

Broadband World Forum Asia Is under Planning International Engineering Consortium Helps China Broadband

Staff Reporter Zhao Lei

China Netcom and the International Engineering Consortium (IEC) jointly announced in Beijing that the Broadband World Forum Asia 2007 (BBWF Asia) will be held in Beijing from 5–8 June. This is the first time that the BBWF Asia has been held in mainland China. China Netcom and the IEC will jointly host the event under the theme of “Olympics of Global Innovation.”

Thomas S. Costello, vice president of the IEC and organizer of the BBWF Asia, accepted the interview from our staff reporter. He said that, since 2004, the BBWF Asia has been held in South Korea, Japan and Hong Kong, China, for the last three years. The IEC worked with major local telecom operators such as KT from South Korea, NTT from Japan and PCCW from Hong Kong as official host sponsors. The BBWF Asia has been enjoying increasing influence all over the world and attracted more and more attention from global telecom industry. Currently there are tremendous business opportunities in China. China Netcom, as a prominent leading operator with a good reputation, is a reasonable and natural choice to be the first official host sponsor for the BBWF Asia.

It is also learned that the BBWF Asia is initiated and organized by the IEC. The purpose of the forum is to organize in-depth discussion of the development, deployment, challenges, services and applications of global broadband technology. The forum will cover extensive topics, including broadband communication technology, standards, application, policy, development trend, next-generation network and more. The BBWF comprises the BBWF Europe, the BBWF Americas and the BBWF Asia, with an average of 1–2 meetings in each region every year. The participants are mostly operators, manufacturers, software companies, system integrators, and research and academic

professionals in the telecommunications industry. The first BBWF was held in 2001 in London, United Kingdom, with BT as the host sponsor. To date the IEC has successfully organized 11 BBWF events. At the beginning, it was focused on Europe. Today the IEC has worked with topnotch global telecom operators all over the world to host many Broadband World Forums.

The mission of the BBWF Asia is to promote the cooperation and development of global broadband industry, which is in line with China Netcom's development strategy—to build itself into a “broadband communication and multimedia service provider.” In addition, the forum will also feature a technology exhibition to showcase the dynamic development and advanced technology of China's telecom industry and the highlights of the new technology to be used at the China 2008 Olympics. China Netcom's innovative products in AVS, wireless broadband and ICT areas will also be featured in the exhibition.

Mr. Costello said that the broadband market in China is probably larger in opportunities than any other market around the world. Yet we recognized the aggregation of all China's wireline and wireless network is the largest in the world, which is larger than all western Europe combined. The beauty of China is it doesn't have the old technologies in place as Europe and America do. Consequently China can lead the technology in bringing services that help improve people's lives in terms of education, quality of life, and business. It is a huge market with great potential.

When talking about the development of China's broadband industry, Mr. Costello pointed out that China doesn't need to copy the development models of Europe and America, but should find its own way. Compared with western Europe and North America, China's penetration rate very low. But it won't affect the breathtaking development of the broadband industry in China. During the coming forum in June, China will learn lessons and experience from Europe and North and South America and find the most suitable way for China's own development.

Finally, regarding the problems with the development of China's broadband market, Mr. Costello said he believes that the most important thing for the Chinese to do is to listen closely to the people and companies that have been successful, both suppliers and carriers. China especially needs to build strategic partnerships with companies from other countries and this forum will provide Chinese companies the best opportunities to do so.

