



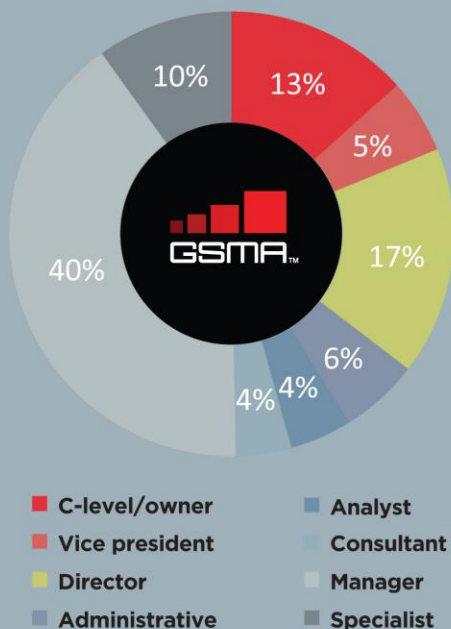
Mobile Asia Expo 2013

- Facts and Figures -





Attendees by **business title** @ the expo

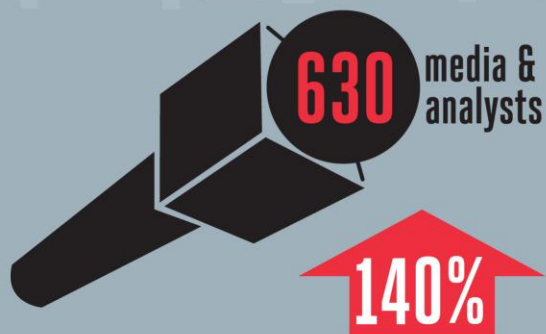


Attendees by **job role**

Supply chain management and distribution
Research and development Training/education/HR
 Client/customer service **Advisory, strategy, planning, performance**
 Finance/accounting **Business development/sales**
 Press **Technical/engineering** App/software developer Manufacturing
 Operations management **Marketing/advertising/PR** Government/regulatory
 Legal/IP **Sourcing/procurement/buyer**

Attendees by **company type**

Mobile content/creation provider **Consultancy** Venture capital
Government/regulatory Integrated solution vendor (software only) **Finance/banking/insurance**
 Mobile virtual network operator (MVNO) **Device manufacturer** **IT/hardware manufacturer**
Broadcast/media **Mobile network operator** Education/training
App and software development Consumer electronics manufacturer **Service provider**
Network infrastructure vendor Component manufacturer
 Test/measurement vendor **Mobile advertising/marketing/PR** Association/foundations/NGO





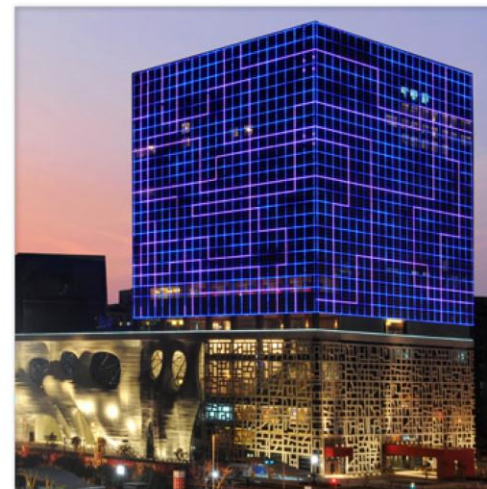
World-class exhibition and conference venues



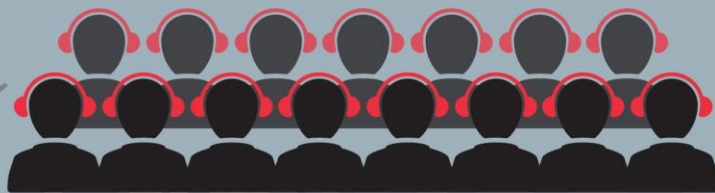
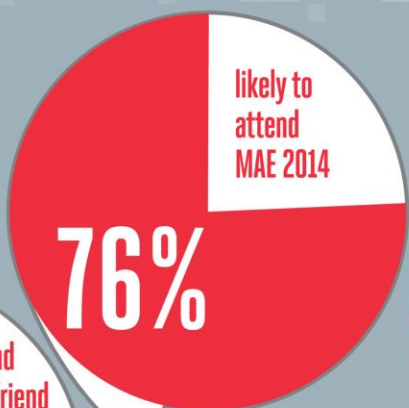
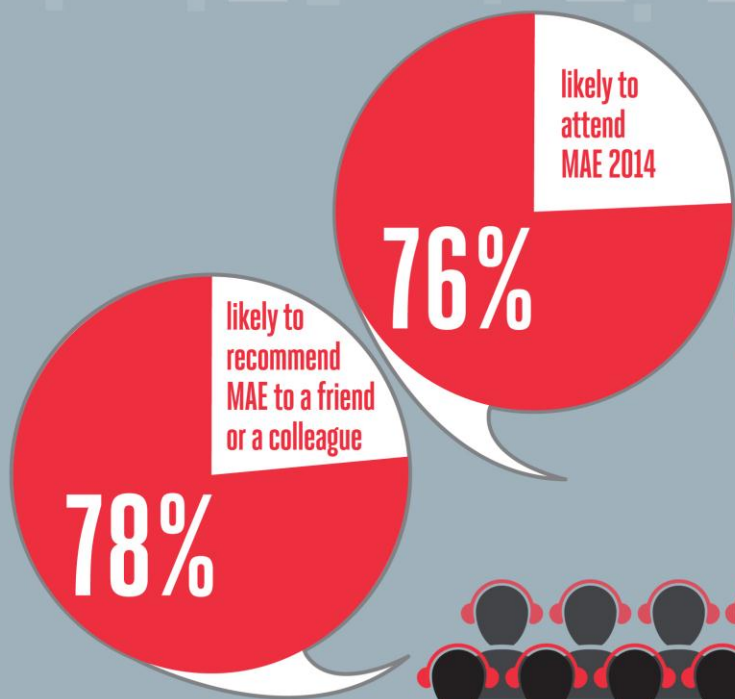
Shanghai New International
Exhibition Centre



Kerry Hotel Pudong



Jumeirah Himalayas Hotel



Over 90% attendees agreed that MAE:

- Is the most important event for mobile industry in Asia
- Is the place to discover mobile innovations
- Provides opportunity to market their products to the world

Most attendees **used MAE to:**

- Keep up to date with developments
- Identify and meet with potential partners and suppliers
- Network with peers
- Build and communicate their brands



An Expo where Tech Enthusiasts and Industry Executives Meet





Latest Mobile Technology Exhibited by **Top Global Businesses**

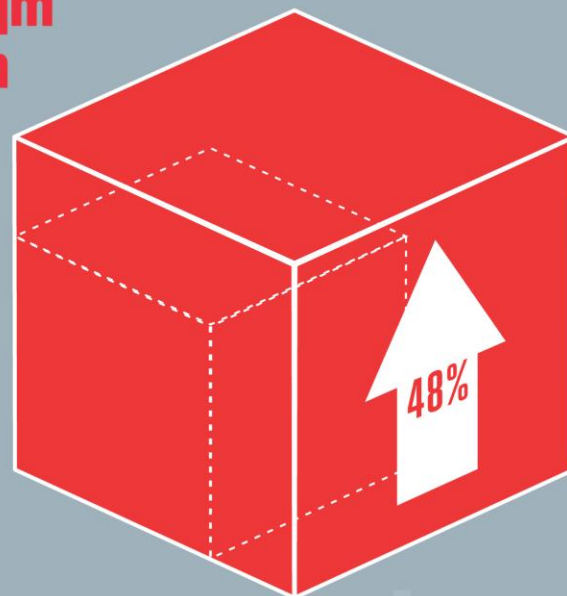
				
				
				
				
				
				
				



Exhibitors attended:

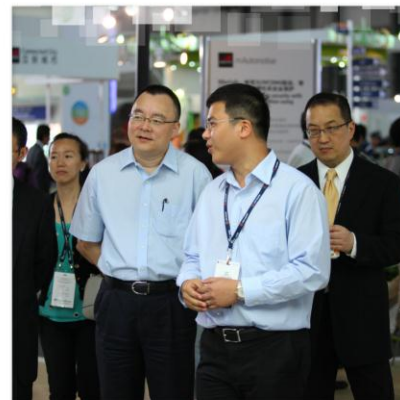
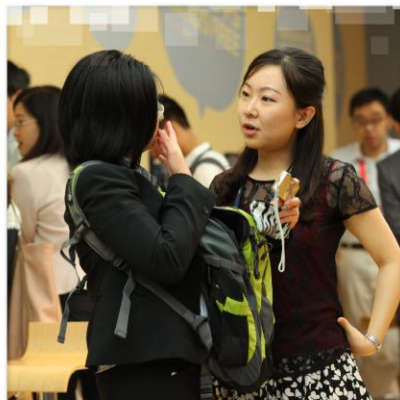
Amazon, AT&T, Alcatel-Lucent, China Mobile, China Telecom, China Unicom, Cisco, Coca-Cola, Facebook, Ford Motor Company, Huawei, IBM, KT Corp., Lenovo, Mozilla, NEC, NTT DoCoMo, Samsung, Sharp, SK Telecom, Sony, Toshiba, Visa, ZTE, and more.

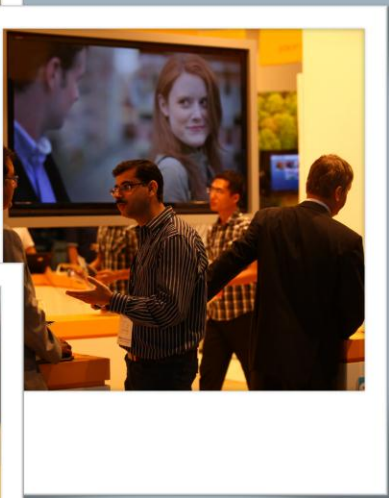
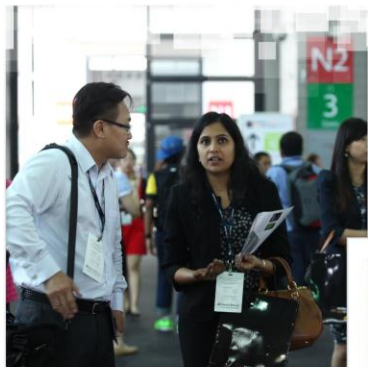
**29,000 sqm
exhibition
space**



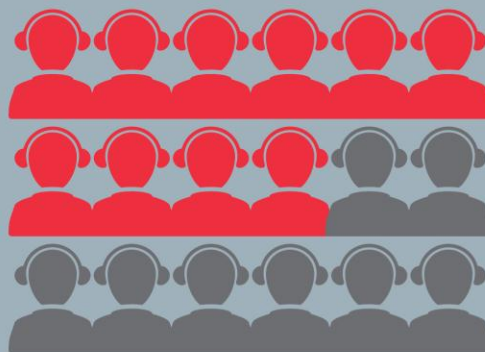


Connected City

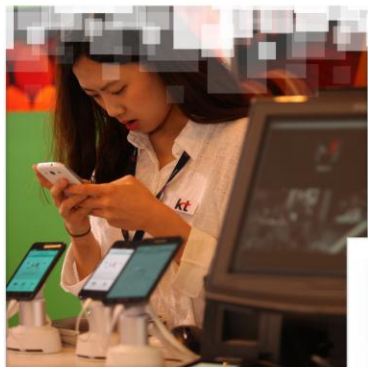




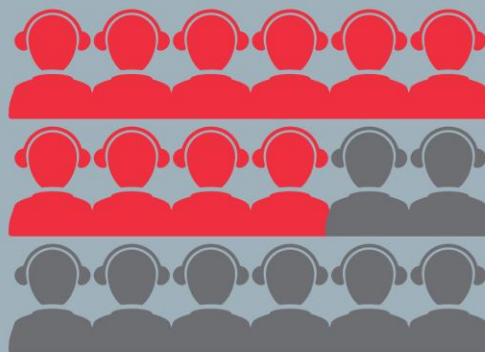
More than half of the
attendees rated
"Quality of the Exhibitors"
as **"Excellent"**



58%
expressed interest
in business related
activities



More than half of the
attendees rated
"Quality of the Exhibitors"
as **"Excellent"**



69%
had a consumer
interest in
the expo



An Internationally Renowned Mobile Conference



Conference highlights

- ✓ The changing Asian mobile consumer
- ✓ Driving business transformation across industries
- ✓ Enabling a new era of enterprise mobility
- ✓ Capitalising on mobile cloud capabilities
- ✓ Creating value across the mobile payments landscape
- ✓ Growing new competencies in big data
- ✓ Differentiating through improved network technology
- ✓ Continuing innovation in devices and apps



2,760 conference attendees

Representing

63 countries

13%



58% CEO/CXO/Owner/VP/Director
87% Manager or above

Attracted attendees from

Asia Pacific **86%** and
Rest of the World **14%**



 MOBILE ASIA EXPO
亚洲移动通信博览会

- Nearly **20 conference sessions**
- **88 speakers**
- Topics covered
 - connected living
 - devices
 - social media
 - mobile wallets
 - NFC
 - LTE
 - and more!





Keynote speaker line-up



Xi Guohua
Chairman
China Mobile



Franco Bernabè
Chairman and CEO
Telecom Italia Group



Suk-Chae Lee
Chairman and CEO
KT



Jon Fredrik Baksaas
President and CEO
Telenor Group



David Thodey
CEO
Telstra



Anne Bouverot
Director General
GSMA



Jinwoo So
CEO
SK Planet



Mark Shuttleworth
Founder
Ubuntu



Rajeev Singh-Molares
President
Alcatel-Lucent
Asia Pacific



Alexander Rusli
CEO
Indosat



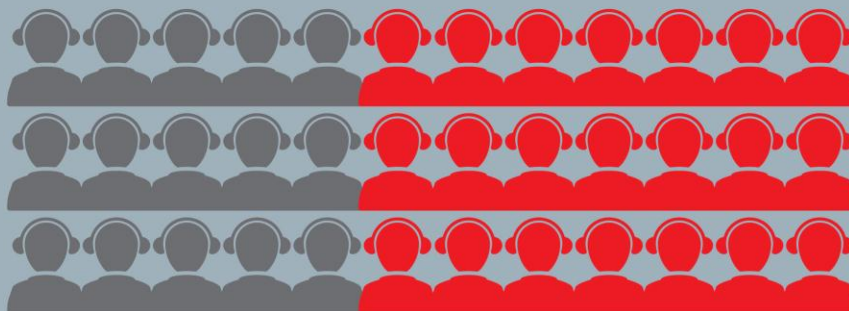
Sangqi Li
CTO
Huawei



Vaughan Smith
Business
Development
Facebook



Over half of the attendees rated
"Overall Experience" as **"Excellent"**





Contact GSMA for more details on **attending, exhibiting or advertising**

Hong Kong _____ (852) 9255 0680

Shanghai _____ (86) 139 1862 0441

Beijing _____ (86) 139 2523 5817

Asia Pacific _____ (852) 6173 3619

Europe, U.S., Middle East & Africa _____ (44) 7920 203 277



Sales@mobileasiaexpo.com



www.mobileasiaexpo.com