

Press Release



South Asia's largest ICT event. . . Attracting converging technologies and merging business practices

February 16, New Delhi: India's communication revolution continues to transform lives, as the world's fastest growing telecom market hosts the 18th edition of **Convergence India 2010 Expo at Pragati Maidan, New Delhi** from **23-25 March**

The mobile phone, no longer just a device for voice communication, has integrated data and video capabilities making it a powerful networking device. The near omnipresence of the device has prompted a flood of exciting new applications within the Indian market and has enabled access to information and services on a new level. However, with the 3G spectrum allocation, USO fund and Mobile Network Portability (MNP) still on hold, the previous year remained non-prolific for the nation. The 18th Convergence India 2010 expo, South Asia's largest ICT event, is expected to usher in the next level of growth in the telecom sector.

With the theme of *"Digital Convergence... Empowering a Billion Lives."* the international exhibition and conference has a sharp business focus. Organised by Exhibitions India Group, the event is an ideal platform for converging technologies and merging business practices that provides the stimulus for expansion, upgradation, modernization of networks, and enhancement of mass connectivity. The Expo has attracted multi-stakeholders from across the world, to showcase cutting-edge delivery systems in the voice, data and image segments. Mr. Prem Behl, Chairman, Exhibitions India Group. said, " The 18th edition, Convergence India has evolved as an expo that binds not only the industry together, but encourages all experts and influencing associations to come together and promote the global ICT industry,"

The event is supported by the Ministry of Communications and Information Technology, Government of India and is certified by the US Department of Commerce.

Spread over a gross area of 12000 sqm, the event has received robust response from the domestic and international industry. Over 500 exhibitors, 100 speakers, 2,000 delegates and 15,000 visitors from over 25 countries will participate at the 3 day-expo. With country pavilions from China, Korea, Taiwan and United States and 64% international participation, the exhibition has a strong international flavour.

The conference module has been designed to comprehensively cover key verticals of the ICT industry and address issues pertaining to the future of Wireless Business, Sustenance in Multi-operator Environment, Digitalization, Re-defining Broadband, Implementing MNP and Customer Retention challenge; Security and Surveillance, Infrastructure Development; VAS and Mobitainment; Green ICT; Emerging markets and technologies and India Going Global .

Eminent speakers including Shri J.S. Sarma, Chairman (TRAI), Shri Ajay Bhattacharya, Administrator USO Fund (DoT), Mr P.V. Acharya, Director (C- DoT), Mr. Alex Borland, Director (Latens), Mr. Andre Marais, Director (Symmetricom), Mr. Amit Gupta, Principal Analyst (Ovum), Mr. Bengt Hellstorm, Director APAC (Net Insight AB), Mr. Gregory Smiley, Sr. Technology Manager (Nokia), Mr. Gurdeep Singh, CEO (Aircel), Mr. Narayanan Rao, Group CEO & ED (NDTV), Mr. Noel Mathews, VP (Ericsson), Mr. Reddeppa Chetty, DGM (ITI), Mr. C.S. Rao, President (Wimax Forum) and others, will provide insights on trends, challenges and opportunities in this sector.

Convergence India Expo has a reputation for attracting a diverse combination of empowering sponsors such as Airtel Digital, Aircel, Amdocs, BSNL, C-Dot, ConnectM, F-Secure, Intex, Tirumala, Tongyu, and endorsements from leading supporting organizations including All India Aavishkar Dish Antenna Sangh, CASBAA, CEAMA, CMAI, COFI, ELCINA, ICA, IFCCI, IPTV India Forum, IPV6 Forum India, ISPAI, ITSMA, MPEG, SNIA India, TEMA, WiFi Alliance, WiMAX Forum, etc

Business matching and interactive Client Presentations allow the participants at the Expo to derive maximum benefit from the proceedings and harness the full potential of global wireless technologies.

With a continuous flow of high profile trade visitors including government officials, trade associations, regulatory bodies and media, the 18th Convergence India 2010 promises to be an exciting event for the ICT industry, buzzing with entrepreneurship, innovation and expansion.

For more details log on to www.convergenceindia.org

About us:

The Exhibitions India Group, established in 1987, is a trade promotion group focused on organizing international exhibitions and seminars and attracting investments in India, as well as, promoting participation of Indian companies at leading tradeshows worldwide.

Exhibitions India is the only trade fair and conference organizer in India with ISO 9001:2000 & ISO 14001:2004 Certification. The Group is a member of UFI (The Global Association of Exhibitions Industry); IAEE-USA (International Association of Exhibitions and Events) and IEIA (Indian Exhibition Industry Association). The expos organized by the Group conform to the Trade Fair Certification Program of the International Administration of the US commercial Service.

With its headquarters in New Delhi, the Group has branches in Ahmedabad, Bangalore, Chennai, Hyderabad and, Mumbai and an international office in California, USA

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