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CMAI International Telecom and Multimedia Summit & Expo 2010

Sept. 29th - 30th 2010

Inaugurated by

Hon'ble Thiru A Raja

Minister of Communications and IT,
Government of India



Venue:

Hotel Lalit

Barakhamba Avenue, New Delhi

Time: 9:00 am onwards

Supported by



Telecom Equipment & Services Export Promotion Council
Govt. of India &



Organised by : CMAI



Event Overview

CMAI International Telecom and Multimedia Summit & Expo brings together business and technical leaders to discuss and debate issues, challenges and solutions facing the telecom and multimedia industry in India and the surrounding countries. The Summit provides a unique opportunity to reinforce the sharing of knowledge and experience not only among CMAI members but also with non-members in the Asia Pacific region. The Expo enables the exhibitors to showcase the latest products and services. It will be a 5-day event; 2 days for Summit with multiple tracks, and Expo, for telecoms and multimedia, and 3 days telecom training focusing on telecoms issues.

Objectives:

- To provide the latest telecom & multimedia information and technology to Service Providers, vendors and relevant organizations locally and internationally.
- To establish CMAI footprint as the leading Association for telecom, multimedia and IT in India and in the Region
- To provide business opportunities for telecom & multimedia companies from other countries by participating at the Expo
- To increase knowledge for delegates by attending various training courses
- It is a CMAI plan to make this event an annual event in India.

Theme: "Beyond Customer Satisfaction Delivering Profitability"

The Summit will examine a number of key issues important to the telecom and multimedia market in India and the surrounding region;

Telecoms:

- 3G, LTE RF Network Optimization in managing rapid subscriber growth
- 3G/GSM Interoperability Planning
- 3G: How an innovative approach to vendor/service provider business models can transform a business model to profitability and increasing CSI (Customer Service Index)
- Mobile Number Portability - Effect and Market Dynamic

- 3G: Test Drive and Benchmarking - How 3G service providers from around the globe benefited from operational excellence exercise
- How will major architectural initiatives like Service Orientated Architecture (SOA), Next Generation Networks (NGN) and IP Multimedia Subsystem (IMS) impact operator strategies.
- Customer Experience Management in the Mobile CSP
- Customers Expectation of the Mobile Internet Experience Opportunities & Challenges
- VOIP over WIMAX
- Billing Management and Revenue Optimization - Discount Billing
- eBilling Deployment

Multimedia:

- Multimedia; How to create innovative, profitable but still maintain affordable new services (e.g. IPTV)
- Multimedia in M-Commerce
- Multimedia Contents and Development Strategies
- IP and IPTV Technologies
- Converged Technologies for Business Development and Marketing
- Multimedia Technologies for Education
- Multimedia in Security
- Multimedia in Entertainment
- Corporate Showcases Multiple tracks

CMAI International Telecom and Multimedia Summit & Expo offers:

Access to CMAI's members and supporters in India and other parts of the world. CMAI members are the movers and shakers who are driving and shaping the future of the telecom, multimedia and IT in India

Panel discussions by renowned speakers in their own field on the current issues affected telecom and multimedia industry in India

- In-depth, leading-edge business, technical and training led by experts and senior-level authorities and distinguished speakers from the telecom and multimedia industry from various parts of the world
- In-depth introductory training on 3G, WIMAX, LTE, Revenue Management and Optimization etc

- Showcase of the latest products and services by exhibitors
- Numerous networking opportunities through networking breaks, lunch and dinner where attendees can share ideas and experience in a relaxed and friendly environment
- Collaboration with other telecom and multimedia associations in the region

Call for Speakers

CMAI is now accepting your unique presentation proposals for the Summit. Do you have a business or operational case study and showcase that you would like to present? Do you have a customer success story in the Mobile Number Portability, VAS, Network Management, WIMAX, Revenue Optimization, Multimedia technologies, IPTV and other relevant topics that others can learn from? If so, CMAI invites you to submit your concise and focused presentation proposals to speak at this inaugural event. Speaking slots are limited so priorities will be given to hot topics, case studies, and presentations addressing the current issues facing the telecom industry in India.

As a possible speaker at this Summit, you will get the unique opportunity to appear in front of a qualified audience - executives and leaders in the telecom industry in the region. Please email to nkgoyals@yahoo.com for guidelines.

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VIP Dinner (Sponsorship Opportunity)

On Monday evening, September 27, CMAI will be holding a VIP dinner for sponsors, exhibitors and Event delegates. Distinguished guests from the Ministry and the telecom industry will be attending the Dinner.

Sponsorship

To make this event a great success, CMAI cordially offers relevant organizations and government agencies wide range of sponsorship opportunities. Your support of this event will be highly visible to delegates and potential delegates in addition to being recognized by a wider audience in the event postcards, brochures, press releases, event website and other event's marketing materials. Please email to nkgoyals@yahoo.in for further information on sponsorship packages.