

## VAS Asia 2008

*The 4th International Conference and Exhibition VAS Asia 2008 will be held on July 11th, 2008, at The Meridien , New Delhi.*

New Delhi, Delhi, IND, 2008-07-08 12:40:14 (IndiaPRwire.com)

The 4th International Conference and Exhibition **VAS Asia 2008** will be held on July 11th, 2008, at The Meridien , New Delhi. The conference is to necessitate executives from the mobile Value Added Industry to get together and share ideas and insights into leading edge issues relating to development in this sector of the telecommunications industry.

Organised by **Bharat Exhibitions**, this B2B conference & exhibition will showcase the latest technology developments in the Mobile Value Added Services industry in the country. Giving an ideal opportunity for authoritative minds to discuss and debate the most relevant issues confronting the sector in the present context and the likely way forward. The event would capture global excellence in the industry, even as it explores opportunities in India. It will be an event where VAS leaders position their organizations to the industry.

The conference will also foster the exchange of technical information and will encourage the Mobile VAS community to deploy available software's & technologies and develop new solutions to unsolved problems. To tap the opportunities in the VAS industry, seminars on topics '**Successful Growth Strategies for VAS in Indian Telecom Industry**' & '**Asian Service Provider's Perspective**', '**Future Directions for the VAS in Indian Telecom Industry**', '**Market Drivers for the Growth of VAS in Indian Telecom Industry**', '**Successful Strategies to Face the Future Challenges for VAS in the Indian Telecom Industry**' will be conducted.

PricewaterhouseCoopers is the Knowledge partner of the event.

**Key speakers at the conference include** Mr. Arvind Rao, Chief Executive Officer, **OnMobile Asia Pacific Pvt. Ltd**, Shri RK Agarwal, Director (Planning & New Services), **Bharat Sanchar Nigam Ltd** ; Mr. Pankaj Sethi, President - Value Added Services, **TATA Teleservices Limited**, Mr Pradeep Shrivastava, Chief Marketing Officer, **Idea Cellular Limited**, Ms. Feyzal Akpinar, Head Content Services, **Turkcell**, Mr. Abhay Savargaonkar, Sr. Vice President - **3G & Network Quality**, **Bharti Airtel Ltd**, Mr. Aveek Roy, Country Manager - India, **NMS Communications**, Mr. Venkat Eswara, Marketing Director, **Motorola Inc. USA**, Mr. Rip Harris, Director of Product & Segment Marketing, **Dialogic Corporation**, Mr. Sangeet Chowfla, Chief Strategy Officer, **Bharti Telesoft**, Mr. Gaurav Kaushal, Senior Solution Architect, **Nokia Siemens Networks**, Mr. Krishna Mohan Durbha, Business & Marketing Head, **Reliance Communications Ltd**, Mr. Nitin Patel, VP - Strategic Marketing, **Telenity Inc.**, Mr. Simone Ranucci Brandimarte, CEO/COO, **Buongiorno (Hong Kong) Ltd.**, Mr. Vijay Shekhar Sharma, Managing Director, **One97 Communications**, Mr. Prasoon Sharma, Senior Business Analyst, **ZTE India**, Mr. John He, CEO, **Donjin Communication Tech Co. Ltd.**, Mr. Zhou Keke, Director, , **Huawei Telecommunications**, Mr. Zubin Jimmy Dubash, General Manager - VAS, **TATA Teleservices Limited**, Mr. Taron Mohan, Chief Executive Officer, **Phoneytunes.Com**, Mr. Steve Chambers, President, **Nuance Mobile & Consumer Services Div.**, **Nuance Comm.**, Mr. Debasis Chatterji, Director (Operations), **NetXcell**.

- END -

## **About Bharat Exhibitions**

Headed by Mr Shashidharan, Bharat Exhibitions brings with it seasoned professionals with informed minds attuned to local sensitivities and various fields of corporate promotion. The company organizes internationally recognized exhibitions and conferences in the areas of Broadcast & Multimedia, Satellite & Space Technologies, Telecommunications, Computing & Networking and Banking Technologies. <http://www.bharatexhibitions.com>.

**For more information, Please contact:**

**Abhinav Sood**

Partner - ConnectComm

+919810605190