



### **SIMposium Asia 2009**

#### **Next stop: Rome!**

**London, 20th October 2009 - SIMalliance, the global association made up of the world's leading SIM card manufacturers, announces that over 120\* attendees convened at the end of September (29<sup>th</sup> & 30<sup>th</sup>) in Hong Kong for the second Asia Pacific edition of SIMposium, organized by SIMalliance in partnership with Informa Telecoms & Media.**

**The third edition of its global conference SIMposium will take place in Rome (Italy) at the Sheraton Roma Hotel & Conference Center on 20<sup>th</sup> and 21<sup>st</sup> April 2010.**

22 different operator companies representing 950 million mobile subscribers, and delegates from 20 different countries (of which 60% from Greater China) attended over the two days to debate, discuss and network with the whole mobile services eco-system.

This year's edition was very rich in discussions with the presence of a large number of network operators (41%) including Telenor Malaysia, PT Bakrie Malaysia, Hong Kong CSL, PT Telecoms Indonesia, SK Telecom Korea, Indosat Indonesia, Dialog Telekom Sri Lanka, Grameenphone Bangladesh, Fargo Telecom Hong Kong, China Mobile, Starhub Singapore, SK Telekom, FT - Orange (France & China), Total Access Thailand, Aktel Bangladesh, DTAC Thailand, Bharti Airtel India, Idea Cellular India, Pelephone Israel, True Thailand, Telecom Italia and many handset manufacturers (9%) such as Shangai Fudan, Beijing Tongfang, China Ningbo Bird, Nokia & ZTE.

The region is very dynamic and SIMposium was an opportunity to discover many innovative SIM-based applications ie. a SIM card which detects movements or an "ATM SIM" to distribute personalized SIM cards in the street, and the first 'flashy' handsets from the region integrating the NFC (Near Field Communications) and SCWS (Smart Card Web Server) protocols.

ZTE introduced the great opportunities they could see for SIM-based services & solutions with the migration to LTE and animated a breakout session on the subject while Nokia presented its contactless strategy and its NFC roadmap,

OMTP and SIMalliance encouraged all the players to use existing standards to limit technological fragmentation and accelerate mass market adoption while the GSMA and SKTelecom presented the roadmap and use cases of the GSMA SmartSIM project.

*Michel Canitrot, Chairman of the Board of SIMalliance said, "SIMposium Asia 2009 was a great networking event, with the participation of many Asia Pacific players. It's good to see how innovative is the region when it comes to deploying SIM-based services & solutions and how fruitful is the collaboration with the region's handset industry. Asia Pacific is now getting increasingly involved in global discussions."*

The event was also co-located with Informa's Mobile Device Management event.



## Press Release

*\* Breakdown of Companies Attending:*

Operators - 41%  
Smart Cards - 18,5%  
Handsets - 9 %  
Test - 5,5%  
Techno Vendor - 4%  
Press & Gvt Agency - 7%  
MDM - 2%  
Mobile Localisation App - 2%  
M2M - 2%  
Transport Services - 2%  
Industry Organisations – 7%

*By geographies:*

North America – 3%  
Europe – 18%  
Pacific Asia & Australia – 9%  
Greater China – 60 %  
Japan & Korea – 7%  
India – 3%

For further details on ordering the proceedings from SIMposium Asia, please contact:  
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Dates for SIMposium Asia 2010 will be released shortly.

**-ends-**

**Note to editors:**

**About SIMalliance: Putting the SIM at the heart of the new mobile eco-system**

*Over the past five years SIMalliance has become one of the world's foremost commentators in the mobile business. By operating outside the singular commercial interests of any individual SIM card player, the association has been able to pinpoint the mission critical services on the horizon and help steer their development to meet the practical needs of the mobile market.*

*With SIMalliance members\* now responsible for nine in every ten SIM cards sold worldwide, the collective vision of the association is uniquely placed to shape SIM developments and the impact they will have on the new generation of mobile services. From their standpoint, the challenge couldn't be clearer for the protagonists in the mobile eco-system.*

*\* SIMalliance members are: Datang, Eastcompeace, Gemalto, Giesecke & Devrient, Incard, Oberthur Card Systems, Prism, Sagem Orga, SanDisk, Watchdata and Wuhan Tianyu*

*\*SIMalliance strategic partners are FCI & Movenda*

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