



International MVNO Summit

June 12th – June 13th, 2014
Pudong Kerry Hotel, Shanghai

June 12th, Thursday

13:45 Opening Address

14:00 Government Guidelines: China MVNO Regulatory Update & Market Forecast
China's Ministry of Industry and Information Technology (MIIT)

14:20 China Mobile's Wholesale Strategy and Focus
Xu Gang, Deputy General Manager, Marketing Department, China Mobile

14:40 Expert Perspective: Outlook of Global MVNOs Development Footprint and Business Models
Joss Gillet, Senior Analyst, GSMA Intelligence

15:00 MNO&MVNO Panel: Exploring New Business Opportunities Together with MVNO Partners
Moderator: Kuo Pin Ng, Managing Director-Greater China, Communications, Media & Technology Lead, Accenture
Panel Guests: Zhou Renjie, General Manager of Regulatory Department, China Unicom
Jack Zhao, Executive President, Funtalk China
Frank Meng, President, 21Vianet Group
Yu Fenfei, Vice President and head of MVNO, China Telling

15:30 The Role of Technology in Enabling Better Customer Experience and Service Interoperability
Mary Clark, Chief Marketing Officer, Syniverse

15:50 MVNE: Enabling MVNOs to Achieve Success
Kuo Pin Ng, Managing Director-Greater China, Communications, Media & Technology Lead, Accenture

16:10 Retail to Telecom: How to Ensure a Successfully Transformation?
Jack Zhao, Executive President, Funtalk China

16:30 The Next Horizon of Mobile Communication
Wang Xianshu, CEO and Chairman, Bus-Online

16:50 Social Media Impacts and Revenue Capitalisation Strategies for Carriers and MVNOs
Kashif Amjad, CEO, Slimtel

17:10 Closing of the Day 1 Event

June 13th, Friday – Special Session on MVNO&OTT

- 09:00 Telecommunications Services: Cable's Entry into Wireless
Jonathan Chaplin, Managing Partner, New Street Research
- 09:20 Travelers to US and Chinese American Community in US Market
Andy Xuan, Sales Director of China & Vietnam Market, Sprint
- 09:40 Outlook on the Future of MVNO Industry in Chinese and International Markets
Xu Lidong, Lead, Market Research Dept., China Academy of Telecommunication Research; Chief Expert, MVNO Development Research Center, China Association of Communication Enterprises
- 10:00 Panel discussion: The Key of Data Traffic Operation
Moderator: Yang Guang, Senior Analyst - Wireless Operator Strategies, Global Wireless Practice, Strategy Analytics
Panelists: Cheng Rentian, Investment Director, Fortune Capital
Jiang Yijie, Director, IT Operation Dept., China Telecom
Chris Chen, Vice President, Consumer Experience, FreedomPop
- 10:30 Chinese Brand Overtaking in the Era of LTE
Cao Jingsheng, Vice President, Coolpad
- 10:55 Snail Mobile: The Age of "Free" is Coming
Chen Yan, President, Snail Mobile
- 11:20 International Travelers and Chinese Communities Market for MVNOs in APAC Region
Lim Sen Keong, Senior Consultant, Detecon Asia-Pacific Ltd.
- 11:40 Panel Discussion: International Travelers and Chinese Communities Market and its Opportunities
Moderator: Shanks Kulam, CMO, MVNO Dynamics
Panelists: George Guo, Corporate Vice President, Syniverse
Shi Hai, Founder and CEO, Suzhou Snail Digital Technology Co., Ltd.
Hong Lu, Managing Director, APAC, Jasper Wireless (to be confirmed)
- 12:20 Lunch and Networking**
- 14:00 How to Customize Sponsored Data Plans for 3G/LTE Users?
Zhou Hua, General Manager, Data Operation Support, Broadband Business, China Unicom
- 14:25 The Directional Flow of OTT in WeChat TV
Andy Huang, Vice President and CTO, BesTV New Media Co., Ltd.
- 14:50 Sponsored Data for Social Network: Discussion on Wechat Wo SIM Card Sponsored Data
Terra Zhang, General Manager, Operator Business – Eastern China, Tencent
- 15:15 Panel Discussion: Create a Favorable Environment for OTT Data Management
Moderator: Victor He, Co-founder, Chief Editor, DVBCN & AsiaOTT
Panelists: Wei Xin, General Manager, Wostore, China Unicom
Chang Jianlong, Deputy General Manager, TV189, China Telecom
Terra Zhang, General Manager, Operator Business – Eastern China, Tencent WeChat
Cao Jingsheng, Vice President, Coolpad
- 15:55 MVNE in the Era of Internet
Jerry Li, Vice President, AsiaInfo

- 16:20 OTT Video Services help MNOs and MVNOs Develop Sponsored Data Plans
Yongqiang Yang, Vice President and CTO, Le Shi Internet Information & Technology Corp., Beijing
- 16:45 Panel Discussion: BSS & OSS for MVNOs and MNOs
Moderator: Jerry Li, Vice President, AsiaInfo
Panelists: Liu Jing, CEO, SkyRoam
Zhang Fengxiang, Vice President, D-phone
Zhang Jian, Senior Vice President, Longmaster Information & Technology Co., Ltd.
Yongqiang Yang, Vice President and CTO, Le Shi Internet Information & Technology Corp., Beijing
- 17:10 Chinese MVNOs Entering the “Link” Age
Zou Xueyong, Secretary General, China VNO Union
- 17:50 End of the Day 2 Event