



15-17 JUL 2015 • 2015年7月15-17日

Mobile World Congress Shanghai

Main Conference and Programme Key Event Summary

MWCS Main Conference

(Gold or Silver pass holder)



Wednesday 15 July 2015			Thursday 16 July 2015		
09:00-09:30	MWC Shanghai & SDIF Joint Opening Ceremony		09:15 – 10:45	Keynote Session: The Road to 5G Aud A (Shanghai Ballroom 2)	
11:00 – 12:30	Opening Keynote: The Future of Mobile Aud A (Shanghai Ballroom 2)				
12:30 – 13:30	Networking Break Kerry Hotel, GSB Pre-function area		10:45 – 11:15	Networking Break Kerry Hotel, GSB Pre-function area	
13:30 – 14:30	Keynote Session: Mobile Identity for the Connected Life Aud A (Shanghai Ballroom 2)		11:15 – 12:30	M2M, IoT & Big Data Analytics Aud B (Pudong Ballroom 1-3)	Supporting the Connected Enterprise Aud C (Pudong Ballroom 4)
14:30 – 14:45	Networking Lunch Kerry Hotel, Networking Club Lounge (Grand Shanghai Ballroom 3)		12:30 – 13:45	Networking Lunch Kerry Hotel, Networking Club Lounge (Grand Shanghai Ballroom 3)	
14:45 – 16:00	Business Models for the Future Mobile Internet Aud B (Pudong Ballroom 1-3)	Mobile Identity Solutions Aud C (Pudong Ballroom 4)	13:45 – 15:00	Networking Evolution: Virtualising the Network Aud B (Pudong Ballroom 1-3)	Shaping the Future for Sustainable Smart Cities Aud C (Pudong Ballroom 4)
16:00 – 16:30	Networking Break Kerry Hotel, GSB Pre-function area		15:00 – 15:30	Networking Break Kerry Hotel, GSB Pre-function area	
16:30 – 17:30	China Innovation Spotlight: Disruption not Duplication Aud B (Pudong Ballroom 1-3)	mCommerce in Asia: Growth, Opportunity & Innovation Aud C (Pudong Ballroom 4)	15:30 – 16:45	5G Leadership in the Asia Pacific Region Aud B (Pudong Ballroom 1-3)	Mobile Financial Services Aud C (Pudong Ballroom 4)
17:30 – 17:45	Networking Break Kerry Hotel, GSB Pre-function area				
17:45 – 18:30	Mobile World Live Keynote Aud A(Shanghai Ballroom 2)				

GSMA Programme and Partner Events



	Tuesday 14 July Pre-event	Wednesday 15 July Day 1	Thursday 16 July Day 2	Friday 17 July Day 3
GSMA Programmes http://www.mwcshanghai.com/learn/gsm-a-programmes/	Global Device Summit 14.00-18.10 Kerry Hotel, Grand Shanghai Ballroom3		IoT Summit 13.45-18.00 Kerry Hotel, Grand Shanghai Ballroom 2	IoT Summit 09.00 -12.00 Kerry Hotel, Grand Shanghai Ballroom 2
	Mobile Internet Summit Time tbc Kerry Hotel, Pudong Ballroom 1-3		Innovation Programme -GSMA Innovation Series 11.00-16.00 Kerry Hotel, Function room 1	Smart Retail Summit 09.00-16.30 Kerry Hotel, Pudong Ballroom 5-7
	Digital Commerce Summit 09.00-18.00 Kerry Hotel, Pudong Ballroom 4			
Partner Programmes http://www.mwcshanghai.com/learn/partner-programmes/	China Unicom International Partners meeting 09.00 - 12:00 Kerry Hotel, Grand Shanghai Ballroom 3	GTI Asia Conference 14.30-17.00 Kerry Hotel, Grand Shanghai Ballroom 3	Huawei Video Industry Meeting Time tbc Kerry Hotel, Grand Shanghai Ballroom 3	Entertainment Unlimited Summit Time tbc Kerry Hotel, Grand Shanghai Ballroom 3
		Digital Health Summit Time tbc SNI EC Theatre 2	Digital Health Summit Time tbc SNI EC Theatre 2	Smart Supply-Chain Connectivity Summit Time tbc Kerry Hotel, Grand Shanghai Ballroom 1
		Smart Cities Summit 13.00-17.30 Kerry Hotel, Function Room 1	International MVNO Summit 09:30-16:30 SINEC Theatre 1	International MVNO Summit 09:30-12:00 SINEC Theatre 1
				Global Platform 13.30-16.00 SNI EC Theatre 1
				Innovation Programme - Baustein Innovation Summit 09.00-16.00 Kerry Hotel, Function Room 1
				"Internet +" China Big Data Development Summit 2015 08:30-17:10 Kerry Hotel, Pudong Ballroom 3
Networking Activities	GSMA Members Cocktail Reception 17.30 - 19.00 Kerry Hotel, Cook Lounge	GSMA-Huawei VIP Cocktail Reception 19:00 - 22:00 Kerry Hotel, Shanghai Ballroom 1	Innovation City Networking Cocktail -tbc 16:45 - 18:00 SNI EC W4, Innovation City	
Exhibition http://www.mwcshanghai.com/see-do/exhibition/		Exhibition, Innovation City, Innovation Lab, App Lab, Theatre, Showcase Stage SNI EC 09:00 - 17:00 All pass holders		Exhibition, Innovation City, Innovation Lab, App Lab, Theatre, Showcase Stage SNI EC 09:00 - 16:00 All pass holders
			VIP Lounge SNI EC W5 09:00 - 17:00 Gold pass holder only	VIP Lounge SNI EC W5 09:00 - 16:00 Gold pass holder only

- Conference Agenda: <http://www.mwcshanghai.com/conference-agenda/>.
- **Partner Programmes:** <http://www.mwcshanghai.com/learn/partner-programmes/>. RSVP may be needed in some of the Partner Programmes. Please check in more details from above link.
- **GSMA Programmes:** <http://www.mwcshanghai.com/learn/gsma-programmes/>. RSVP may be needed in some of the GSMA Programmes. Please check in more details from above link.
- **The Innovation City Networking Cocktail Reception :**
<http://www.mwcshanghai.com/cocktail-reception/> dated Thursday, 16th July