



Vietnam: one of the fastest growing markets

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Occupying an exhibition area of 6,000sq.m, Vietnam Comm 07 gathered over 170 exhibitors from 17 countries or regions including Australia, China, France, Hong Kong SAR, India, Indonesia, Italy, Japan, Korea, Malaysia, Russia, Singapore, Taiwan, Thailand, UK, USA, Vietnam, etc. The organizers had a number of sponsors for the event including "Diamond Sponsors" from SK Telecom, Cisco and Viettel, "Banquet Sponsor" from Orange, "Gold Sponsors" from NTT DoCoMo, Huawei, UTStarcom and ZTE. Other sponsors included Qualcomm, Alcatel-Lucent, PCCW Global, Nokia Siemens Networks, Invest Hong Kong, MK Technology Group and 3C, etc. Renowned enterprises such as Bharti, CBoss, Extel, Fargo, Function AT1, Korea Telecom, SIAE, and Sun also exhibited.

Vietnam Comm 07 featured

the active participation of major Vietnamese operators such as Vietnam Posts & Telecommunications Group (VNPT), EVN, GPC Vinaphone, SPT, Viettel and VMS MobiFone, etc. It was a wonderful opportunity to have major operators gathering under the same roof to show the rapid development of Vietnam telecom and ICT market.

Vietnam Comm 07 receives overwhelming responses not only from local ICT industry players and telecom operators, but also country pavilions from abroad. Pavilions were organized by China CCPIT Electronics and Information Industry Sub-Council, Korea IT Business Women's Association (KIBWA), Singapore Industrial Automation Association (SIAA) and Malaysia Software Consortium of Penang (ScoPe)

Summit

Apart from the exhibits, the concurrent summit is a crucial part of Vietnam Comm 07. Seizing the immense opportunities deriving from Vietnam's entry to the WTO, over 20 renowned international corporations participated in the two-day summit for high-level information and experience exchange under the main theme of "Business Opportunities in Vietnam Mobile & Wireless Industry in Integration Era" and "ICT Development and Convergence". Representatives from Ministry of Information & Communications (MIC) and VNPT presented an overview of Vietnam ICT market. This was followed by various ICT hot topics such as wireless convergence, next generation service providers, future broadband, IPTV, 2G to 3G migration, IP

networks, NGN, WiMAX, Network Solutions and IT Applications addressed by well-known global enterprises including Alcatel-Lucent, Blue Coat, Cisco, Comtech, Datang, Huawei, iBasis Global, Motorola, Nokia Siemens Network, NTT DoCoMo, Orange, PCCW Global, Qualcomm, UTStarcom, Viettel, ZTE, etc.

Another new concurrent event of Vietnam Comm07 was the China Enterprises Introductory Conference, which was held on the afternoon of September 19, 2007. The conference was co-organized by VNPT, Adsale Exhibition Services Ltd (Adsale), Hong Kong Wireless Development Centre (HKWDC) together with China National Postal & Telecommunications Appliances Corporation. The Conference opened up the channel for prominent China enterprises to present their company profile, products, technologies and services, etc., to their potential business partners in Vietnam in or-

der to cultivate better understanding and pave the way for stronger cooperation in future.

What's more, to maximize the benefits and effectiveness of Vietnam Comm 07 to the exhibitors, particularly those small to medium enterprises and new to Vietnam Market, business consultation services were provided at the fairground to assist exhibitors in searching their target business partners. Moreover, the networking sessions during concurrent summit and conferences increased chances for overseas enterprises in meeting with major local operators to explore business cooperation opportunities.

Exhibits at this year's expo covered a large range of high-end ICT products and technologies including 3G, broadband, wireless & mobile communications, enterprise system, ICC, infrastructure solutions, IP & network technology, NGN, satellite, security, VoIP, Wi-Fi and WiMAX, etc.

To highlight the importance of technological evaluation in Vietnam, Golden Cup Awards, comprising categories of "NGN Equipment" and "Systems & Services for 3G", were presented to the exhibitors who showcase their latest wireless communications products, services or technologies with significant impact to the industry. ■

