



Market dynamics and development models for ICT in Asia

The importance of the Asian region for the industry's major players now encompasses a surge in manufacturing and development activities located there, strong current growth in its ICT market and the remarkable success of certain innovations from time to time. This focus on Asia in the field of ICT is nevertheless accompanied by a variety of development models.

As a result China is no longer merely a vast production facility for telephones, computers and television sets. As of last year it represents the largest population of mobile subscribers in the world, while penetration rates still remain very low. Japan consolidated its lead in the launch of new mobile services by creating a market based on mobiles incorporating photos and video in just a few months. South Korea has built up an impressive lead in the broadband connection and online games markets. Singapore is often cited as a reference for its e-government applications. India is a global power in the field of IT services and a major future market for telecommunications. Lastly, South Asia, which is currently the least developed part of the region, could turn onto its major growth reservoir over the next few months based on the catching up it has to do.

The market dynamics mentioned above are naturally very diverse. Successes are not without grey areas and weak spots. Beyond these areas of expertise, they are based on a wide range of economic models, regulatory policies, cultures and forms of social and political organisation...

09:00-09:15 a.m. Opening: Francis Lorentz, IDATE president

09:15-10:00 a.m. General introduction, geopolitical, economic and cultural points of reference

- **Françoise Nicolas**, IFRI

10:00-10:15 a.m. Introduction: ICT IN Asia: **Didier Pouillot** and **Yves Gassot**, IDATE

10:15-10:30 a.m. The special issue of **COMMUNICATIONS & STRATEGIES** will be presented by:

- **Georgette Wang**
- **Edmond Baranes**
- **Eric Bohlin**

10:30-10:45 a.m. Coffee Break

10:45-13:00 Panel on the Chinese telecommunications markets

- Introduction & chairperson : **Georgette Wang**, Hongkong Baptist University
- **Jean-Charles Doineau**, IDATE

Panellists:

- **Carlos Nieva**, Lucent
- **Jean-Marc Harion**, Orange
- **François Brun**, Alcatel
- **Jean Luc Jezouin**, Nortel
- **Luigi Gasparollo**, Qualcomm

01:00-02:30 p.m. Lunch

02:30-04:00 p.m. Japan- South Korea: the dynamics of innovation

- **Erik Bohlin**, Chalmers University
- **Laurent Benzoni**, Professor, Université Paris 2

Panellists:

- **Laurent Herbillon**, Bouygues Telecom
- **Vincent Poulbere**, IDATE
- Y, DoCoMo
- **Gary Madden**, Curtin University of Technology
- **Laurent Lafarge**, Lucent
- **Jean-Pierre Chamoux**, Université Paris V

04:00-04:45 p.m. Coffee Break

04:45-05:45 p.m. When India awakes ...

- **François Hucher**, Cap Gemini
- **Vivek Badrinath**, Thomson (*guest*)

Panellists:

- IBM, Cisco, BT

05:45 p.m. Final session

- **Francis Lorentz**, IDATE
- **Pascal Colombani**, Associate Director, A.T. Kearney
- **Georgette Wang**, Hong Kong Baptist University (*guest*)

07:30 p.m. Opening evening reception for the IDATE International Conference

hosted by the Conseil Général de l'Hérault at the Opéra-Comédie (Place de la Comédie, Montpellier)

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