to 5G

### INNOVATION LAB PROGRESS CARD

In order to compete with new Web and OTT players that are asset-light and enjoy greater operational flexibility, telcos have started their own innovation programmes to drive new waves of innovation and launched partnerships with startups to develop their own innovative services.

To what extent have these programmes been successful and what new services have been created?

In 15-minute case studies, we invite operators who've launched innovation programmes to share their success stories and key takeaways.

- What are your focus areas in launching your investment unit?
  - Partnerships vs establishing your own fund - what are the pros and cons?
- What kind of ROI are you expecting and how does this help drive new revenue sources?
- Assessing progress – what are the key learning points so far and how do you see these partnership(s) evolving?
- What is the rationale behind investing outside of the pure-play telco space?

15:10

### Overcoming challenges in 4G rollout

- Catering to a data-hungry mobile-centric population
- Incorporating small cells in your network infrastructure
- Achieving ROI from your rollout, even for rural/remote communities
- Tackling the challenge of indoor coverage

15:30

### Myanmar Update

- 4th operator tender and award timeline
- Infrastructure rollout plans

## COUNTRY SPOTLIGHT – EAST ASIA

15:45

In short, 15-minute presentations, hear from the key executives of Asia's matured markets on exciting developments happening in their home country.

### Japan – What's next for the hyperconnected nation

- Current market conditions and new MVNO entrants
- Challenges for growth and competition
- Network infrastructure plans for supporting IoT and Tokyo 2020

15:30

### Networking sharing panel: No telco is an island – relooking at network sharing to deliver high-quality services to your customers

- Improving rural coverage and infrastructure rollout – how can operators leverage each other's network to achieve mutual ROI?
- What are the pros, cons and challenges in achieving greater active network sharing?
- As the network becomes more of a commodity and smart cities a bigger priority, do you see network sharing as the next step going forward?

16:00

### Korea - PyeongChang 2018

- Updates and rollout plans
- Standards for 5G
- Creating next-gen networks for smart cities

# CONFERENCE AGENDA DAY ONE

21<sup>ST</sup> MARCH 2017, TUESDAY

4 of 4

16:10 Afternoon refreshments and exhibition viewing

## REGULATION & SECURITY OUTLOOK

17:00

### Preparing for tomorrow's security challenges

- What are the new threats and challenges facing our networks today
- How can network owners increase resilience to attacks and network disruption
- New privacy issues and implications to consider with overflowing customer data
- Cybersecurity in the age of IoT – how can the industry address this collectively?

17:15

### Closing keynote panel: Formulating regulatory frameworks for the future

- What are the new threats and challenges facing our networks today
- How can network owners increase resilience to attacks and network disruption
- New privacy issues and implications to consider with overflowing customer data
- Cybersecurity in the age of IoT – how can the industry address this collectively?

17:55

Chairperson's closing remarks and end of Day One

18:00

### Evening cocktail:

Available for sponsorship. If you're keen to play host, contact **Hazel Chen** at [hazel.chen@terrapinn.com](mailto:hazel.chen@terrapinn.com) or +65 6322 2730

19:00

### After Party

Available for sponsorship. If you know how to throw a great party, contact **Hazel Chen** at [hazel.chen@terrapinn.com](mailto:hazel.chen@terrapinn.com) or +65 6322 2730

FOR SPEAKING OPPORTUNITIES, CONTACT

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# CONFERENCE AGENDA DAY TWO

22<sup>ND</sup> MARCH 2017, WEDNESDAY

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08:00 Registration and morning refreshments

08:55 Organiser's opening remarks

## BRING FORTH THE CONTENT BINGE

09:00 **Keynote address: Content is king, distribution is queen, and she wears the pants**

- How do you see content generation evolving in the next five years?
  - What new mediums can we expect, and how does this impact the demand for data and traffic?
- What's your vision of the future of content movement and distribution channels
  - How will your audiences' expectations change in the ways they consume content?
  - Do today's networks (location, performance etc) meet the demands of your audience? What about the next 5 years?

09:20 **Keynote address: Conquering Asia's Internet TV market**

- Plans to dominate the booming Asia market
- Potential for growth amidst growing regional competition
- Localizing content and combating piracy
- Partnerships with telcos – how can both parties form mutually beneficial partnerships

09:40 **Joint keynote panel: The telco as a CDN**

- What is the business model?
  - Should telcos create their content?
- Utilising your network to compete with existing CDNs
  - Improving on "last-mile" service delivery
  - Is there room for collaboration?
- Ensuring operational efficiency and high QoS
- Making use of your customer base to achieve targeted, on-point content delivery

10:20 **Meeting the challenges of seamless video delivery**

Video traffic is expected to generate the most traffic and consume the highest bandwidth on our networks in the few years. With new formats, mediums and a variety of devices, how can operators continue to deliver consistently and avoid network snags, leading to customer dissatisfaction? In this session, we examine solutions that can maximise customers' network experience.

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10:40 Morning refreshments and exhibition viewing

# CONFERENCE AGENDA DAY TWO

22<sup>ND</sup> MARCH 2017, WEDNESDAY

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CARRIERS	NETWORKS <small>Sponsored by Tata Communications Transformation Services</small>	DIGITAL TRANSFORMATION
<b>NEW REVENUE OPPORTUNITIES</b>	<b>THE AGE OF VIRTUALISATION</b>	<b>UNLOCKING DEEPER INSIGHTS</b>
11:30	11:30	11:30
<b>Voice Panel: Reinvigorating the voice market</b> <ul style="list-style-type: none"> <li>Where are the new opportunities in voice?</li> <li>Carrying voice from the OTT side                             <ul style="list-style-type: none"> <li>How can carriers facilitate heterogeneous app-to-app and app-to-device calling?</li> </ul> </li> <li>Maximising your returns from VoLTE traffic                             <ul style="list-style-type: none"> <li>Which countries have high potential for full VoLTE rollout? What are the challenges preventing this?</li> </ul> </li> </ul>	<b>Progress card: Assessing the rate of network virtualisation and SDN uptake in Asia</b> <ul style="list-style-type: none"> <li>How does Asia compare with the rest of the world?</li> <li>What are the key obstacles to implementation?</li> <li>What's the business case for smaller MNOs? Will the benefits outweigh the costs?</li> </ul>	<b>Setting and implementing your big data strategy</b> <ul style="list-style-type: none"> <li>How can telcos begin their big data journey                             <ul style="list-style-type: none"> <li>Where to start and what processes have to be in place?</li> </ul> </li> <li>Making sense of your data pools to minimize cost and maximise revenue streams</li> </ul>
	11:50	11:50
	<b>Accelerating interoperability in the virtualized ecosystem</b> <ul style="list-style-type: none"> <li>Why the need for interoperability</li> <li>What are the existing standards and what's remains to be done?</li> <li>Expected returns and benefits with more universal services</li> </ul>	<b>Operator Analytics Snapshots</b> We invite two operators who have made use of advanced analytics to share their success and key takeaways in short practical sessions
12:10	12:10	12:10
<b>Growing your wholesale SMS revenue</b> <ul style="list-style-type: none"> <li>Where are the new opportunities in today's wholesale SMS market?</li> <li>Monetizing your grey routes</li> <li>Improving reliability and combating fraud</li> </ul>	<b>SDN/NFV Panel: Monetizing your investments in SDN and NFV</b> <ul style="list-style-type: none"> <li>What are the new services you have provided with implementation of SDN in your network operations?</li> <li>Challenges and how did you overcome them</li> <li>The role of SDN and NFV as the foundation for a digital transformation</li> <li>Reducing costs, increasing agility and enabling faster service delivery</li> </ul>	<b>Data analytics panel: Using big data to enhance your customer's digital experience</b> <ul style="list-style-type: none"> <li>How can telcos make use of customer analytics to decide what new services to offer?</li> <li>Delivering the ultimate personalised digital customer journey based on their behaviour</li> <li>Security and privacy challenges                             <ul style="list-style-type: none"> <li>How do you see your use of analytics evolving as we move towards a connected devices ecosystem?</li> </ul> </li> </ul>
12:30		
<b>Taking the next step for IPX</b> <ul style="list-style-type: none"> <li>What are the new service offerings and innovative solutions that IPX providers can give to MNOs?                             <ul style="list-style-type: none"> <li>Will this allow them to compete beyond price?</li> </ul> </li> <li>How can IPX support the IoT ecosystem and facilitate M2M communication networks?                             <ul style="list-style-type: none"> <li>How can the industry achieve better collaboration in IPX and maximise new revenue streams brought on by new partnerships?</li> </ul> </li> </ul>		
12:50	Lunch and exhibition viewing	

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# CONFERENCE AGENDA DAY TWO

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COUNTRY SPOTLIGHT - SOUTHEAST ASIA	FUTURE-PROOFING YOUR NETWORK	CATERING TO THE DIGITAL NATIVE
14:30	14:30	14:30
<p>In this segment, we take a look at some of key market developments happening in Southeast Asia</p> <p><b>Singapore – Ushering in the 4th telco</b></p> <ul style="list-style-type: none"> <li>What is your business model and how does it differ from your competitors</li> <li>What gaps are you hoping to fill in the current telecoms landscape</li> <li>Plans for infrastructure rollout and service provision</li> <li>What are the plans to contribute to Singapore's Smart Nation initiative</li> </ul>	<p><b>Data centre requirements for the future</b></p> <ul style="list-style-type: none"> <li>How will the role of DCs evolve to support the IoT ecosystem?</li> <li>Expanding your DCI networks                             <ul style="list-style-type: none"> <li>How should/can telcos partner with DC operators to facilitate this?</li> </ul> </li> <li>Overcoming increasingly complex security challenges</li> <li>The feasibility of a Software-Defined Data Center (SDDC)</li> </ul>	<p><b>Same same but different: Best practices from OTTs</b></p> <ul style="list-style-type: none"> <li>What can telcos learn from Internet companies in meeting the needs of their customers?</li> <li>Maximizing the cloud to reduce costs and streamlining your IT infrastructure</li> <li>Digitalising your CRM to track and manage your customer interactions</li> </ul>
14:45	14:50	14:50
<p><b>Country Panel: Indonesia – Feeding the bandwidth hungry</b></p> <ul style="list-style-type: none"> <li>Improving Internet connectivity and infrastructure in the rural regions                             <ul style="list-style-type: none"> <li>Updates on the Palapa Ring II project</li> </ul> </li> <li>Meeting the demand for low-latency and heavy content consumption on mobile</li> <li>Opportunities for foreign investment and partnerships</li> </ul>	<p><b>Optimizing your energy management for your network expansion</b></p> <ul style="list-style-type: none"> <li>What will be the energy requirements to power expanding networks which require high speed and minimal downtime?</li> <li>How can CIOs optimize their network infrastructure to ensure efficient energy consumption and lower costs?</li> <li>Harnessing the power of Green Energy</li> </ul> <p><b>Available for sponsorship.</b> If you can offer solutions or insights on this subject, contact <b>Hazel Chen</b> at <a href="mailto:hazel.chen@terrapinn.com">hazel.chen@terrapinn.com</a> or +65 6322 2730</p>	<p><b>Going all-digital: Lessons from Singapore's new MVNO</b></p> <ul style="list-style-type: none"> <li>Thoughts behind choosing a full digital experience for customers</li> <li>Do you foresee this pool of "digital-only" customers growing, or is a physical store still important?</li> <li>What can traditional telcos learn from you?</li> </ul>
15:15	15:10	15:10
<p><b>Country Panel: Philippines</b></p> <ul style="list-style-type: none"> <li>Updates on the Philippine Digital Economy Plan</li> <li>Spectrum allocation plans</li> <li>Driving infrastructure improvements                             <ul style="list-style-type: none"> <li>What is the role of DICT?</li> <li>How can the nation's telcos achieve better collaboration?</li> </ul> </li> <li>Conditions for new market entrants                             <ul style="list-style-type: none"> <li>Is there room and how can this spur new innovations and services?</li> </ul> </li> <li>Opportunities for foreign investment and partnerships</li> </ul>	<p><b>OSS/BSS Panel: Creating a next-gen OSS/BSS architecture to support your telco's transformation</b></p> <ul style="list-style-type: none"> <li>How are demands for next-gen services changing the way we deal with OSS/BSS</li> <li>Maintaining low costs while achieving scale</li> <li>Supporting automated, software-driven services</li> <li>Making your OSS/BSS function an integral element of your service layer architecture</li> <li>Creating a next-gen Telco OS</li> </ul>	<p><b>Customer Experience Panel: Serving the customer of 2020</b></p> <ul style="list-style-type: none"> <li>What are today's customers looking for from their service providers?</li> <li>Ushering in the era of mass personalisation                             <ul style="list-style-type: none"> <li>How can you actively engage customers on their digital journey?</li> <li>How are you creating an integrated omnichannel experience for your customers?</li> <li>What are the challenges?</li> </ul> </li> <li>In an increasingly crowded marketplace, how can telcos continue to differentiate and retain customer mind space?</li> <li>Beyond the NPS – are there better ways to measure customer satisfaction?</li> </ul>

FOR SPEAKING OPPORTUNITIES, CONTACT **Regina Koh** at +65 6322 2308 or email [regina.koh@terrapinn.com](mailto:regina.koh@terrapinn.com)

# CONFERENCE AGENDA DAY TWO

22<sup>ND</sup> MARCH 2017, WEDNESDAY

4 of 4

COUNTRY SPOTLIGHT - SOUTH ASIA AND MENA	OPPORTUNITIES IN AN OPEN ECOSYSTEM	MONETIZING YOUR DIGITAL SERVICES
15:45	15:50	15:50
<p>We close with a focus on India and the Middle East, two unique markets with diverse populations and huge opportunities for growth and collaboration</p> <p><b>Country Panel: India - Digital India</b></p> <ul style="list-style-type: none"> <li>Updates on project timeline</li> <li>Key challenges and plans to address them</li> <li>Partnership opportunities</li> </ul>	<p><b>The case for open collaboration</b></p> <ul style="list-style-type: none"> <li>What are the pros and cons of collaborating openly for our networks</li> <li>What are the steps required to overcome existing challenges and achieve more mutually beneficial outcomes?</li> <li>Are we looking at a future of an open networks ecosystem?</li> </ul> <p><b>Open Networks Workshop</b></p> <p>In this interactive session, we invite delegates to participate in several small-group discussions happening off-stage to share with each other the challenges, innovative solutions and their vision of the future telecom network infrastructure.</p> <p>One representative from each group will present the outcome of their sharing on stage at the end of the 40-minute session.</p>	<p>As telcos seek to offer new services in order to make up for revenue decline in legacy services, and also cater to the needs of their customer, we look at some of the services that have been launched and assess the business models, in a bid to generate ROI.</p> <p>In 15-minute presentations, we invite operators to share their journey in creating new service offerings.</p> <ul style="list-style-type: none"> <li>How did you identify which/ what types of services to offer                             <ul style="list-style-type: none"> <li>Utilising your existing customer pool and capturing new audiences</li> </ul> </li> <li>How is your business model structured?                             <ul style="list-style-type: none"> <li>Collaborating with the OTTs</li> <li>Timeline for achieving ROI</li> </ul> </li> <li>What were the challenges faced in implementation (e.g. regulatory, uptake rate etc)                             <ul style="list-style-type: none"> <li>M-Health</li> <li>M-Payments</li> <li>M-Commerce</li> <li>Connected Car</li> <li>Smart Home</li> </ul> </li> </ul>
16:15		
<p><b>Middle East Update</b></p> <ul style="list-style-type: none"> <li>Latest infrastructure rollouts in the Gulf</li> <li>Plans for Smart City development                             <ul style="list-style-type: none"> <li>What are the challenges?</li> <li>Where are the opportunities for collaboration?</li> </ul> </li> <li>Fostering a healthy start-up environment</li> <li>What can Asia's telcos learn from the Middle East?</li> </ul>		
16:30	Chairperson's closing remarks and end of Telecoms World Asia 2017. See you in 2018!	

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VIP pass	20	15	10	10	10	5
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