

Global Handset Summit



Nov 24 COEX Jangbogo Hall, Seoul

Analysts Describe What's Happening in the Handset Market

Need a compass to lead you through the rough waters of the global mobile phone market?

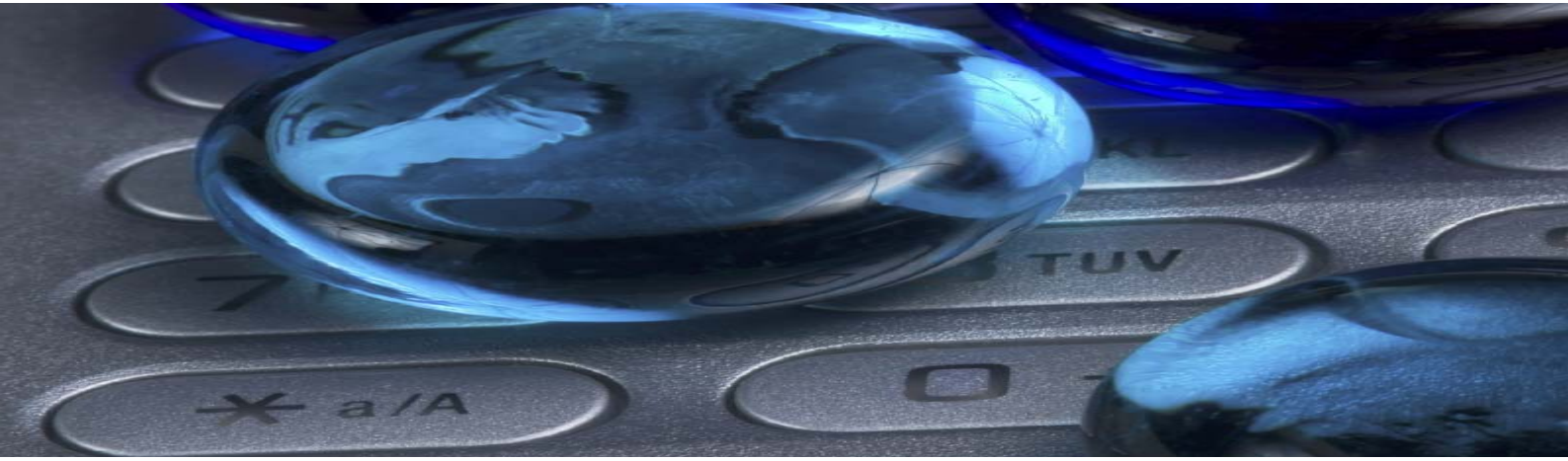
Need a clear grasp of complex market dynamics?

Get rid of the blurriness and get a clear answer at the Global Handset Summit. Leading market research firms and top-notch analysts are here to offer you their clear insights into the megatrends of next year's mobile phone industry.

Experts' insights into market changes and the evolution of technology will let you reduce your trial and error and apply informed business strategies.

REGISTER TODAY

<http://www.handsetsummit.com>



Megatrends of the 2009 Global Mobile Handset Industry

Global Handset Summit is unique

Each and every session is special!

Meet the renowned analysts from leading organizations

A diversity of outstanding experts, ranging from global research firms, including Gartner, Strategy Analytics, and BDA China, to the finest private think tanks, such as Samsung Economic Research Institute and LG Economic Research Institute, are going to share their thoughts. Analysts from Korea Investment & Securities, an investment bank specialized in mobile phone industry analysis, and the Electronics and Telecommunications Research Institute, a state-funded research center, are also there for you.

Strictly Neutral, Highly In-depth!

There are many mobile phone conferences. What matters, however, is the quality. We refuse to be just another conference that becomes a promotion site for some specific company -we are strictly neutral -and the presence of the most recognized experts will bring the conference to another level.

Only for a Selected Group

This conference is not for everyone; knowledge that becomes too common is no longer special. That's why we accept only a small number of participants. Don't wait if you want to get a step ahead of your competitors.



**Where will the
Global Mobile Handset Market
be Headed in 2009?**

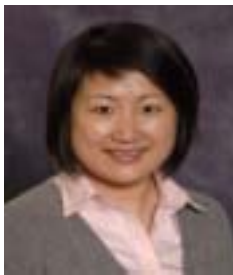
Get the Big Picture of the Global Mobile Phone Industry

Participants of the summit will share the views on the global market trend of 2009 in the first of the annual event to discuss the market prospects for the next year.

It is widely known that Korea has Samsung Electronics and LG Electronics, the world second and fourth largest mobile phone manufacturers, respectively.

However, not a global conference worth to be mentioned has been held in capital Seoul about mobile handsets.

Against this backdrop, Handset Summit stands a good chance of becoming a significant event that represents the dynamism of the Korean mobile industry.



Sandy Shen
Gartner



Duncan Clark
BDA China



Thomas K. Kang
Strategy Analytics



Greg Roh
Korea Investment & Securities



Donghyung Shin
LG ERI



Seung-Yun Lee
ETRI



Sung Ho Lee
Samsung ERI



Seong-ju Lee
Telecoms Korea



Summit Agenda

8:30 - 9:00	Registration
9:00 - 9:10	Opening and Welcome Remarks
9:10 - 10:10	Roundtable : Catch the Global Megatrends Gartner, Strategy Analytics, LG ERI, Telecoms Korea
10:10 -11:00	The Dynamism of Mobile Multimedia Market Thomas K. Kang, Senior Analyst, Strategy Analytics
11:00 -11:50	Evolution of Smartphones and Responses from the Industry Donghyung Shin, Senior Researcher, LG Economic Research Institute
11:50 - 12:30	Live Demonstration - Innovative Input Solution Jaewoo Ahn, CEO Mobience
12:30 - 13:30	Luncheon
13:30 - 14:20	The Role of Mobile Devices in the Era of Mobile Internet Sandy Shen, Research Director, Gartner
14:20 - 15:10	Competitiveness Analysis of Major Mobile Phone Makers Greg Roh, Senior Analyst, Korea Investment & Securities
15:10 - 16:00	Survival Strategy in the Chinese Market Duncan Clark, Chairman, BDA China
16:00 - 16:50	The Possibilities and the Future of Mobile Web Seung-Yun Lee, Head, Service Convergence Standardization Research Team, ETRI
16:50 - 17:40	Evolution of Mobile phones and the Dawn of Tirvergence Era Sung Ho Lee, Research Fellow, Samsung Economic Research Institute
17:40	Closing Remarks & End of Handset Summit

Korean-English, English-Korean Simultaneous Translation for Conference

Sponsors



Round Table - Catch the Global Megatrends

The great uncertainty of the ever changing mobile phone market makes it difficult to predict just a day ahead, but penetrating insight of analysts sometimes help us read the market trend. Telecoms Korea holds a panel discussion among analysts to get a glimpse of upcoming changes in the mobile ecosystem and the global mega-trend in 2009.

The Dynamism of Mobile Multimedia Market

The evolution of mobile multimedia market, which is driven by dramatic innovation, is centering on mobile handsets. What is the next direction of market development? What potential and limitations does the market have?

Evolution of Smartphones and Responses from the Industry

What influence will the evolution of smartphone triggered by Apple iPhone and Google Phone have on the telecom service and cell phone market, the mobile phone industry and application developers?

Survival Strategy in the Chinese Market

Emerging as the world largest mobile phone market, China becomes the battle field among the world handset makers. Chinese handset market outlook for 2009 and how can Korean companies successfully penetrate the Chinese market?

The Role of Mobile Devices in the Era of Mobile Internet

It looks at the market trend of mobile internet in terms of development by major internet service providers and mobile device vendors, and demand by mobile users and carriers. It discusses the challenges and opportunities to the mobile phone industry and how device vendors should take advantage of the mobile internet to further their businesses in face of new competition.

Competitiveness Analysis of Major Mobile Phone Makers

What competitive edges do global major players have for survival in the long-standing oligopoly in the market? What is remarkable about the strategies of Nokia, Samsung, LG for next year?

The Possibilities and the Future of Mobile Web

The advent of mobile web service including full browsing coupled with the dramatic progress in mobile phone technology harbingers the arrival of new fixedline-mobile convergence services. New mobile platforms used in Apple iPhone or Google Phone are causing innovative changes in the mobile environment. What possibilities will the future allow for mobile services?

Evolution of Mobile phones and the Dawn of Trivergence Era

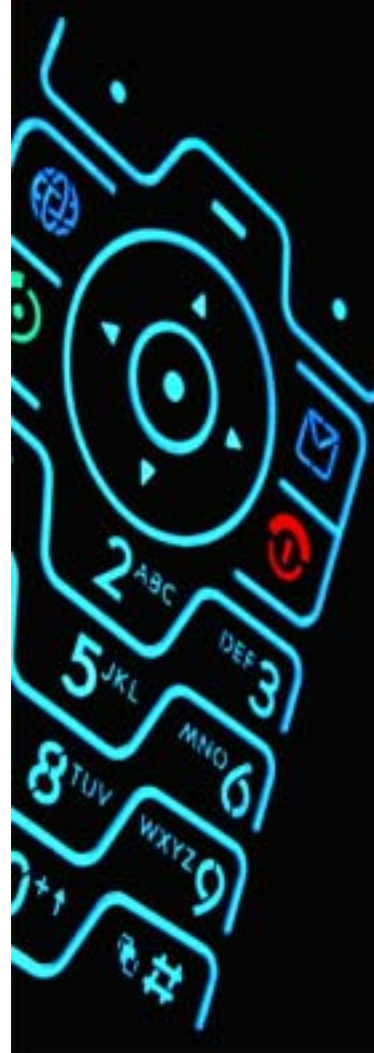
The evolution of mobile handsets into a mobile computing device accelerates trivergence of hardware, software and network, the three elements of IT value chain. What shapes will cell phones and mobile internet take in the future, and what are the consequent changes in the IT value chain? How will industries compete in the mobile platform war?

Demonstration - ABC vs. Miniature QWERTY vs. SmallQWERTY

One of the big challenges that we face today along with big advances in mobile technology might be interface problems regarding how we interact with even smaller mobile devices in our hands.

SmallQWERTY keyboard is introduced as a mostly already familiar and very efficient interface for text input as well as perfect support of the other necessary keyboard functions.

SmallQWERTY keyboard is introduced as a simple alternative to QWERTY where QWERTY does not just fit because of size and complexity problems in mobile phones and smartphones. SmallQWERTY features ABC-like big buttons with QWERTY-like familiarity and efficiency.



Date : 24th November, 2008
Venue : COEX Jangbogo Hall, Seoul

Authorization

Signatory must be authorized to sign on behalf of contracting organization

Please fill out this form and email or fax back to

Telecoms Korea

Email : support@telecomskorea.com

Fax : 82-2-6008-2700

Name:
Position:
Signature:

Date: / / 2008

Type of Registration

	Early Bird(~10.24)	<u>Regular(10.24~11.15)</u>	On site(11.24)
Individual	USD 198	USD 220	USD 275
Group (More than 5)	USD 178	USD 198	N/A
- 10% Discount			

*Including lunch, coffee break, hardcopy of proceeding (soft copy will Not be provided)

Hardcopy of Proceeding - USD 200

Those who will be unable to make it to the conference can buy hard copies of the conference documents through pre-order by November 7. Please stick to the deadline because only a limited number of copies will be produced.

All the presentations will be published in English.

Registration Information

Name: _____
Email: _____
Job Title: _____
Organization/Company: _____
Nature of Business: _____
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Postcode: _____
Country : _____

Payment Method

Please, choose the payment method

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Transfers (except Korea Won) should be remitted to:

Zippy Bank : Kookmin Bank
Headquarters : Myeongdong Office
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ZIP code : 100-703

Swift Code : CZNBKRSE
Account No : 638768-04-100565
Beneficiary Name : Telecoms Korea

PayPal

Please visit the official website, <http://www.handsetsummit.com>

Cancellations / Substitution: Cancellations requests must be made in writing to support@telecomskorea.com.

Cancellation requests received before 7 November 2008 will be refunded less 50% of the registration fee for administration expenses. No refund requests will be accepted after 7 November 2008. Participants may be substituted anytime.