

The importance of cooperation, development of a cost effective platform and that the company has to have an open mind in building stronger ecosystem was stressed. The globality of the ICT industry was emphasized, which at the same time has to be capable of being a local industry too. The main challenges were given as convergence, innovation, responsibility and broadband deployment.

The new, personalized mobile experience provided by NTT DoCoMo was described, which comprises a form of localization. The two types of layers on the market were highlighted too: the higher level layers, where addressing customer needs with actual applications is a must and lower layers, thus less sophisticated and developed markets where more basic technologies have to be implemented.

Summary of closing remarks

At the close of the session, the moderator asked the panelists to make a short statement about where the ICT industry will be in 10 year's time. One thought voiced was that it will be a converged industry, encompassing many industry sectors: media, access to network, many different applications and it will be the single most profound utility in the economy.

The customers will always want and need services, the industry just needs to be creative enough and jointly work as parties to achieve their goal. The great challenge will be to put the Telecom sector in the center of the internet world. Hope was expressed that the half billion farmers in China would have a chance to use a mobile phone.

Moderator

- * **Ms Patricia Szarvas**, Anchor, CNBC, United Kingdom

Panellists

- * **Mr Ryuji Yamada**, President and CEO, NTT DOCOMO, Inc., Japan
- * **Dr CaiJi Zhen**, Chairman and President, CEO, DaTang Telecom Technology & Industry Group, China