

**“ASIA LEADING THE FUTURE”**

The Asia-Pacific region is home to the world’s largest and most innovative ICT markets. While the telecommunication sector elsewhere has been experiencing slower growth in recent years, the Asia-Pacific region is now leading the world in terms of innovation and take-up of new technologies. Broadband Internet continues to rise, with the Republic of Korea and Hong Kong, China, topping the global broadband penetration league. Meanwhile the take-up of mobile and next-generation mobile services is continuing at a healthy rate across the region. Nevertheless, telecommunication development in the region has not been uniform. A significant number of Asian countries are still struggling to bring affordable telecommunication services to their citizens, particularly those located in rural and remote areas.



The Forum at ASIA 2004 will provide a unique platform for the sharing of ideas from all sectors of the telecommunication and information technologies industries – policy, regulatory, economic and development issues – to meet the challenge of strengthening and expanding the information society in the Asia-Pacific region. There will be ample opportunity also to discuss related technology and applications aspects. Additionally, the Forum will provide an invaluable opportunity for follow up debate on key issues first explored at the first phase of the WSIS (World Summit on the Information Society) such as Internet Governance and the financing of development.

The ASIA 2004 Forum Programme consists of **plenary** sessions each morning, and parallel sessions each afternoon on **business and strategies, technology and markets** and **policy**.

**Plenary sessions** will explore a range of areas such as which strategies will help to propel fixed and mobile subscriber numbers toward the next billion, how to build on the region’s success with broadband and how to harness market demand for services and turn it into a tangible, profitable reality.

**Business and strategies sessions** will examine key areas driving growth of next-generation mobile services, such as defining the personal mobile space or making 3G global. What are the technical and commercial

challenges that need to be addressed in order to extend e-commerce onto a mobile platform? How can service providers build converged entertainment platforms, or develop profitable business models based on content-rich service?

**Technology and markets sessions** will examine emerging new markets, looking at areas such as the emergence of ubiquitous computing and communications, technologies such as portable Internet and WiMax, that

can be utilized in order to boost access to ICTs in rural or less developed areas, and new developments in voice over broadband.

**Policy Sessions** will provide an arena for debate on current topical policy issues, such as Internet Governance or the challenges of intellectual property protection in a digital age. A special session on promoting effective competition will also provide an opportunity to debate the relative success of different market liberalization strategies in the region.

PL Plenary Sessions	B Business and Strategies	T Technology and Markets	POL Policy	TDS Telecom Development Symposium	YF Youth Forum
Date	09h30-11h00	11h30-13h00	14h30-16h00	16h30-18h00	
Tuesday 7 September	PL1 Forum Opening: Asia leading the future	PL2 Connecting the next billion	B1 Defining the personal mobile space	B2 Capitalizing on content	
			T1 Voice over what?	T2 Towards ubiquity	
			POL1 Promoting effective competition	16h30-19h00 TDS	16h30-19h00 Youth Forum (by invitation only)
Wednesday 8 September	PL3 Building on broadband	PL4 Turning market demand into profit	B3 Converged entertainment platforms	B4 Digital transactions	
			T3 Affordable access	T4 Advanced wireless technologies	
			POL2 Internet governance	16h30-19h00 TDS	16h30-19h00 Youth Forum (by invitation only)
Thursday 9 September	PL5 Enhancing trust and security	PL6 Implications of WSIS for Asia	B5 Making 3G global	B6 Investment opportunities in Asia	
			T5 Seamless quality communications	T6 Future converged networks	
			POL3 Copyright in a digital world	16h30-19h00 TDS	16h30-19h00 Youth Forum (by invitation only)

All Forum Sessions will be held at the Busan Exhibition and Convention Centre (BEXCO)

Correct as of June 2004

THE FORUM WILL ALSO INCLUDE A TELECOMMUNICATION DEVELOPMENT SYMPOSIUM (TDS) AND A YOUTH FORUM

The **TDS** offers a unique opportunity for managers from national entities in developing countries to not only attend the regular ITU TELECOM Forum and Exhibition, but to come together for three sessions, with a focus on building capacity, in order to share experiences and to discuss the implications and challenges of introducing the new technologies in their own countries. The TDS has been considered an effective platform for interaction between representatives of ITU Member States and industry experts, whilst also affording the participants the opportunity to set development goals and make recommendations to the wider ICT community on the further development of telecommunications and ICTs in the Asia-Pacific region.



ITU will continue to empower young people through the opportunity of a **Youth Forum**, creating strong links with governments and the telecommunication community in order to raise awareness of the need for the next generation to prepare itself as future ICT leaders. ITU is

inviting one young man and one young woman from each country, between the ages of 18 and 23, who have already completed two years of university or higher technical institution by 30 June 2004, to participate in this Forum. To be selected, they must win an essay competition entitled: “The role of youth in Asia-Pacific’s leadership in ICT development”. This Forum is by invitation only.

**FORUM REGISTRATION**

**Pre-registration online** (and receipt of payment by ITU until 1 September 2004 only)

Global pass only CHF 800

**Registration online** (from 2 September 2004 onwards)

Global pass only CHF 1,000

**Registration on-site and online** (from 6 September 2004 onwards)

Global pass CHF 1,000

Half-day pass CHF 300

*A Forum delegate is registered once payment has been received by ITU.*

For further information on Forum registration, please contact  
Claire Evangelisti: [claire.evangelisti@itu.int](mailto:claire.evangelisti@itu.int) or  
Jean-Claude Dufour: [jean-claude.dufour@itu.int](mailto:jean-claude.dufour@itu.int)  
Tel.: +41 22 730 5651/5063 Fax: +41 22 730 5926

**PRE-REGISTER  
BY 1 SEPTEMBER 2004  
AND SAVE!**

VISITOR  
Information



ITU TELECOM  
ASIA 2004  
Busan, Korea  
7-11 September



Hosted by  
the Republic  
of Korea



## “ASIA LEADING THE FUTURE”

## GENERAL INFORMATION

## THE EXHIBITION AT ASIA 2004

## BUSAN—THE HOST CITY

## BEXCO—THE VENUE



Staged in Busan, Korea, from 7 to 11 September 2004,

ITU TELECOM ASIA 2004 will be the key meeting place for the Asia-Pacific region's telecommunication policy-makers, regulators, industry leaders and innovators.

### HOSTED BY THE REPUBLIC OF KOREA

The Republic of Korea is hosting ASIA 2004, the most prestigious ICT (Information and Communication Technologies) event serving the Asia-Pacific region, a region which leads the world in terms of technical innovation, and where the opportunities for growth are numerous and varied.

### ORGANIZED BY ITU

ASIA 2004 is organized by the International Telecommunication Union (ITU), the United Nations specialized agency responsible for telecommunications. With a worldwide membership comprising both government and the private sector, ITU TELECOM is the only telecoms event organizer with a truly global mandate.

### AN EXHIBITION AND A FORUM

ASIA 2004 comprises an Exhibition and a Forum. The Exhibition will feature an extensive range of the latest ICT and telecoms-related products and services, whilst the associated Forum will draw together government and industry leaders and eminent opinion-makers to examine the key areas driving telecommunication growth in the cutting edge Asia-Pacific region, explore the latest technologies and look at policy and development issues influencing the rollout of ICTs across the region.

### WHAT TO SEE

On display will be the latest technologies, products and services of today, and those that will be shaping the industry of tomorrow, including Operators, Mobile solutions, Content solutions, Fixed Wireless, Internet, Broadband, Wireless LAN, Network Access Providers, Next-Generation Networks, Satellite, Enterprise solutions, Consumer solutions, Components and Accessories, Computer Hardware and Software.

**EVENT** ITU TELECOM ASIA 2004

**VENUE** Busan Exhibition and Conference Centre (BEXCO)

**DATES** 7 TO 11 SEPTEMBER 2004: EXHIBITION  
7 to 10 September — Trade Visitors  
11 September — Public Day  
7 TO 9 SEPTEMBER 2004: FORUM

**ORGANIZER** International Telecommunication Union (ITU)

**EXHIBITION OPENING HOURS**  
1000-1800 hours

### EXHIBITION ENTRANCE FEES



#### PRE-REGISTRATION

Pre-registration discount price KRW 20,000 (approx. USD 17; rate subject to change)

Pre-register online until 5 September and obtain a 50% discount: [www.itu.int/asia2004/registration](http://www.itu.int/asia2004/registration)

Registration free at all times with a Guest Invitation

#### ON-SITE REGISTRATION

##### On-site weekly pass

KRW 40,000 (approx. USD 34; rate subject to change)

##### On-site daily pass

KRW 20,000 (approx. USD 17; rate subject to change)

##### Public day

KRW 3,000 (approx USD 2.6; rate subject to change)



### ON-SITE AND ONLINE SERVICES

In order to keep participants and visitors fully informed, and to help maximize their Event participation, ASIA 2004 will feature a number of special services ranging from the Event's exhibition catalogue to a daily newspaper and on-site ITU TELECOM TV. The **Exhibition Catalogue** for ASIA 2004 will feature full details of all exhibitors, including company profiles and indexes of products and services. The **online version of the catalogue** ([www.itu.int/asia2004/catalogue](http://www.itu.int/asia2004/catalogue)) will be launched in August 2004, and will be continually updated until closure of the event.

The **Official Daily Newspaper** will chart the key events that have taken place in the telecoms market in the last 24 hours, and will be distributed every morning to all participants. Its online version will carry regional and global telecoms news updates as of August 2004.

**ITU TELECOM TV** will broadcast the latest news about what's going on at the event, topical panel discussions and regional and global news about the industry.

**Online Networking** will be launched prior to ASIA 2004 so that contact with key prospects can be made before the start of the Event.

### BUSAN — THE HOST CITY

Busan is Korea's second largest metropolitan city with 4 million inhabitants. It is a hub for international travel, boasting global seaports and airports. Blessed by a beautiful coastline, a lively history and many enjoyable leisure activities and festivals, Busan is a cosmopolitan, cultural city and an international resort.

### CLIMATE

Busan has a typical oceanic climate. In autumn — from September to November the days are cool (around 18 °C-24 °C) with the possibility of rain.



### BUSAN EXHIBITION AND CONFERENCE CENTRE (BEXCO)

Inaugurated in May 2001, BEXCO has already hosted many important international events. Situated within

easy reach of Gimhae International Airport, BEXCO can be easily reached by subway, bus or taxi and is just minutes on foot from the resort area of Haeundae Beach. With a main exhibition hall of 26,000 m<sup>2</sup> and a fully equipped convention hall along with its own shopping mall, BEXCO is one of the most modern centres of its kind in Korea.

### ACCOMMODATION

Hotel accommodation in Busan can be reserved directly by contacting the official travel agency for ASIA 2004, Arum Travel Service:

3F Information Center for Foreigners

569-2 Choryang-Idong

Dong-gu

Busan, Korea

Tel.: (+82) 51 463 0084

Fax.: (+82) 51 462 8427

E-mail: [arumtour@arumtour.co.kr](mailto:arumtour@arumtour.co.kr)

[www.arumtour.co.kr/itu/](http://www.arumtour.co.kr/itu/)



### AIRPORT

From Incheon International Airport in Seoul it is a one-hour flight to Gimhae International Airport in Busan then a one-hour bus/taxi ride to the city centre. Many international flights transit in Hong Kong, Tokyo or Taipei and fly direct to Busan's Gimhae International Airport. Non-Koreans leaving by air must pay a KRW 12,000 (approx USD 10.2; rate subject to change) departure tax at the airport.

### VISAS FOR KOREA

For information regarding visas, please see [http://www.itu.int/asia2004/visitor\\_info/visa.html](http://www.itu.int/asia2004/visitor_info/visa.html)



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