

PROPOSING AGENDA OF “OPPORTUNITIES FOR ALL IN BROADBAND ICT”– 24 & 25 MAY 2011@ AUDITORIUM, SKMM CYBERJAYA

CONFERENCE - Day 1			
Time	Duration	Title	
08:30 – 09:45	75 min	Registration	Exhibition Coffee & Breakfast Networking
09:45 – 10:00	15 min	Mass Call	
10:00	45 min	Arrival of YB. Dato’ Seri Utama Dr. Rais Yatim Minister of Information, Communications and Culture	
		Welcome Remarks: Tan Sri Khalid Ramli Chairman, Malaysian Communications and Multimedia Commission Keynote Address: Dato’ Seri Utama Dr. Rais Yatim Minister of Information, Communications and Culture Launch of Guide Book & Official Opening session	
10:45	15 min	Coffee Break	Exhibition
11:00	30 min	Topic: Digital Lifestyle Malaysia <i>By Mr Yow Lock Sen, Director of Growth Areas Department, SKMM</i> “Developing new ideas and products supporting everyday life from the Digital Lifestyle Malaysia guidebook. Mr Yow will share what are in store for the industry - driving the adoption of digital lifestyle facilitated by the “Internet of Things” and leveraging on the increasingly ubiquitous broadband, cellular service infrastructure and short range communications.	
11:30	30 min	Topic: Content production - 3D Cinematography <i>By Tn Hj Burhanuddin, Managing Director of Les Copaque</i> Increasingly, content are produced in 3D format to enrich and enhance viewer experience. Opportunities in this area is not only limited to entertainment but also in learning where 3D modeling can tremendously help in the understanding of complex issues. Tn Hj Burhanuddin will talk about 3D cinematography and what the future holds.	

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12:00	30 min	<p>Topic: Business Case for 3D TV By Mr Michael Fu from Ericsson TV</p> <p><i>With the digital content and bandwidth available in the transmission, 3DTV is now a reality over platforms such as IPTV, satellite and terrestrial TV. Mr Micheal will explore the business case and opportunities for going 3D.</i></p>		
12:30	90 min	<table border="1" style="width: 100%;"> <tr> <td style="text-align: center;">Networking Lunch</td> <td style="text-align: center;">Exhibition</td> </tr> </table>	Networking Lunch	Exhibition
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14:00	30 min	<p>Topic: Opportunities in broadband community centres/services By En Mohd Shafie Othman , Director of Universal Services Provision, SKMM</p> <p><i>Many community broadband centres have been developed around the country with abundant opportunities that lie in waking up the rural community to the adoption of broadband ICT lifestyle – delivering both social and economic benefits. Mr Shafie will tell us what and how planting the seed and unlocking this potential will mean to all.</i></p>		
14:30	30 min	<p>Topic: Services in the Cloud - Choice Cloud for Developers, Windows Azure By Mr Lai Hoong Fai, Web Strategy Lead, Microsoft Malaysia</p> <p><i>Various applications can be hosted in the cloud to serve businesses. Microsoft will share the services available and opportunities for developers (using Windows Azure) to create cloud computing application to server businesses such as storage, CRM and HR applications.</i></p>		
15:00	30 min	<p>Accelerating Broadband ICT Business Ventures By Zeti Marziana Mohamed, Director, Business Facilitation Unit, SKMM</p> <p><i>“Opportunities in Broadband ICT” is starting off with this conference. It’s a series of discussions, talks and workshop to creat awareness of opportunities and facilitation to get businesses to take up Broadband ICT as a business and use broadband ICT in their business. Ms Zeti explains further on it and how the industry can expect in the months to come.</i></p>		

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15:30	30 min	<p>Topic: Web Based Video Collaboration By Mr Mark Ian Timms, TeleVAS</p> <p><i>Video conferencing, telepresence and online collaboration tools facilitated by fixed and mobile broadband service infrastructure when all are tied together can promise to provide a compelling service, improving workgroup collaboration and productivity. Besides it being used as a tool for business, it can also be offered as a subscription service.</i></p>	
16:00	30 min	Coffee Break	Exhibition
16:30	30 min	<p>Topic: Virtual Platform as a Business Service By Mr Leong Yok In, Managing Director of Greenwave Technology Sdn Bhd</p> <p><i>Small businesses such as SME/SMIs can focus on business and rely on the virtual ICT platform delivering business applications to help them in their day to day running of business.</i></p>	
17:00	30 min	<p>Topic: Innovations from Home/Local Industries - Store discount hotspots/treasures - MyMall By Mr Darren Pang, Chief Executive Officer of Convep Mobilogy Sdn Bhd</p> <p><i>Darren will share the Power of Mobile Lifestyle, how they develop and market mobile applications that bring convenience to people through mobile technology as well as business opportunities to SMEs.</i></p>	
17:30		Coffee & See you tomorrow	Exhibition

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CONFERENCE - Day 2		
Time	Duration	Title
08:30	30 min	Networking Breakfast
09:00	30 min	<p>Topic: “Digital Home and Assisted Living” <i>By Dr Chang Yoong Choon, Senior Lecturer, Faculty of Engineering, Multimedia University, MMU</i></p> <p><i>Digital home is an area which is developing and can be a new growth area in the near future. Dr Chang will describe a concept of future digital home which he has developed and how the industry could use the various research and development to further develop into products and services for digital homes.</i></p>
09:30	30 min	<p>Topic: Market Landscape of Digital Media Hardware and Devices in Malaysia by GFK Research <i>By Ms Jennifer Chan, General Manager, GFK Retail & Technology Sdn Bhd</i></p> <p><i>Trends and market landscape of digital media hardware and devices will be highlighted and as well as the opportunities for industries here in Malaysia.</i></p>
10:00	30 min	Networking Coffee Break
10:30	30 min	<p>Applications Development for Global Mobile Platforms: MSC Malaysia Initiative for Digital Citizens <i>By Ir Wan Murdani Mohamad, Senior Manager of Digital Infrastructure Business unit, K-Infra, MDec</i></p> <p><i>Interested to fill up your new smartphone with applications to make full use of your phone? Well, one will have to visit apps store such as Apple store and Andriod Market place. Apps can be built by almost anyone with the skills and idea to serve a particular need. Mr Wan Mohamad will bring us through the opportunities to develop and market apps for the global market.</i></p>
11:00	30 min	<p>Success Story 4: Opportunities in Designing/ Manufacturing or making Devices for DTT Receivers <i>By Laurent L. Morvan, Senior Marketing Manager, ST</i></p> <p><i>As Malaysia readies itself for the launch of digital terrestrial TV in 2012, the industry has been actively preparing and building up the eco-system. There are many areas to explore in the move from terrestrial analogue TV to digital TV but the most prominent being large numbers of digital receivers and TVs and new digital content. Putting digital receivers at home, in vehicles and portables presents another great area to be and Mr Laurent will share on how easy it is using readily available chip sets.</i></p>

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12:00	30 min	<p>Topic: A Journey of Made in Malaysia Consumer Devices By Mr Wing K. Lee, CEO of YTL Communications Sdn Bhd</p> <p><i>Necessity is the mother of invention! Mr Wing tells his storey on how he helped to complete the WiMax@2.3 eco-system with the set of end user devices for the launch of the “Yes” service. He will share lessons learnt and moving forward to the future for Malaysian made consumer communications devices.</i></p>
12:30	90 min	Networking Lunch
14:00	30 min	<p>Topic: Mobile Content By Mr Romuald Navin K. Marappan, General Manager – Asia Pacific of TIMw.e.</p> <p><i>There is a big market for mobile content and applications especially those delivering local and localized (location based) content whether it is for tourism, infotainment, games and education. Mr Romould explains the opportunities in the mobile content business and how one need to stay innovative and creative to win in the market.</i></p>
14:30	30 min	<p>Mentorship Program: Online Streaming/ WiWi By En Faisal Ahmad, Director of Market Product Realization, MIMOS Berhad</p> <p><i>Mr Faizal will explain its mentorship program to selected technology recipients is an opportunity for the industry to build products for the market. The mentorship program will facilitate and nurture companies to further develop the technology platform into products and applications to serve each individual market that they are being served.</i></p>
15:00	30 min	<p>Topic: Services in the Cloud - Google App Engine By Mr Richard Achee, Regional Manager South East-Asia, Google Enterprise</p> <p><i>Explains services that small businesses can get or users from the cloud.</i></p>
15:30	30 min	<p>Super Session 2: Regulatory Enabling Environments for M2M Dr. Markus Steingröver, Managing Partner, Head of Wholesale Strategies, Detecon International GmbH</p> <p><i>Machine to machine (M2M) is an area of opportunity to tap in the digital lifestyle Malaysia programme and is also featured in the NKEA CCI covering connecting 1Malaysia - location aware and track and trace services. With the large wired and wireless broadband infrastructure and increasingly low cost data devices, they can be embedded into machines to automate, manage and improve operations. Dr Markus</i></p>

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		<i>will share with use his experience to get the industry going into M2M.</i>
16:30	30 min	<p>Super Session 3: High-Tech Start-Up space By Tim Clark, Consultant</p> <p><i>Communications and multimedia industry is considered as a high technology industry. Mr Tim Clark will share his experiences in nurturing, facilitating and development of high tech start ups. The DOs and DONTs relevant in growing SMEs involved in this industry.</i></p>
17:00	30 min	Coffee Break & Networking

***** Please note that the schedule for the sessions/presentations may be subject to changes without prior notice. 18 May 2011 updated**