

## **2007 Broadband World Forum Asia Will Be Held in Beijing China Netcom Is Planning to Increase Network Speed**

Recently China Netcom and the International Engineering Consortium (IEC) jointly announced 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.

Since 2004, the BBWF Asia has been held for three consecutive years in South Korea, Japan and Hong Kong, China. The IEC worked with major local telecom operators, including KT from South Korea, NTT from Japan and PCCW from Hong Kong as official host sponsors. With the increasing influence of the forum, the BBWF Asia has attracted more and more attention from the global telecom industry. As the official host sponsor for this year's forum, China Netcom is dedicated to promoting cooperation among global telecom companies and will also take the advantage of the forum to jointly discuss development trends of broadband industry with global telecom companies.

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.” The theme of this year's forum is “Olympics of Global Innovation.” During the forum, the attendees will study and discuss a series of cutting-edge topics, including broadband content, broadband entertainment, IPTV, wireless broadband, broadband network technology, digital family, mobile TV, broadband Olympics and more. Meanwhile, a 4,000-square-meter technology exhibition will be held during the forum. It will showcase the dynamic development and advanced technologies of China's telecom industry and demonstrate the highlights of the new technology to be used at China's 2008 Olympics.

China Netcom's innovative products in AVS, wireless broadband, and ICT areas will also be featured in the exhibition.

When explaining why the IEC chose China Netcom as the official host sponsor, Mr. Thomas S. Costello, vice president of the IEC, said, "The market in China, opportunity-wise, is phenomenal. China Netcom is a prominent leading network operator with a respectable reputation in China. In addition, it is an innovator in technology and is open-minded to share their views, technology and applications within the industry. So it is a natural selection, for our first event in mainland China, to partner with a reputable and fine company like CNC."

According to China Netcom, currently it is planning to increase the speed of ADSL nationwide. Afterward the ADSL Internet speed will be increased to 2 Mbps–8 Mbps from current 512 kbps and 1 Mbps. The fastest speed increase is eight times. This action is to fulfill China Netcom's "Broadband Olympics" commitment when it was granted the fixed network sponsor for the 2008 Olympics in China.

