

New Speakers Announced



Maximizing Emerging Business Opportunities for WiMAX

# WiMAX Strategies Asia

3-5 November 2009, the Westin Kuala Lumpur, Malaysia

Hear from WiMAX Operators deploying networks across Asia:



Michael Lai  
CEO  
PACKET ONE  
(Malaysia)



Robert Winch  
Chairman  
PLANET  
ONLINE (Laos)



Peter Yen  
President  
TATUNG  
(Taiwan)



Philippe Berard  
Business  
Development  
Director  
WI-TRIBE



Neeraj Sonker  
VP Wireless  
Engineering  
TATA  
COMMUNICATIONS  
(India)



Indar Atmanto  
President Director  
INDOSAT M2  
(Indonesia)

**PLUS: INDONESIA UPDATE – Hear from the winners of Indonesia's recent WiMAX auction**

### Attend this conference to:

- **Learn** from real-life WiMAX implementations
- **Discover** emerging opportunities from around the Asia region
- **Explore** WiMAX enterprise opportunities
- **Understand** the implications for operator business models of the latest WiMAX evolutions
- **Receive** a step-by step guide to modeling a WiMAX business case
- **Examine** spectrum and licensing issues and opportunities
- **Network** with colleagues and competitors from across the WiMAX community

### PLUS:

Pre-Conference Workshops -  
3 November 2009

#### A: Key Success Factors in Developing a Winning Business Case

Randall Schwartz, Principal Consultant  
WIRELESS 20/20

#### B: Successful Service Provider Wimax Deployment Strategies and Differentiators

Led by:



Supporting Association



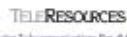
Analyst Partners:



Analyst Partners:



Organizers:



To register phone: +852 2219 0111, email: [info@BeaconEvents.com](mailto:info@BeaconEvents.com), fax: +852 2219 0112 or visit [www.WiMAXStrategiesAsia.com](http://www.WiMAXStrategiesAsia.com)



## INTRODUCTION

WiMAX Strategies Asia provides a showcase of real-life WiMAX implementations, offering you inspiration, information, strategies and business contracts essential for growing a successful WiMAX business.

Following a theme of “Maximizing Emerging Business Opportunities for WiMAX” the conference will help you learn from the experiences of Asia’s pioneering WiMAX operators as well as exploring new opportunities for WiMAX deployment and implementation.

WiMAX Strategies Asia builds on Beacon’s legacy of successful WiMAX conferences, and offers a valuable learning and business development forum which you won’t want to miss.

### Event At-a-Glance

| 3 November 2009   | 4 November 2009  | 5 November 2009  |
|---|--|--|
| <b>Pre-Conference Workshops</b><br>A: Key Success Factors in Developing a Winning Business Case<br><br>B: Successful Service Provider Wimax Deployment Strategies and Differentiators | <b>WiMAX Strategies Asia</b><br>DAY ONE<br>09:00-17:15 | <b>WiMAX Strategies Asia</b><br>DAY TWO<br>09:00 – 15:45 |

### Sponsorship Opportunities

WiMAX Strategies Asia provides the ideal platform to showcase your solutions and implementation expertise to WiMAX operators and licence holders from the Middle East to the Pacific.

Take a sponsorship or branding package at WiMAX Strategies Asia if you are looking to:

- **Raise awareness of your brand in the WiMAX community**
- **Drive sales of your WiMAX products in Asia**
- **Demonstrate your expertise to key WiMAX technology buyers**

**For more information contact:**

Juliet Lim on +852 2531 6128 or [jljlim@beaconevents.com](mailto:jljlim@beaconevents.com)

**For speaking opportunities contact:**

Leo Stemp on +852 2531 6130 or [ltemp@beaconevents.com](mailto:ltemp@beaconevents.com)

### Take a look at the organizations which attended WiMAX World Asia 2008 in Bangkok:

- ADA Cellworks Sdn Bhd
- ADAPTIX Inc
- ADC Communication Thailand Ltd
- Advanced Datanetwork Communications Co Ltd
- Advanced Info Service Public Co Ltd
- Altaripa
- Alvarion
- Amicus Wireless Technology Inc
- Antilabs Pte Ltd
- Anunda Technology Co Ltd
- ApaceWave Technologies Inc
- APCO Worldwide Limited
- Aricent Inc
- Astra Communication Service Co Ltd
- ATDI South Pacific Pty Ltd
- Atos Origin Thailand
- Axesstel Inc
- AZ Communication Co Ltd
- Azercell Telecom JV
- Bangkok Bank Public Co Ltd
- BBS Access Pte Ltd
- Beceem Communications Inc
- BPPT
- BT Singapore Pte Ltd
- Bureau of Telecommunications Regulation
- C4ADS
- Ceragon Networks
- Chevron Thailand Exploration & Product Ltd
- China Samsung Telecom R&D Ctr
- Cisco Systems Inc
- Commsday
- Coral Telecom Pvt Ltd
- CS Loxinfo Public Co Ltd
- CTS Singapore Pte Ltd
- Deutsche Telekom Asia Pte Ltd
- DG Capitel International Co Ltd
- Dhiraagu Pte Ltd
- Dow Jones Newswires
- Ecomm Tech
- Ed De Guzman
- Elektrobot
- eServGlobal
- Exatt Technologies Pvt Ltd
- Freewill Solutions Co Ltd
- Fujitsu Ten Thailand Co Ltd
- Futac Technologies Ltd
- GEEBox Solution Co Ltd
- GTL International Ltd
- Hutchison Global Communications Ltd
- IACC Solutions Co Ltd
- Infocomm Development Authority of Singapore - IDA
- Inventum Technologies P Ltd
- IOL Broadband Ltd
- I-Ways Digest
- Kathrein Indochina Co Ltd
- Limousine Express Group Co Ltd
- Loxley Wireless Co Ltd
- Luxul Corp
- Mae Fah Luang University
- Matsushita Electric Industrial Co Ltd
- MCOT Public Co Ltd
- Millicom Lao Co Ltd
- Ministry of Information & Communication Technology MICT
- Mobilink PMCL Ltd
- Motorola
- Motorola Thailand Ltd
- NEC Infrontia Corp
- Nexcom Telecommunications
- nex-G Systems Pte Ltd
- Nexge Technologies P Ltd
- NextPoint Networks
- Nokia Siemens Networks Thailand Ltd
- Nortel Networks Singapore Pte Ltd
- Nortel Thailand
- Oracle Corporation Thailand Co Ltd
- Oscilloquartz SA
- Pernecc Corporation Bhd
- PMCI
- Point Red Technoogies
- Polaris Technologies
- POSDATA Co Ltd
- Powerwave Technologies Inc
- Provision Communications Technologies Ltd
- PT AlphaOmega Wahana Nusantara
- PT Aneka Spring Telekomindo/ASTEL
- PT Aplikasi Lintasarta
- PT Dwi Tunggal Putra / DTPNet
- QMax Communications Pte Ltd
- Qtel
- Qualcomm Inc
- Questex Asia Ltd
- RaiTel Corporation of India Ltd
- Redline Communications Inc
- Reseau HEM International
- Reuters Thailand Ltd
- RSM Nelson Wheeler Thailand Ltd
- RTAF
- R-Tron Inc
- Runcom Technologies Ltd
- Sagem SA
- Samart Communication Service Co Ltd
- Sequans Communications
- SHIN Satellite Public Co Ltd / IPSTAR Co Ltd
- Sify Ltd
- SiGe Semiconductor
- Simmtronics Semiconductors Ltd
- Singapore Telecommunications Ltd - Singtel
- Skytel Co Ltd
- Southbound Sdn Bhd
- SPOC Co Ltd
- Sprint Nextel
- Super Broadband Network Co Ltd
- Tata Communications Ltd
- Technovate Solutions Co Ltd
- Telkom PNG Ltd
- Telsima Communications Pvt Ltd
- Teo Hong Silom Co Ltd
- The Mergermarket Group
- The National Telecommunications Commission - NTC
- Tilleke & Gibbins International Ltd
- TNT Thailand Co Ltd
- Tense Telecom
- TOT Public Co Ltd
- Total Access Communication PLC - DTAC
- True Corporation Public Co Ltd
- True Move Co Ltd
- TT&T
- United Communication Industry Public Co Ltd - UCOM
- United Information Highway Co Ltd
- University of Zurich
- Unwire
- Veraz Networks Ltd
- WiChorus Inc
- YTL e-Solutions Bhd

**Pre-Conference Workshops 3 November 2009**

**A: Key Success Factors in Developing a Winning Business Case**



Led by:  
**Randall Schwartz**  
 Principal Consultants  
**WIRELESS 20/20**

- 09:00 Registration
- 09:30 **Part 1**  
**Gathering the Input Parameters for a WiMAX Business Case**
  - Gather the Target Market Statistics
  - Determine the Spectrum & Bandwidth to Be Used
  - Determine the Technological Parameters to Calculate Range and Capacity
  - Customize Financial Assumptions
  - Determine CapEx Assumptions
- 11:00 Morning Refreshments and Networking
- 11:30 **Part 2**  
**Service and Market Planning for a WiMAX Operator Business Case**
  - Market Planning.
  - Competitive Analysis
  - Coverage Roll Out Plan
  - Penetration.
  - Service Planning
    - Broadband Wireless Access
    - Ad Hoc Services
    - VoIP
    - Value Added Services
  - CPE Assumptions
- 13:00 Lunch
- 14:00 **Part 3**  
**Sensitivity Analysis of a WiMAX Business Case**
  - Review of CapEx
  - Review of OpEx
  - Analysis of Total Cost of Ownership
  - Sensitivity Analysis of a WiMAX Business Case
- 15:30 Afternoon Refreshments and Networking
- 16:00 **Part 4**  
**Case Study and Business Plan Optimization**
  - Analysis of ROI, NPV,
  - Free Cash Flow and Financials
  - Business Plan Optimization
  - Developing a Winning Business Case
- 17:00 Workshop Wrap-up and Close

**B: Successful Service Provider Wimax Deployment Strategies and Differentiators**

Led by:



This workshop is free to attend for registered delegates to the WiMAX Strategies Asia conference and guests of Cisco Systems.

- 08:30 Registration
- 09:00 **Welcome Remarks and Introduction**
- 09:05 **Understanding the Smart Evolution of the 802.16e WiMAX Solution**
  - How have WiMAX solutions evolved in the four years since 802.16e standardization
  - Implications for operators of the evolution of the technology from initial diversity antenna to multiple adaptive antennas
  - How to design scalable yet versatile Broadband IP network to keep operators competitive today and in future evolution.
- 10:05 **Differentiate by Building an Operation Around Wimax Innovation**
  - How the WiMAX standard provides much room for technology innovation
  - Realising the full impact of these innovations in the full life-cycle of a WiMAX network
  - Cisco's preparation, planning, design, implementation, operation, and optimization of services in action
- 10:35 Refreshment Break and Networking
- 11:00 **Solutions and Strategies to Thrive in the Highly Competitive Broadband Market - Cisco WiMAX Case Study**
  - Lessons learned from a real-life WiMAX deployment
  - How the operator was able to maximize "limited packets" and accelerate ROI returns with risk mitigation
- 12:00 Close of Workshop

Operator Implementation Case Studies from:

- **INDOSAT M2 (Indonesia)**
- **ONLINE (Cambodia)**
- **PACKET ONE (Malaysia)**
- **PLANET ONLINE (Laos)**
- **TATA COMMUNICATIONS (India)**
- **TATUNG INFOCOMM (Taiwan)**
- **TELEKOMUNIKASI (Indonesia)**
- **VDC VNPT (Vietnam)**
- **WI-TRIBE (Middle East & Asia)**
- **YTL COMMUNICATIONS (Malaysia)**

**Conference Day One 4 November 2009**

08:00 Registration and Morning Coffee

09:00 **Chairman's Opening Remarks and "Business Card Exchange"**

09:15 **WiMAX Operator: Successes and Challenges on the Road to Building a Profitable WiMAX Business**



Michael Lai, CEO  
**PACKET ONE**

09:45 **WiMAX in Indonesia: Update on Deployment Plans**

- Examining the demand for WBA in Indonesia and how WiMAX meets these needs
- Plans for deployment
- Key deployment challenges in Indonesia
- Developing a sustainable business model for WiMAX in Indonesia



Indar Atmanto, President Director  
**INDOSAT M2**

10:15 **Technology Keynote: Evolving WiMAX Capabilities to Create New Business Opportunities for the Service Provider**

- WiMAX as an integral element of the IP Next Generation Network vision
- Innovative services to create new revenue streams and provide differentiation in the market
- Designing architectures to enable service provider to rapidly deploy these new services



Atef El Khatib, Senior Technical Marketing Manager  
**CISCO SYSTEMS**

10:45 Questions and Discussion

11:00 Morning Refreshments and Networking

11:30 **WiMAX Operator: Growing WiMAX Business Opportunities Across Asia and the Middle East**

- Market Overview – The growing need for WiMAX in emerging markets & overall internet penetration
- The wi-tribe model – How we roll out our networks and services.
- wi-tribe Jordan – How we reached the top 3: Positioning and lessons learnt along the way
- The launch of wi-tribe Pakistan – Multiple cities & our largest market to date



Philippe Berard, Business Development Director  
**WI-TRIBE**

12:00 **WiMAX Operator: WiMAX for the Enterprise: Building a Niche Market for WiMAX Technologies**

- Update on TATA's WiMAX implementation: Progress, challenges and lessons learnt
- Opportunities for growing business in the enterprise sector
- Technological solutions to meet the requirements of enterprise customers



Neeraj Sonker, VP Wireless Engineering  
**TATA COMMUNICATIONS**

12:30 Lunch

14:00 **YTL - Bringing Wireless Broadband to the Mass Market**

- Introducing YTL's WiMAX services
- Exploring applications for mobile broadband in the Malaysian market
- Looking to the future: Opportunities and challenges for bringing wireless connectivity to the region

Sunil Prasad, Director of Innovation and Technology,  
**YTL COMMUNICATIONS**

14:30 **Analysis on WiMAX Applications and Usage Across Asia**

- How is WiMAX being used by consumers: Facts and figures
- How widespread are enterprise applications?
- Which WiMAX applications show the most potential for growth?



Sridhar T Pai, CEO  
**TONSE TELECOM**

14:45 **Panel Discussion: Finding Alternative Niche Markets for WiMAX Technologies**

**PANEL**

- Exploring WiMAX opportunities in e-Health, Education and Government
- Utilizing WiMAX enabled connectivity for: CCTV and security; Machine-to-Machine; facilities management; industrial applications etc
- How should such applications fit into an operator's business planning?

Moderated by:  
 Sridhar T Pai, CEO, **TONSE TELECOM**

15:30 Afternoon Refreshments and Networking

16:00 **WiMAX Operator: Strategies and Innovations to Build a Successful WiMAX Business in Taiwan**

- Challenges and advantages of building a WiMAX network in Taiwan
- Progress on roll-out and future plans
- Marketing mobile broadband to the Taiwanese consumer
- Strategies for differentiating Tatum's service from the competition



Peter Yen, President  
**TATUNG INFOCOMM**

16:30 **Panel Discussion: Key Success Factors for WiMAX Businesses in Asia**

**PANEL**

- Mistakes and key lessons learned from early WiMAX deployments
- How can the vendor community better support WiMAX operators?
- What can be done to further stimulate the WiMAX ecosystem?
- How should WiMAX be positioned and marketed to Asia's consumers?

Panelists to include speakers from Day One plus  
 Amrish Kacker, Partner, **ANALYSYS MASON**

17:15 Close of day one



## Conference Day Two 5 November 2009

09:15 **Chairman's Opening Remarks**

09:30 **WiMAX Operator: Maximising WiMAX Opportunities in Laos: Overcoming the Challenge of High Costs in a Low GDP Market**

- Striving to achieve affordable ARPUs in a low income country
- Overcoming high backhaul and international carrier costs to deliver affordable services
- Regulatory environment and cost implications
- Strategies to deliver affordable services, while maintaining a viable business case



Dr. Robert Winch, Chairman  
**PLANET ONLINE**

10:00 **WiMAX Operator: Overcoming Regulatory Challenges to Build a Successful Future for WiMAX**

- Update on the issue of WiMAX licenses in Indonesia: Opportunities and challenges
- Spectrum allocation approaches and implications for WiMAX operator
- Role of regulators in creating a level-playing field for WiMAX
- Towards regulatory harmonization – Why is this important?



Arief Gunawan  
Senior Officer - Telematics Regulatory Management  
**TELKOM INDONESIA**

10:30 **Spectrum Roundtable: Sourcing Spectrum to Support a Healthy Business model**

- How much spectrum does an operator need to support a healthy business model?
- How can WiMAX operators successfully compete with LTE for additional allocations?
- What are the likely cost implications for WiMAX operators seeking additional spectrum?
- How does the "Digital Dividend" impact spectrum availability across Asia?



Moderator:  
Basharat H. Ashai, Market Analyst- Asia Pac & Middle East  
**MARAVEDIS**

11:00 Morning Refreshments and Networking

11:30 **WiMAX Operator: WiMAX in Vietnam: Trials and Commercialization Potential**

- Update on VDC's WiMAX trials
- How might WiMAX be used in Vietnam?
- What are the expected timelines for deployment of commercial networks
- Challenges for building a WiMAX network in Vietnam



Le Quang Dao, Assistant to CEO  
**VDC VNPT**

12:00 **Modelling a WiMAX Business Case**



Randall Schwartz, Principal Consultant  
**WIRELESS 20/20**

12:30 Lunch

14:00 **WiMAX Operator: International Opportunities for WiMAX**

- Exploring growth opportunities across Asia and beyond
- Key success factors when entering a new market
- Strategies for localizing an international brand
- Advantages of WiMAX over other alternative wireless broadband solutions



PS Tang, Managing Director  
**PACKET ONE INTERNATIONAL**

14:30 **How WiMAX Fits into an LTE World**

- How can WiMAX successfully challenge LTE's future market dominance?
- How does the development of TD-LTE impact the future development of WiMAX?



Amrish Kacker, Partner  
**ANALYSYS MASON**

15:00 **WiMAX Operator: Deploying Mobile Broadband in Indonesia: Convergence, Cooperation or Conflict between LTE and WiMAX?**

- Update on LTE and WiMAX commitments and deployment timescales in Indonesia
- How operators are planning evolution to meet the demand for mobile broadband services
- Challenges for deployment and solutions
- How will LTE and WiMAX interact in Indonesia?



Gunadi Dwi Hantoro, Researcher Broadband Wireless  
**PT TELEKOMUNIKASI INDONESIA**

15:30 **Next Steps for Asia's WiMAX Community**


- Final Thoughts and Conference Wrap-up

15:45 Close of Forum


PANEL


Maximizing Emerging Business Opportunities for WiMAX  
**WiMAX Strategies Asia**

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Brochure Code: AT543 WEB

Conference Code: AT543

**I will attend:**

|                          | FEE TABLE (USD)  | Days     | Book before 5 September  | Book after 5 September                                    |
|--------------------------|--|----------|--------------------------|---|
| <input type="checkbox"/> | <b>All access pass<br/>2-Day Conference + Workshop Day</b> | <b>3</b> | <b>US\$1,995</b>         | <b>US\$2,195</b>  |
| <input type="checkbox"/> | <b>2-Day Conference</b>                                    | <b>2</b> | <b>US\$1,595</b>         | <b>US\$1,795</b>  |
| <input type="checkbox"/> | I am an operator and entitled to a 25% discount            |          | <input type="checkbox"/> | I am a member of FMCA/ WIP and entitled to a 15% discount |

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