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# MOBILE ROAMING

Strategising the Roadmap to Success in Providing  
Seamless Roaming Services

# ASIA

19 – 20 May 2010 | Sheraton Hotel & Towers, Ho Chi Minh City, Vietnam

## Benchmark Your Roaming Strategy With Over 10 Operator Case Studies & Industry Experts From 12 Countries



**Wansit Jeremy Saiyawan**  
SVP & Chairman  
DTAC & Asia Mobility Initiative, Thailand



**Navin Pieris**  
Head of Commercial Dialog Global  
Dialog Telekom, Sri Lanka



**Lam Hoang Vinh**  
Vice President, VNPT &  
Director, Vinaphone, Vietnam



**Kathryn Concepcion Carag**  
Dept Head, International Services  
Consumer Marketing  
Smart Communications Inc,  
Philippines



**Faisal Al Dwaikat**  
Director, Roaming &  
International Services,  
Viva, Kuwait



**Shrikant Shenwai**  
CEO  
Wireless Broadband Alliance (WBA),  
Singapore



**Sharif Abdullah Faisal**  
Manager, Product  
Marketing, Marketing  
Division  
Pacific Bangladesh  
Telecom Limited  
(Citycell), Bangladesh



**Dr Chung-Yung, Chia**  
Project Manager,  
Telecommunication  
Laboratories  
Chunghwa Telecom,  
Taiwan



**Sara Schleutker**  
Vendor Liaison  
CDG IRT, USA



**Ikhtiar Sobhan**  
Roaming Asst. Manager  
Orascom Telecom  
Bangladesh

## Top 5 Reasons

### Why You Must Attend This Annual Established Event – The Only Dedicated Roaming Event In Asia Pacific Region

- Thought Leadership Sharing & Learning From **Leading Mobile Operators** With Close Interaction & New Regional Case Studies
- Meet & Network With **Key Decision Makers** Across The Roaming Eco-System
- Unique **Online Networking System** – Pre, On-Site & Post Event
- **Exhibition Showcase** Featuring The Latest Roaming Products & Services By Industry Players
- Interactive & In-Depth On Panel Sessions Addressing The Hottest Roaming Issues In The Asia Region

[www.roamingconference.com/asia](http://www.roamingconference.com/asia)

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# MOBILE ROAMING

19 – 20 May 2010

Sheraton Hotel & Towers, Ho Chi Minh City, Vietnam

ASIA



With Asia Pacific continuing to be the key source of roaming revenues for mobile operators, driven by strong growth in the region's subscriber base and increased inbound and outbound travel between Europe and countries such as China and India, **Informa's 6th Annual Mobile Roaming Asia** event continues to be the ideal platform to communicate solutions and best practices for the growing roaming industry.

Building on the success of Informa's Global Roaming Series, 6th **Mobile Roaming Asia 2010** represents a unique forum focusing on the specific roaming challenges within the Asia Pacific region. 6th **Mobile Roaming Asia** is a proven event with an operator-led agenda which will be **BIGGER AND BETTER** than previous years with an exhibition taking place over both days of the event.

**6th Annual Mobile Roaming Asia moves to Vietnam** – one of Asia's fastest growing economies – bringing together leading operators, technology providers and regulators to address commercial and technical strategies to increase traffic and usage, improve performance and maximise roaming revenues.

This annual event, **endorsed by CDG, WiFi Alliance and Wireless Broadband Alliance**, will also assess challenges faced by operators and provide solutions to their need to maintain profitability and ARPU maximization in the competitive marketplace. This timely conference will enable delegates to discuss strategies, form partnerships and:

- **Hear** about the latest trends, developments and business opportunities for the roaming community in Asia
- **Understand** mobile roaming hubs from an Asian perspective
- **Learn** how to differentiate national versus international roaming strategies
- **Develop** innovative strategies to recoup lost roaming revenues due to regulatory pressures
- **Create** strategic partnerships and roaming alliances to offer a seamless roaming experience to customers and drive mobile usage
- **Build** attractive voice and data pricing models which encourage roaming mobile usage
- **Focus** on VAS strategies to reduce roaming revenue leakage and increase usage
- **Examine** techniques to increase take-up of roaming data services
- **Evaluate** 3G, HSPA wholesale and retain roaming strategies
- **Test and optimise** roaming QoS and improve customers QoE
- **Explore** the rollout of prepaid roaming and its challenges

**REGISTER NOW!**

Call our Customer Service Hotline (65) 6514 3180 or online at [www.roamingconference.com/asia](http://www.roamingconference.com/asia)

## Hear What Our Participants Have To Say...

*"A must-attend Roaming event attending by key industry influences and experts within the Asia-Pacific region."*

~ SB, Belgacom ICS

*"Great place to learn and share insights with the whole roaming industry."*

~ LAG-U mobile

*"Well organized and executed event with relevant and informative topics discussed."*

~ RS, Opencode

## Conference Sponsor



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**8.00 Registration**

**9.00 Speed Networking**

A chance to get to know your peers before the start of the conference and set a relaxed and informal atmosphere.

**Adrena Chia**, *Conference Research Director, Informa Telecoms & Media, Singapore*

**ROAMING ALLIANCES UPDATE & THE CHANGING REGULATORY ENVIRONMENT**

**9.15 Welcome Remarks from Chairman**

**9.30 Mobile Roaming In Asia – Market Trends, Updates & Developments**

- Understanding the dynamic transformation of Asia as a roamer
- Evaluating new market segments
- Assessing new trends based on consumer behaviour

**Wansit Jeremy Saiyawan**, *SVP & Chairman, DTAC & Asia Mobility Initiative, Thailand*

**10.00 Boosting Roaming Value In A Challenging Environment**

- Current Roaming Challenges
- Outline of Key Roaming Tools & Technologies
- Defining the Optimum Roaming Strategy
- Driving Revenue Growth through Roaming Quality
- An insight into BICS experience
- Conclusions

**Steven Breen**, *Senior Product Manager, Belgacom International Carrier Services, Belgium*

**10.30 Business Case For Roaming Hubs – The Asian Perspective**

- Evaluating roaming hubs project timeline
- Comparative analysis of expectations and what is happening in reality
- What is the future of roaming hubs? What are the benefits and limitations of membership in roaming alliances on preferred partner relationships?
- What are the considerations for non-alliance operators to evaluate in joining and how is the future path for them?

For speaker and program updates, visit [www.roamingconference.com/asia](http://www.roamingconference.com/asia)

**11.00 Morning Refreshments & Exhibition Showcase**  
*Sponsorship opportunity & exhibition options available*

**11.30 Examining the Current Challenges of Negotiating Inter-Operator Agreements And The Impact of Roaming Alliances and The Open Connectivity Initiative on the Process**

- How can re-pricing strategies be implemented to boost revenue?
- What impact has the emergence of roaming alliances have on operator negotiations?

**Lam Hoang Vinh**, *Vice President, VNPT & Director, Vinaphone, Vietnam*

**12.00 Alliances Dialogue – Examining The Evolution Of Alliances And Impact That Alliances Have Had On Asian Roaming Market Dynamics**

- Forecasting their Future Development and Extent to which Regional Partnerships can be further developed
- Examining the impact that increasing partnerships having on the market
- Optimizing the roaming business value chain
- Increasing the margin of roaming business

Panelists

**Wansit Jeremy Saiyawan**, *SVP & Chairman, DTAC & Asia Mobility Initiative, Thailand*

**Bridge Mobile Alliance**

**Lam Hoang Vinh**, *Vice President, VNPT & Director, Vinaphone, Vietnam*

**12.30 Networking luncheon for Speakers & Delegates**  
*Sponsorship opportunity & exhibition options available*

**GROWING ROAMING REVENUES**

**2.00 Operator Presentation – Effectively Offering Value Added Services to Your Roamers**

- Evaluating the kinds of Value Added Services that will make our roamers enjoy roaming services better
- Understanding business case for VAS in Roaming
- Assessing the profitability of providing VAS to customers while roaming

**Kathryn Concepcion Carag**, *Dept Head, International Services Consumer Marketing, Smart Communications Inc, Philippines*

**2.30 Operator Presentation – Roaming Solutions For Startup Operators**

- What are the key roaming challenges for a startup operator?
- Assessing the implementation and operation of vendor roaming solutions
- Introducing a low cost travel solution for CDMA operators
- Enabling roaming VAS with an in-house solution

**Sharif Abdullah Faisal**, *Manager, Product Marketing, Marketing Division, Pacific Bangladesh Telecom Limited (Citycell), Bangladesh*

**3.00 Use of Active Testing to Protect Roaming Revenues**

After an operator's roaming revenue has grown, how can they insure the revenues continue to grow? The answer is the "Active Testing of Roaming Partners" Quality of Service.

- How much does an outage cost the operator?
- The role of GRQ testing to measure roaming QoS.
- Why the operator cannot afford NOT to test a small investment to protect revenue stream

**Tom Kurata**, *Sr. Manager, Wireless Services & Solutions, JDSU, USA*

**3.30 Afternoon Refreshments & Exhibition Showcase**  
*Sponsorship opportunity & exhibition options available*

**MARKETING & PRICING STRATEGIES**

**4.00 Operator Presentation – Stimulating Roaming Traffic In An Economic Downturn Through Creative Retail Packages**

- How has the economic downturn affected mobile operators' roaming revenues?
- How to stimulate both business and consumer traffic by innovative roaming promotions?
- How to optimize marketing plan through various channels from advertising to travel publications and at airports/billboards?

**Navin Pieris**, *Head of Commercial Dialog Global, Dialog Telekom, Sri Lanka*

**4.30 Market Your Roaming Capabilities**

- Why market roaming capabilities?
- Extend national services in the roaming area
- Implement services fast using existing processes

**Rob van de Braak**, *Product Manager Clearing Services, Comfone AG, Switzerland*

**5.00 Panel Discussion : Reviewing Strategic Pricing Models & Strategies for Roaming Services Towards Revenue Maximization**

- What are considerations of regulatory pressure to reduce roaming charges?
- How do we measure customer response to price changes and the subsequent impact on usage whilst abroad/roaming?
- How effective are we charging for roaming services right now and what is the most significant area to improve on?
- What is the price elasticity in a cross border commuting intense region?
- What pricing models should be adopted – Elasticity based vs Flat Rate Pricing?
- How to develop pricing strategies in response to roaming customers' growing demands for tariff transparency and perception of value
- How should pricing models be developed to determine threshold prices for optimum profitability – building threshold prices into new attractive tariff plans?

Panelists

**Kathryn Concepcion Carag**, *Dept Head, International Services Consumer Marketing, Smart Communications Inc, Philippines*

**Sharif Abdullah Faisal**, *Manager, Product Marketing, Marketing Division, Pacific Bangladesh Telecom Limited (Citycell), Bangladesh*

**5.30 Chairman's Closing Remarks & Close of Day One**

**9.15 Chairman's Remarks**

**INTER-STANDARD ROAMING & ROAMING HUBS**

**9.30 Evaluating the Key Success Factors For Inter-Standard Roaming Solutions**

- Understanding the process of setting up new roaming services for CDMA & 3G operators
- Evaluating the challenges that operators are facing and what are the solutions they are looking at
- Where will the revenue come from?

For speaker and program updates, visit [www.roamingconference.com/asia](http://www.roamingconference.com/asia)

**10.00 CDMA Roaming Hub – Growing Your Roaming Footprint Globally With A Single Implementation**



ASSOCIATION

- CDMA roaming today and what will be different tomorrow
- Business case analysis
- Current work on CDMA roaming hub – deployment timeline

**Sara Schleutker, Vendor Liaison, CDG IRT, USA**

**10.30 Defining The Framework For WiFi Hotspot Provision In Conjunction With Operator Roaming Services**



ASSOCIATION

- What initiatives currently support hotspot providers to partner with operators for access to roaming services?
- Service substitution or does WiFi roaming complement and enhance the operator product mix?
- Maintaining a consistent user experience with WiFi roaming
- What are the major challenges in domestic vs. international roaming over WiFi – billing agreement settlements?
- Where does the long-term position of hotspot services sit in respect of end user choice and selection?

**Shrikant Shenwai, CEO, Wireless Broadband Alliance (WBA), Singapore**

**11.00 Morning Refreshments & Exhibition Visit**

Sponsorship opportunity & exhibition options available

**ENHANCING QoS**

**11.30 Operator Presentation – Compliancy In Roaming, Need For A Fresh Look**



OPERATOR

- The GSMA sets standards and compliancy guidelines for operators, especially for roaming business processes
- This has helped to standardized roaming processes and make a more transparent business model
- Examples of compliancy guidelines are Marketing principles to inbound roamers, NRTRDE, RAEX, Anti SOR etc.
- However, enforcing these compliancy guidelines are proving difficult because the bilateral contractual relationship among operators
- The dilemma is, who will enforce these guidelines
- We need to find a suitable way
- We will look at the current initiatives and try to find the chance of success

**Ikhtiar Sobhan, Roaming Asst. Manager, Orascom Telecom Bangladesh**

**12.00 Operator Presentation - Optimize Roaming QoS And Improve Customers QoE System**



OPERATOR

- Understand customers QoS when roaming and roaming services used
- Setting up QoS management system for roaming
- Examining activities and documents within the GSMA to improve roaming QoS

**Dr Chung-Yung Chia, Project Manager, Telecommunication Laboratories, Chunghwa Telecom, Taiwan**

**12.30 Panel Discussion : Evaluating Strategies For Improving QoS And QoE**

- Determining how to implement SLAs to maintain performance thresholds
- Examining strategies for getting different teams within networks engaged to optimise roaming offering and performance
- Strategies for getting partner networks to engage to drive QoS
- Assessing the likelihood of inter-regional alliances merging to form global alliances and how this may give home operators greater control over QoS



Panelists

**Navin Pieris, Head of Commercial Dialog Global, Dialog Telekom, Sri Lanka**



**Dr Chung-Yung Chia, Project Manager, Telecommunication Laboratories, Chunghwa Telecom, Taiwan**

**1.00 Networking luncheon for Speakers & Delegates**

Sponsorship opportunity & exhibition options available

**DATA ROAMING, STEERING OF ROAMING & REVENUE ASSURANCE**

**2.30 Operator Presentation – Sharing About Etisalat Roaming Replicator Platform**

OPERATOR

- Instant roaming into 500+ operators with single contract.
- Having all the value added roaming services: Voice, SMS, Data & 3G.
- Cost effective and quality of service.
- One Stop Shop into the roaming business

**Shaheen Zainal, Product Manager - Mobile & Signaling Services Carrier & Wholesale Services Dept., Etisalat, UAE**

**3.00 A Seamless Roaming Solution Between WiMAX And WiFi**



- Enterprise WiMAX/private WiMAX
- Hybrid network
- Seamless Roaming between WiMAX and WiFi

**Leo Yi, Senior Software Engineer/Project Manager, Intel, China**

**3.30 Utilising End-To-End Revenue Assurance For Roaming Billing Processes**

- Analysing KPIs to maximise revenue status – billing exhaustiveness, speed and accuracy
- Developing a road-map of multiple systems, beyond simply post-paid revenue flow, customer relationship management billing provisioning and accounting
- Tracking weak points of billing processes and systems; implementation for new services, i.e. next generation service launches
- The proposed benefits of outsourcing the revenue assurance function to a clearing house

For speaker and program updates, visit [www.roamingconference.com/asia](http://www.roamingconference.com/asia)

**4.00 Afternoon Refreshments & Exhibition Visit**

Sponsorship opportunity & exhibition options available

**4.30 Operator Presentation – The Preferred IOT Agreements & Roaming Preferred Deals**



OPERATOR

- The roaming regulator tariff; its implemented in Europe, in discussion in Middle east; how is it close to Asia
- The quality of roaming experience and how to measure it, enhance it and for inbound and outbound roamers.
- Some brief about the latest roaming technology of VAS represented either by Service provider; SIM vendor or an operator whose already have them.

**Faisal Al Dwaikat, Director, Roaming & International Services, VIVA, Kuwait**

**5.00 Closing Panel Discussion – How Do We Synergize Roaming Strategies To Cope With Today's Fast Changing Telecommunication Landscape**

- What are the key benefits and revenue opportunities of Inter-Carrier SMS and MMS hubs?
- What is the potential of correlating mobile commerce and mobile roaming?
- What can we do to offer roaming solutions that will fit the needs of our travelling customers?
- How can we negotiate better discount rates between operators?

Moderator



Panelists

**Sara Schleutker, Vendor Liaison, CDG IRT, USA**



**Shrikant Shenwai, CEO, Wireless Broadband Alliance (WBA), Singapore**

**5.30 Chairman's Closing Remarks & Close of Conference**

# MOBILE ROAMING

19 – 20 May 2010

Sheraton Hotel & Towers, Ho Chi Minh City, Vietnam

# ASIA

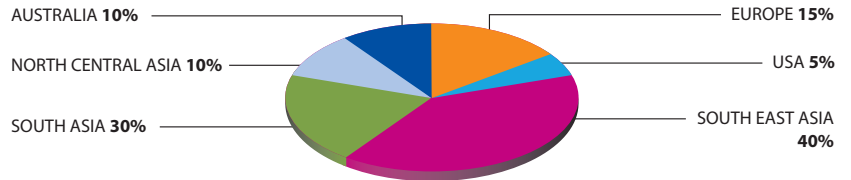
## Who Will Attend?

This 2-day event is specially designed for International Roaming Managers & coordinators, Roaming Content Providers, Content Aggregators, Product Managers and Marketing Managers for Voice, Data and Prepaid Roaming Services, Roaming Brokers and Clearing Houses and Business Development Managers of Roaming Products and Services from:

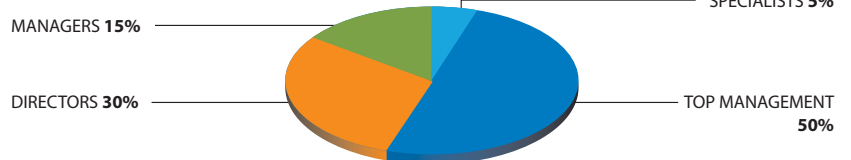
- Mobile Operators
- Wireless Network Systems Vendors
- Handset Client Developers
- Mobile Handset/PDA Manufacturers
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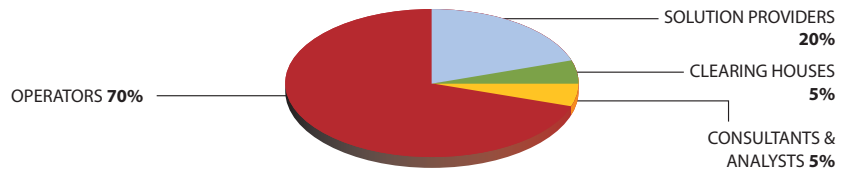
## GEOGRAPHICAL BREAKDOWN



## KEY INDUSTRY PEOPLE



## VALUE CHAIN REPRESENTATIVES

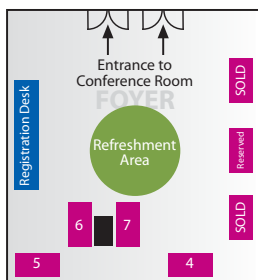


Source – Mobile Roaming Asia 2009, Kuala Lumpur

## Exhibitors



Limited Exhibition Tables Available



Dong Du Street

## Networking Opportunities & Exciting Features at Mobile Roaming Asia 2010



### Online Networking & Meeting Systems

As a pre-registered paid delegate of Mobile Roaming Asia 2010, you will be automatically registered for Informa's online networking tool. This secure system allows you to:

- Assess the conference attendee list two weeks before the event, during the event and up to three months after
- Interact with other participants online, send messages and set up meetings at the conference – all in a secure, dedicated and private environment
- Inform other participants of your work and interests by uploading your profile.



### Speed Networking

A chance to get to know your peers before the start of the conference and set a relaxed and informal atmosphere!

## SPONSORSHIP & EXHIBITION OPPORTUNITIES

**6th Roaming Asia 2010**, part of the Informa Roaming World Series, will provide your company with excellent opportunities to create, maintain and enhance brand awareness and customer relationships. Demonstrate your products, answer questions, overcome challenges and meet your target market face to face! Don't miss this fantastic opportunity to demonstrate your expertise and provide solutions for potential clients and customers at one or ALL of our Roaming World Series events. Take advantage of the gathering of high-ranking decision-makers at this conference by promoting your products and services. Ride on our sponsorship and exhibition opportunities and stamp your dominance in this industry.

For a discussion on how our sponsorship packages can be tailored to your budgets and needs, please contact:

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# 6th ANNUAL MOBILE ROAMING ASIA 2010

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Contact Person: Thi Nguyen Thi  
Email: [Thu.Nguyen.Thi@sheraton.com](mailto:Thu.Nguyen.Thi@sheraton.com)

### 5 EASY WAYS TO REGISTER

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| Email:         |

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|                |
|----------------|
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| 2-Day Conference   | FREE                                       | USD 999                                   |
| <b>Group Registration – For every 2 delegates registered, the 3rd attends for FREE</b> |  |   |

Fee includes luncheons, refreshments and complete set of documentation. It does not include the cost of accommodation and travel.

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### PAYMENT TERMS

Payment must be received 10 business days prior to the event. To take advantage of discounts with an expiry cut-off date, registration and payment must be received by the cut off date.

All payments should be made in US or Singapore dollars

- Payments by US\$ / S\$ bank draft or cheque should be made in favour of "IBC Asia (S) Pte Ltd" payable in Singapore.

- Payment by telegraphic transfer in US\$ or S\$ must be made to:  
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Attendance will only be permitted upon receipt of full payment. Participants wishing to register at the door are responsible to ensure all details are as published. IBC Asia will not be responsible for any event re-scheduled or cancelled.

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Should you be unable to attend, a substitute delegate is welcome at no extra charge. Cancellations must be received in writing at least 10 business days before the start of the event, to receive a refund less 10% processing fee per registration. The company regrets that no refund will be made available for cancellation notifications received less than 10 business days before the event.

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