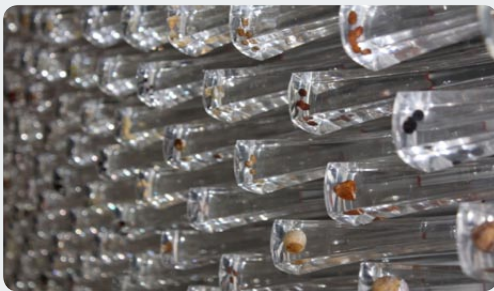


ENABLING INNOVATION LEADERSHIP FORUM

UK-CHINA RESPONSIBLE LOW ENERGY DESIGN IN THE COMMUNICATIONS VALUE CHAIN

Date: 13 September 2010; 13:30-18:00 (Forum)
19:00-20:30 (Reception at Shanghai Expo UK Pavilion)
Venue: Huawei Research & Development Center
Xin Jinqiao Rd No. 2222, Pudong New District



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Enabling Innovation UK-China Partnership in ICT is a strategic initiative launched in October 2008 in Beijing by UK Trade & Investment, the UK government department that helps UK based business succeed in the global economy and assists overseas companies to bring their high-quality investment to the UK. The aim of Enabling Innovation is to raise awareness of the proven track record and capability of the UK's technology sector. The initiative highlights that the UK Technology industry is SMART, RESPONSIBLE and CONNECTED, and is home to leading international technology organisations.

This September, UK Trade and Investment will be holding a one day invitation-only event entitled "The Enabling Innovation Leadership Forum." A key event in the UK programme at Shanghai 2010 World Expo, the forum will bring together UK and Chinese ministers, top executive-level professionals and leading academics. The Forum will provide an exclusive platform for thought leadership between the UK and Chinese Communications industries looking at Low Energy design.

The forum aims to discuss Low Energy solutions to the surge in energy consumption that has followed growth in the telecommunications industry. Last year, China's three largest telecommunication operators consumed 28.9 billion kWh of power, roughly a 26 percent growth over the previous 12-month period. Firms like BT and Vodafone have set goals to reduce energy usage 50%-60% over a 10-year period and their Chinese equivalents are also actively lowering their carbon footprints. As information demands continue to point upwards, this forum will serve to gather leaders around discussion on the sustainable way forward.

Event Highlights

- Approximately 150 Leaders in UK and Chinese Communication industry and academia
- Keynotes will be delivered by both UK and Chinese Ministers
- Closing Reception held at the Shanghai 2010 World Expo landmark UK Pavilion

Enabling Innovation Strategic Partner:



Leadership Forum Sponsor:



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September 13, 2010

13:30-13:40	Introduction by John Davies , Global Technology & Strategy Adviser, ICT Sector Group, UK Trade & Investment Introduction by Yang Zemin , President, Chinese Academy of Telecommunications Research (CATR)
13:40-14:20	Keynote Speech by Mark Prisk , Minister of State for Business and Enterprise, UK Department for Business, Innovation and Skills (BIS) Keynote Speech by Ai Baojun , Vice Mayor of Shanghai (tbc) Keynote Speech by Su Jinsheng , Chief Engineer, Ministry of Industry & Information Technology (MIIT) (tbc) Opening Speech by Ren Zhengfei , CEO of Huawei (tbc)
SESSION 1 – INDUSTRY & ENERGY	
14:20-15:20	Panel 1: Operators Going Green: Challenges and Strategies to Sustainability Panel Members: BT (Larry Stone- President of Public and Government Affairs), Vodaphone (Dr. Howard Xia- General Manager China), 4energy (Pat Tindale- CEO), China Mobile (LuXiang Dong- Vice President) China Telecom (Vice President tbc), China Unicom (Vice President tbc) Shaped by both accelerating global information demand and a slow but significant shift towards energy efficiency, the telecommunications industry has been undergoing a significant evolution. At the center of this change are the industry leaders who now face formidable challenges in shifting both thinking and technologies to build more sustainable businesses that return ever stronger financial results. The forum's opening panel will gather leaders of top UK and Chinese Telecom companies to discuss this and corporate strategy.
15:20-16:20	Panel 2: Innovative Low Energy Design: A Way Forward Panel Members: Virtual Centre of Excellence in Mobile & Personal Communications (Mobile VCE) Green Radio (Simon Fletcher- Industrial Chairman), Nujira (Jeremy Hendy- Vice President), ARM (Allen Wu- Vice President & Country Manager China), Sony Ericsson (tbc), Huawei (Ren Zhengfei- CEO tbc), Datang (Vice President tbc), SMIC (tbc) Despite facing important challenges, the industry also offers highly promising opportunities. New-generation base stations, fibre-based networks, mobile multimedia, smarter software, and other technologies are taking the industry to real cost savings and the common denominator has been in low energy design. Implementation, however, presents important hurdles to turn recent creations into business realities. Prominent players from across the communications value chain from network solutions, to device and semiconductor manufacturers will discuss how low energy design can create the path towards progress.
16:20-16:35	Coffee Break
SESSION 2 – SCIENCE & ENERGY	
16:35-17:05	Speech by Professor Tim O'Farrell , Swansea Univeristy (tbc) Speech by Xiaohu You , Director of Mobile Communication Laboratory, Southeast University Speech by Simon Fletcher , Industrial Chairman, Virtual Centre of Excellence in Mobile & Personal Communications (Mobile VCE) Green Radio
17:05-18:00	Panel 3: Science and Industry Collaboration: Solutions to Tackling Energy Use Panel Members: Top UK and Chinese academic and industry members of the UK-China Sciene Bridges R&D on (B) 4G virtual wireless mobile communications will discuss efficient energy use strategies and solutions.
18:00-19:00	Transportation to the UK Pavilion Reception
19:00	Leadership Forum Reception (tbc) at the Shanghai 2010 World Expo UK Pavilion

Call to Action:

For further inquiries on the Enabling Innovation Leadership Forum, Please Contact the following regional contacts:

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Registration

Company Name:
Participant Name:
Position:
Phone:
Email:

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