



NET 2015
(NBTC Expo Thailand 2015)
“The Future Trend in Digital World”
6-9 August 2015
Bangkok, Thailand

To commemorate Thailand's National Communications Day and to support Digital Economy Initiative of the Thai government, the National Broadcasting and Telecommunications Commissions (NBTC) will organize NBTC Expo Thailand 2015 (NET 2015) with the aims to exhibit the potential of digital communications technology in enhancing growths and opportunities for Thailand's economy and society, and, particularly, to disseminate knowledge on how this evolving technology could improve quality of life and increase life satisfaction of people.

NET 2015 will shed light on advanced digital technology and innovation showcases, venues for international symposiums and business opportunities for both broadcasting and telecommunications sector. The event will be held at Queen Sirikit National Convention Center (QSNCC), located in the heart of Bangkok city, surrounded by various business areas, shopping centers and entertainment complexes.

Place: Queen Sirikit National Convention Center, Bangkok, Thailand

Date: 6-9 August 2015

Activities: @ NBTC Symposium
@ Exhibitions
@ Business Networking Forum

NBTC Symposium: 6-7 August 2015, Plenary Hall

World-wide renowned keynotes and distinguished guest speakers are invited to join the international symposium entitled “Collaborating towards Global Digital Economy: Opportunities and Challenges”.

Exhibitions: 6-9 August 2015, Exhibition Zone

- Digital Economy: Exhibitions of government agencies on policies and initiatives towards digital economy that affects and changes ways of life.
- Digital Community: Business showcases on future technologies and future life e.g. smart city, smart home as well as Internet of Things.
- Mobile World: Exhibitions and expo on new mobile technology and frequency bands to be allocated to future mobile broadband e.g. 4G/5G and innovative mobile broadband services and devices.
- Smart Entertainment: Expositions on digital entertainment and equipments for digital broadcasting e.g. 4K/8K TV, digital quality content and new media innovation.
- Cyber Security: Exhibitions on cyber security awareness and protection, in particular state of the art solutions for mobile security.

Business Networking Forum: 6-9 August 2015

This Forum is arranged for anyone interested in networking with other broadcasting and telecommunication businesses. This is a unique opportunity to find resources for every aspect of communications businesses e.g. digital content or 4G telecommunications equipments and services.

NBTC Symposium

Collaborating towards Global Digital Economy: Opportunities and Challenges

6-7 August 2015

Queen Sirikit National Convention Center, Bangkok, Thailand

TENTATIVE PROGRAMME

Thursday, 6 August 2015 (Day 1)		
Note: Simultaneous translation will be provided		
09:00 – 09:30	Registration	
09:30 – 09:45	Opening Ceremony of NBTC Symposium <ul style="list-style-type: none">• <i>Introductory Remarks</i> by <i>Mr. Takorn Tantasith</i> Secretary General NBTC• <i>Welcome Remarks</i> by <i>Air Chief Marshal Thares Punsri</i> Chairman, the National Broadcasting and Telecommunications Commission (NBTC)	Ballroom
09:45 – 10:30	Opening Remarks and Keynote Address on <i>“Digital Economy and National Development Agenda”</i> by <i>M.R. Pridiyathorn Devakula</i> Deputy Prime Minister of Thailand	Ballroom
10:30-11:45	Opening Ceremony of Exhibitions <ul style="list-style-type: none">• Visit NBTC Pavilion and other exhibitions	Plenary Hall
13:15 – 14:00	[In English] Session 1: Special Keynotes <ul style="list-style-type: none">• “New Spectrum Management & Policy in Digital Economy” by <i>Mr. François Rancy</i> Director, ITU Radiocommunication Sector	Ballroom

Thursday, 6 August 2015 (Day 1)

	<ul style="list-style-type: none">• “Digital Transformation Strategy : Experiences from the Republic of Colombia” by <i>Mrs. Maria Carolina Hoyos</i> Deputy Minister of Information and Communications Technologies, Republic of Colombia	Ballroom
14:00 – 16:30	<p>[In English]</p> <p>Session 2: Visionary Speech</p> <p>“Digital Technology – Global Outreach”</p> <p>Evolution of digital technology is critical to global economy because it presents both challenges and opportunities to all stakeholders. Views from world leading companies will be shared and discussed in this session on how they accordingly address the global market and what could be the impacts on economy and society.</p> <ul style="list-style-type: none">• Asia perspective by <i>Mr. Wang Yi Fan</i> Managing Director, Huawei Technologies Co Ltd.• US perspective by <i>Mr. David McCloskey</i> Director, Product Marketing and Business Operations Intel Asia Pacific and Japan• Europe perspective by <i>Dr. Magnus Ewerbring</i> Chief Technology Officer, Asia-Pacific, Group Function Technology, Ericsson	Ballroom

Friday 7 August 2015 (Day 2)

08:30 – 09:30	Registration	
09:30 – 12:30	<p>[In Thai]</p> <p>Session 3: <i>Traditional TV vs. Second Screen : Opportunities and Challenges</i></p> <p>Opening Remarks and Keynote Address</p> <p>by Col. Dr. Natee Sukonrat Chairman of Broadcasting Commission, NBTC</p> <p>Panel Discussion</p> <p>Panelist: (TBC)</p> <ul style="list-style-type: none"> ● Assistant Professor Thawatchai Jittrapanun, Ph.D ● Representative from Google Thailand ● Representative from Digital/ Analog TV. ● Representative from Institution of Research on consumer behavior ● Representative from Industrial producer and import equipment <p>Moderator: Assoc. Prof. Sudharma Yoonaidharma, Dean School of Law, University of the Thai Chamber of Commerce</p>	Ballroom
13:30 – 15:30	<p>[In Thai]</p> <p>Session 4: “ <i>Telecommunication enables “Digital disruptive”, a new wave challenge all industries</i>”</p> <p>Opening Remarks and Keynote Address</p> <p>by Col. Dr. Settapong Malisuwan Chairman of Telecommunications Commission, NBTC</p> <p>Panel Discussion</p> <p>Panelist: (TBC)</p> <ul style="list-style-type: none"> ● Telecommunications operators ● Academic institution <p>Moderator: NBTC</p>	Ballroom

Saturday 8 August 2015 (Day 3)		
08:00 – 09:00	Registration	
09:00 – 09:20	<p>[In English]</p> <p><i>“Delivery Technologies and Business Models for Mobile Television Services”</i></p> <ul style="list-style-type: none"> • <i>Welcome Remarks</i> by International Telecommunication Union (ITU) • <i>Opening Remarks</i> by National Broadcasting and Telecommunications Commission (NBTC) 	Ballroom
09:20 – 17:40	<p>[In English]</p> <ul style="list-style-type: none"> • Various Speakers from ITU <p>For more detail please see website: www.ictdforum.org/mtv2015</p>	Ballroom