

**SAVE THE DATE !**



**SIMPOSIUM 2007**  
**24-25 APRIL 2007 IN BERLIN**  
**THE WORLD'S ONLY EVENT ENDORSED BY THE SIM INDUSTRY**

**London, January 18, 2007: The SIM community, representing 90% of SIM cards sold in the world, will meet the whole mobile eco-system and beyond in Berlin at SIMposium2007 on 24th & 25th April 2007, the new show for marketing, business and technology innovators.**

Created by SIMalliance, the world's leading association of SIM card vendors (Eastcompeace, Gemalto, Oberthur Card Systems, Giesecke & Devrient, Incard, Prism, Sagem-Orga, Sandisk & XPonCard), **SIMposium 2007 is the first in a series of international conferences & exhibitions.**

**SIMposium 2007 will bring the mobile eco-system's actors together in a unique blend of presentations, workshops, interactive sessions and social events** to debate latest trends in mobile services and architectures, identify new business opportunities and see demonstrations and get explanations about the latest successful live mobile services & content.

**Expected to accommodate 300 delegates and 30 exhibitors, SIMposium 2007 is aimed at:**

- Marketing Managers
- Business Development Managers
- Market and Product Managers
- Service Designers
- SIM Managers

**across the entire mobile value-chain:**

- Operators
- MVNOs
- Handset & Device Manufacturers
- Application and Content Providers
- Hardware, Middleware & Software Vendors
- Integrators
- Brand & Media

**Today, a number of key players from the industry have already confirmed their participation as speakers, among them:**

- Jais Agertoft, Technology Manager, **NOKIA**
- Steve Atkinson, CTO, **Monitise**
- Fabrice Bauman, Barrister, HW&H - **Hertslet Wolfer & Heintz**
- Olivier Beaujard, VP Business Development, **Wavecom**
- Philippe Bétoin, EVP NFC Business Line, **Inside Contactless**
- Philippe Bontemps, Regional Director EMEA, **Welcome Real Time**
- Valérie Bozzeto, Creative & Commercial Director, **IRM.TV**



- Pascal Caillon, Director Mobile Content and M-Commerce, **Sandisk USA**
- Nicolas Chevalier, Head of Product Marketing – MobileTV, **Nagra Vision**
- Sergio Cozzolino, Chairman, *GSM Association* SCAG & Vice President, Corporate Department/ Customer Integration, **Telecom Italia Mobile**
- Chris DeGrace, VP Product & Alliances, **OnePin**
- Axel Deininger, Associate Director - Head of smartcard IC Business Europe, **Samsung Semiconductor**
- Christophe Dolique, Chairman, SIMAlliance & VP Marketing & Strategy Telecoms, **Gemalto**
- Eshed Doni, CEO, **SendM**
- Mark Düsener, New Business Development, **Vodafone Germany**
- Gwen Edwards, Cards Marketing Manager - Devices Team, **Orange FT**
- Timothy Evans, Chairman TC SCP Requirements Group, **Vodafone UK**
- Helmut Gassel, VP & General Manager, Infineon Chip Card Business Unit, **Infineon**
- Simon Gazakian, CEO, **Tedemis**
- Yves Goblet, Deputy CEO, **TF1**
- Jean-Yves Grall, Marketing Director EMEA, **SPANSION**
- Petteri Heinonen, Director Product Development, **Valimo**
- Jose Ignacio Honorato Garcia, Head of Smart Card Development, **Telefonica Moviles**
- Alain Jarre, Director Mobile Marketing & Solutions, **Oberthur Card Systems**
- Philippe Jeudy, European Mobile Account Manager, **Sega**
- Laurent Jullien, Contactless, Services Director, New Products & Services, **Bouygues**
- Lliaro Macchi, Head of SIM Development, **Telecom Italia Mobile**
- Kristjan Hardardson, Managing Director, **SPRON**
- Cedric Mangaud, CEO, **Abaxia**
- Guido Mangiagalli, Consumer Market Development, **Visa**
- Graham McKay, Director, **Prism (A Net1 Company)**
- Mads P. Moller, Product Manager, **Xponcard**
- Colin Mukete, Chairman , **MTN Cameroon**
- David Remaud, Director of the Lucent MVNE Business Venture, **Alcatel-Lucent**
- Lauri Pesonen, CEO, **Venyon**
- Bob Pike, Founding Partner, **Major Deal Team**
- Eytan Pisetzky, Vice President Marketing - MNO Division, **Sandisk**
- Jorge Rovira, Team Leader, Device Management, **One Austria**
- Michele Scanlon, Principal Consultant, **Green Giraffe**
- Michele Scarlatella, Vice President Marketing, **Incard**
- Dr Oliver Schepp, Development Telematics Group, **BMW**
- Lars-Erik Sellin, Chief Technology Officer, **SmartTrust**
- Stephen Sidley, CTO, **Altech Group**
- Chua Thian Yee, CEO, **Cassis International**
- Jean-Christophe Tisseuil, Head of Marketing - BU Telecommunications, **SAGEM-Orga**
- Philippe Vallée, Executive Vice President -Telecommunications & R&D, **Gemalto**
- Dr Klaus Vedder, Chairman, *ETS/SCP* & Executive Vice President, **Giesecke & Devrient**
- Gary Waite, Technology Manager - Devices & SIM Technology, **02**
- Mung-Ki Woo, Group Strategic Marketing - Advanced Products & Services - Vice-President Payment & Contactless, **Orange**

TO GET A PRESS ACCREDITATION, PLEASE GO ONLINE:

- [WWW.SIMPOSIUM-SIMALLIANCE.ORG](http://WWW.SIMPOSIUM-SIMALLIANCE.ORG)



## PROGRAMME OVERVIEW

<b>Monday 23<sup>rd</sup> April 2007</b>
<b>10:30 – 18:00 - PRE-CONFERENCE TRAINING SEMINAR ON SIM TECHNOLOGY</b>
<b>Tuesday 24<sup>th</sup> April 2007</b>
8:15 – 9:30 - Welcome Coffee – Exhibition Opens
<b>9:30 – TP1 – Welcome – SIM Market &amp; GSMA Update</b>
10:00 – TP2 - Mobile Market Key Trends & Drivers – Regional Services & Usages – Successful Business Cases – Special Focus on Emerging Markets
<b>10:30 – TP3 – Technology &amp; Standard Decisions Impact on Infrastructures &amp; Business Models</b>
11:00 – TP4 – Silicium Panel
11 :30 – TP5 – The Battle for the Phone Book
<b>12 :00 – 13 :50 – Lunch - Exhibition Area</b>
<b>AFTERNOON TRACKS</b>
13:50 – 17:50 - TT1 – Mobile TV – Just Mobile or a New Paradigm
13:50 – 17:50 – TT2 - M-to-M – When Machines Do the Talking
13:50 – 17:50 – TT3 - Technology & Standard Impact on Infrastructures & Business Models
15:30 – 16:00 - Coffee Break – Exhibition Area
17:50 – 19:30 - Drinks Party – Exhibition Area
<b>Dine &amp; Wine Party at 20:30</b>
<b>Wednesday 25<sup>th</sup> April 2007</b>
8:30 – WP1 – Convergence – Mobile & Internet – Shift to .net Based competition or partnership?
<b>9:00 – WP2 – MVNOs – The New Deal</b>
9:30 – WP3 – Convergence – Mobile & Media – Hollywood & Record Business Unwired
10 :00 – WP4 – Content Management – A world of Content & Devices
<b>10:30 – 11:00 – Coffee Break – Exhibition Area</b>
11:00 – 12:20 – Afternoon Tracks start
11:00 – 12:20 – WT3 - Multimedia SIM – For What?
<b>12:20 – 14:20 – Lunch in the Exhibition Area</b>
<b>AFTERNOON TRACKS</b>
14:20 – 17:00 - WT1 – Contactless – The route to mobile transactions
14:20 – 17:00 – WT2 – Mobile Marketing/ CRM/ Branding/ Advertising – Mobilise your brand
14:20 – 17:00 – WT4 - Service & Content leveraging SIM technology
15:30 – 16:00 - Coffee Break – Exhibition Area

Conference & Exhibition end at 17:00

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**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 predict how SIM developments will impact on the new generation of mobile services. From their standpoint, the challenge couldn't be clearer for the protagonists in the mobile eco-system.

**For more information, please visit <http://simposium-simalliance.com> or contact:**

**SIMalliance**

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