



MAE AT A GLANCE

DATES:

Wednesday, 11 June -
Friday, 13 June, 2014

EXHIBITION LOCATION:

Shanghai New International Expo
Centre (SNIEC), Halls N1 & N2

CONFERENCE LOCATION:

The Kerry Hotel Pudong

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www.MobileAsiaExpo.com

- Exhibitor listings
- Exhibition highlights
- Conference session details
- Transportation information
- Registration details
- and much more!

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What is Mobile Asia Expo?

- A massive technology **Expo**, showcasing cutting-edge technology, products, devices and apps. Exhibitors include AT&T, China Mobile, China Telecom, China Unicom, Cisco, Huawei, KT, Lenovo, McAfee, NEC, NTT DoCoMo, Oracle, SAP, SK Telecom, Sony, Toshiba, ZTE and more
- **The Mobile Forum**, a world-class thought-leadership conference programme filled with action-provoking sessions, featuring industry CEOs and visionary keynotes
- Unsurpassed **Networking Opportunities** to encourage business development and partnerships

Who Will Attend?

More than 20,000 attendees and 200 exhibitors are expected to attend Mobile Asia Expo 2014, including:

- **C-Level Mobile Industry Executives** looking for outstanding business development and networking opportunities
- **Mobile Industry Professionals** wanting to stay current on mobile trends and benefit from exceptional training opportunities
- **Professional-Level Consumers** craving the latest mobile technology and wanting to pursue their mobile passion





EVENT HIGHLIGHTS

Mobile Asia Expo 2014 will be the biggest and best yet. Event features include:

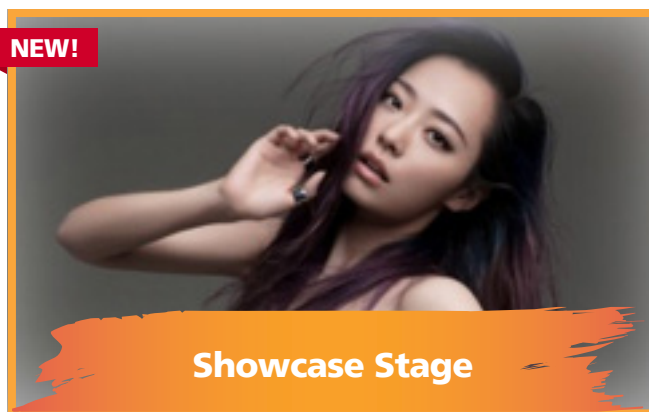
- **The GSMA 'Connected City'** – Explore the ways mobile technology is enabling cities to become more efficient
- **Showcase Stage**
- **More networking opportunities** – Connect with the C-level leaders in the Asian mobile industry through a range of unique networking opportunities
- **My MAE online networking platform** – Reach out to new contacts and set up meetings using our exclusive dual-language social networking tool
- **Training opportunities** – Participate in formalised mobile industry business training geared toward director & manager-level employees



GSMA Connected City

11-13 JUNE – Using technology that is already working today, this exhibition showcases the impact that new mobile services will have on everyday lives, from connected cars to connected shopping and smart sensing clothing showcased by our partners including **Fitbit, Huawei, KT, Qualcomm** and **Sequans**.

Take a journey through the connected life to see first-hand how connected solutions will work to create value and new business opportunities in retail, health, utilities and transport. Find out how mobile will work to improve the quality and convenience of people's lives, making fitness goals easier to achieve, shopping more convenient, homes and cars more secure and urban living safer and more environmentally friendly. Participate in a variety of entertaining, interactive demonstrations, competitions and live sporting events.



Showcase Stage

11-13 JUNE – **New for 2014!** Our Showcase Stage in Hall N3 of the Expo will feature device demonstrations, product presentations and a series of Showcase Dialogues - fireside chats featuring key opinion leaders, bloggers and tech entrepreneurs.

Chinese Pop Star **Jane Zhang**, a technology and social media enthusiast with more than 27 million Weibo followers, will share how her career and success has been influenced by social media. Notable tech personalities **Mingjie Huang, Lei Gao, Tao Zhang**, and **Zhao Dong** will also speak.

The Showcase Stage will also feature a daily 'Early-Gets-Lucky' gadgets give-away drawing, the GSMA 360Fashion & Tech Runway Show, the SWELL Innovation Awards and Mixer, and showcases by Fitbit and ZTE.



Partner Events

11-13 JUNE – Partner Events are held to gather like-minded industry leaders to discuss trends, challenges and solutions, as well as develop relationships to promote the mobile industry.

- **ICT and New Urbanization Summit 2014** – This Summit, organised by C114, will explore opportunities, issues and challenges in the rapid development of urbanisation and ICT
- **MAE Mobile Gaming Summit** – Hosted by GMGC, this event will share insights on the new mobile technologies and the opportunities they create for triple-A mobile games
- **Inside Mobile Summit by McCann** – This two-day summit will seek to map the near future consumer experience of shopping for a marketer audience, as well as look at the ecosystem of connected health and wellness.
- **International MVNO Summit** – Organized by GSMA and DVBcn, this event focuses on the innovative development of multinational roaming and multiscreen sponsored data



Innovation Labs

11-13 JUNE – These labs showcase emerging technologies, products, services and allow attendees to hear from the most innovative technology companies in the mobile ecosystem.

App Planet

11-13 JUNE – The App Zone and App Labs are your destination to see who is creating the next big thing, connect with peers, or attend content specific conferences for the developer community.

Fitbit Challenge

11-13 JUNE – Use Fitbit Flex devices to monitor your daily activity, share statistics and see the real impact of live personal data on activity levels. Prizes will be awarded daily to the individuals recording the highest number of steps.



Global Device Summit

10 JUNE – Part of the Devices Unlimited programme at MAE14, this half-day pre-event workshop will focus on the key issues facing the global device market today.

Country/Region Pavilions

11-13 JUNE – The Country/Region Pavilions provide visitors with the opportunity to meet with regional delegations showcasing the products, services and innovations from their countries.



THE MOBILE FORUM CONFERENCE PROGRAMME

Agenda Highlights

- Mobile Broadband for All?
- Digital Lifestyles: Connecting the Individual to the City
- Traversing the OTT Landscape
- Operator Strategies for Growth
- Smarter Cities for Smarter Citizens: Plotting the Path to Smarter Cities
- Mobile Media: Driving Data Consumption
- Mobile Retail: Local Innovation, Global Opportunity
- Security & Privacy: The Power of the SIM
- Smart Device Showcase
- LTE Monetisation: Service Innovation, Pricing & Packaging



Keynote Speakers Include



Lin Bin
Co-founder and President,
Xiaomi



Xi Guohua
Chairman,
China Mobile



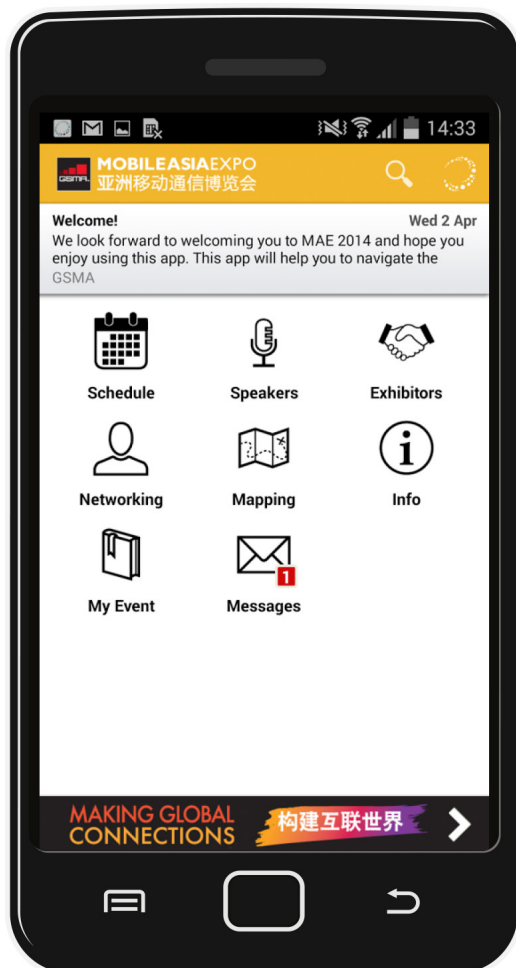
Sirgoo Lee
Co-CEO,
Kakao Corporation



Dr. Chang-Gyu Hwang
Chairman and CEO,
KT Corp



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GSMA Mobile App

Download the free GSMA Mobile App now and get ready for an exciting event! When you use the GSMA Mobile App, all your preferences, appointments and favourites will instantly sync with My MAE and be ready for you!

- Fully Bilingual
- Personalised Event Schedule
- Favourite Speakers
- Attendee Networking
- Messages & Meeting Requests
- Favourite Exhibitors
- 3-D Exhibition Maps

Available on iOS, Android, and Windows Phone.

My MAE



My MAE is the online event portal for Mobile Asia Expo 2014 – designed to help you manage all your event information and network with other attendees.

Visit www.mobileasiaexpo.com/my-mae for more information and to log in today.



PURCHASE YOUR PASS TODAY

Choose the pass that's right for you!

	 Exhibition Visitor Pass	 Gold Pass
Mobile Forum Keynotes & Conference Sessions The Mobile Forum conference programme features executives from leading companies in mobile and adjacent industries. Includes post-event access to conference presentation materials.		■
Mobile Forum Lunch & Networking Breaks Dine and network with fellow industry leaders between conference sessions.		■
VIP Networking Lounge Access Find a seat, hold a meeting or make new contacts in the exclusive VIP Networking Lounge.		■
Connected City Networking Cocktail An exclusive networking reception on Thursday 12 June at the conclusion of the Mobile Forum, held in the GSMA Connected City		■
GSMA Intelligence Report Receive a complimentary copy of the 2014 First Quarter GSMA Intelligence Report		■
Expo Access See more than 250 exhibitors showcasing the latest products, devices and technologies. Includes access to themed pavilions, the GSMA Connected City and other Expo feature areas.	■	■
Innovation Labs & The App Lab Attend presentations and programmes presented by our exhibitors, sponsors, and partners.	■	■
My MAE Event Portal Our exclusive schedule builder and attendee networking site to help you plan your time at Mobile Asia Expo.	■	■
Purchase Price:	¥50 FREE! <i>for a limited time</i>	\$1,500 USD or ¥10,000 RMB

For more information about MAE passes and prices, visit our website: <http://www.mobileasiaexpo.com/passes-and-prices/>

Add-on Training Sessions

Specialised training programmes and sessions may be added to either pass for an additional fee. Information on the available opportunities and costs are available on our website, www.MobileAsiaExpo.com.