



MOBILE ASIA EXPO
亚洲移动通信博览会

Shanghai | 11-13 June 2014 • 上海 | 2014年6月11至13日

mm
MOBILE MONDAY™



**MAKING GLOBAL
CONNECTIONS**
构建互联世界

Exhibition Partner Programme

MOBILE ASIA EXPO 2014



MOBILE ASIA EXPO

Mobile Asia Expo is a hybrid event featuring a cutting-edge exhibition, a thought provoking conference, game-changing developer programmes, profitable networking experiences, to deliver the premier event in Asia focusing on the operator community and initiatives.

At Mobile Asia Expo, mobile executives with interests in Asia meet to conduct business; managers from the mobile industry learn about their industry; affluent, early adopting consumers in Shanghai explore what's next in mobile.

Mark your calendars now to participate 11-13 June 2014 at the Shanghai New International Expo Centre in Shanghai, China, for Asia's best mobile industry event.

Mobile Asia Expo features something for everyone with an interest in the mobile industry. **Expected attendees include:**

- *B2B Mobile Professionals looking for outstanding networking opportunities with senior industry leaders and discussing emerging industry trends*
- *Industry professionals looking to further their mobile knowledge and discover new products and technologies*
- *Mobile Consumers interested in the latest in mobile technology and devices*
- *Retail Buyers seeking new products and glimpsing the future of mobile*
- *App Developers interested in learning the newest developments from the largest platforms*



2013 Highlights:

■ Attendees	20,645
■ Conference Attendees	2,760
■ Press & Media	630
■ Global Participation	104 countries
■ C-Level, Board, Vice Presidents	58%



MOBILE ASIA EXPO FACT & FIGURES

"We are entering a new era where mobile truly is transforming how the world communicates, how business is conducted and how people live their lives." John Hoffman, CEO, GSMA Ltd.

Mobile Asia Expo 2013 presented an impressive gathering of C-Level mobile industry leaders and tech-minded prosumers to the fastest growing region in mobile.

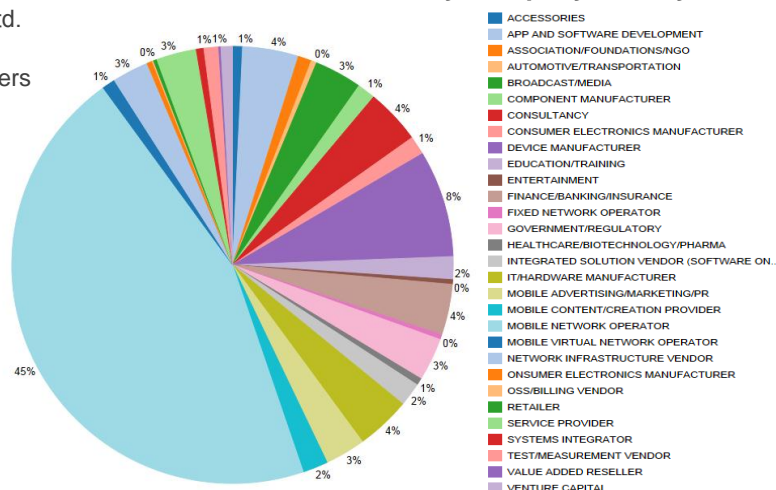
Impressive Facts from 2013

- 58% C-Level Conference Attendees from 104 countries
- 45% of Conference Attendees work for a Mobile Network Operator, with over 150 worldwide operators represented from 52 countries
- Approximately 200 exhibition stands occupied 8,000 sqm of exhibition space
- Over 430 individual news organisations from 13 countries, regions
- 88 Conference Speakers

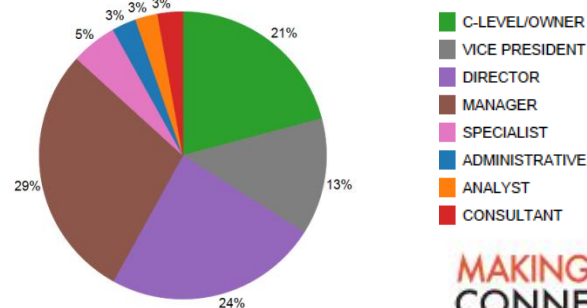
In the conference, a variety of renowned speakers from the mobile spectrum in Asia presented their thought leadership. Among these distinguished speakers included:

- Suk-Chae Lee, CEO, KT Corporation
- David Thodey, CEO, Telstra
- Xi Guohua, Chairman, China Mobile
- Jon Fredrik Baksaas, President and CEO, Telenor
- Selina Lo, President & CEO, Ruckus Wireless
- Alexander Rusli, CEO, Indosat
- Mark Shuttleworth, Founder, Ubuntu
- Jinwoo So, President and CEO, SK Planet
- Sanqi Li, CTO, Carrier Networks, Huawei
- Rajeev Singh-Molares, President, Asia-Pacific, Alcatel-Lucent

Conference Attendees by Company Activity



Conference Attendees by Job Function





WHY EXHIBIT?

Taking a showcase exhibition stand or hospitality suite in the Expo allows your company to engage with the highest levels of your target audience, opening doors for your people to connect, network and do business. Exhibiting companies receive exposure to a premiere group of important mobile industry players and consumers, creating opportunities for:

- Face-to-face meetings with your best prospects
- High-level networking activity
- Exceptional branding exposure to over 20,000 attendees
- Extensive Chinese and Asian press coverage for product launches and press conferences
- Innovative showcase to reach mobile-passionate consumers
- Solid platform for positioning products and devices as the leaders in the market

In 2014, we expect over 250 exhibitors occupying 25,000sqm of exhibition space. Ensure your company stands out from the competition by taking an exhibition or hospitality space.



Top Exhibitors in 2013:

- | | |
|----------------------|-------------------|
| ■ AirWatch | ■ KT Corporation |
| ■ AT&T | ■ Lenovo |
| ■ Alcatel-Lucent | ■ Mozilla |
| ■ China Mobile | ■ NEC |
| ■ China Telecom | ■ NTT DoCoMo |
| ■ China Unicom | ■ Samsung |
| ■ Cisco | ■ Sharp |
| ■ Coca-Cola | ■ Sony |
| ■ Ford Motor Company | ■ Toshiba |
| ■ Huawei | ■ Visa |
| ■ IBM | ■ ZTE Corporation |





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%**



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



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 Huawei

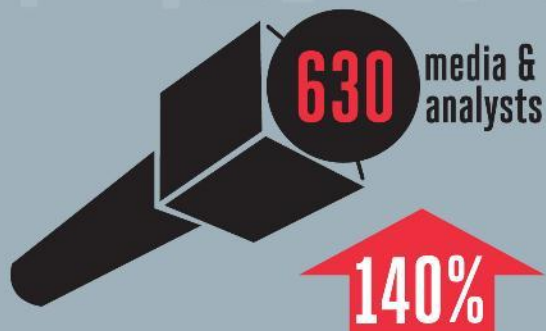


Vaughan Smith
 Business
 Development
 Facebook



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





EXHIBITION: START-UP ALLEY

Start-up Alley - Designated and branded exhibition area

Start-up Alley Pods offer a great avenue for demonstrating your new concepts or forward-thinking start-up company. Exhibition in Start-Up Alley opens your prospects to the larger mobile ecosystem in Asia Pacific while networking with potential buyers and future business partners.

6sqm Pods: £1,250 each

10-15 Available



Start-up Pods: 10-15 available

- Information counter with lockable cupboard
- Back and side wall panel
- 6sqm needle punch carpet
- Company name & logo on back wall panel
- Two bar stools, Two spotlights, One waste paper basket, One power point, 500W power consumption max
- 5 x Exhibition Visitor Passes

Audience

- Start-up companies
- Incubation Hubs and start-up initiatives
- Venture Capitalist Portfolios
- Government schemes and National ICT Initiatives
- Mobile Network Operators
- Academia: Universities, Technology and Science Parks
- Industry Associations

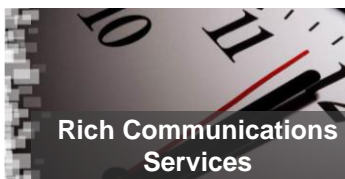
Limited to one Pod per company

Exhibition package and design are subject to confirmation and adjustment

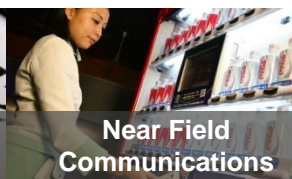


ABOUT GSMA

The GSMA represents the interests of mobile operators worldwide. Spanning more than 220 countries, the GSMA unites nearly 800 of the world's mobile operators with 250 companies in the broader mobile ecosystem, including handset and device makers, software companies, equipment providers and Internet companies, as well as organisations in industry sectors such as financial services, healthcare, media, transport and utilities.



The Rich Communication Services (RCS) Programme initiative stimulates the launch of RCS services that deliver multimedia communications services from the phone's contact list. RCS is designed to combat the rise of over-the-top messaging services.



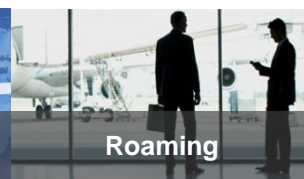
GSMA works to stimulate the successful global deployment of interoperable and SIM-secured NFC / contactless services and ecosystems that are available to both consumers and businesses.



Connected Living is a market development initiative whose mission is to help mobile operators accelerate the delivery of new connected devices and services.



The GSMA runs an ongoing global campaign to secure access to harmonised, properly priced, predictably regulated & timely available spectrum required to meet the fast growing demand for mobile broadband.



The GSMA promotes the adoption of roaming transparency measures across its membership of nearly 800 mobile operators worldwide following the launch of its global data roaming transparency initiative.

Along with Mobile Asia Expo, the GSMA also produces industry-leading events such as Mobile World Congress and NFC & Mobile Money Summit.

For more information, please visit the GSMA corporate website at www.gsma.com. Follow the GSMA on Twitter: @GSMA.



CONTACT US

All sponsorships include complimentary passes. For specific details on each package or to take advantage of these excellent branding and promotional opportunities, please contact the sales team:

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