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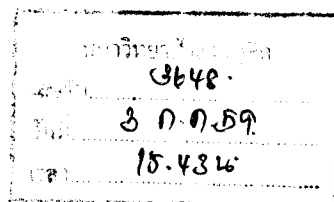
สำนักงานคณะกรรมการกิจการ  
กระจายเสียง กิจการโทรทัศน์  
และกิจการโทรคมนาคมแห่งชาติ  
ถนนพหลโยธิน กทม. ๑๐๔๐๐

๑๖ มิถุนายน ๒๕๕๙

เรื่อง ขอเชิญเข้าร่วมงาน “ITU Telecom World 2016”

เรียน อธิการบดีมหาวิทยาลัยราชภัฏสวนดุสิต

สิ่งที่ส่งมาด้วย รายละเอียดการจัดงาน “ITU Telecom World 2016” จำนวน ๑ ชุด



ตามที่ ประเทศไทยได้รับเกียรติจากสหภาพโทรคมนาคมระหว่างประเทศให้เป็นเจ้าภาพจัดงาน “ITU Telecom World 2016” โดยความร่วมมือระหว่างกระทรวงเทคโนโลยีสารสนเทศและการสื่อสารและสำนักงานคณะกรรมการกิจการกระจายเสียง กิจการโทรทัศน์ และกิจการโทรคมนาคมแห่งชาติ (สำนักงาน กสทช.) เพื่อจัดแสดงนิทรรศการที่ได้รับรวบรวมนวัตกรรม ผลงานชั้นนำ เทคโนโลยีไอซีที และเทคโนโลยีโทรคมนาคม อันทันสมัยของประเทศต่างๆ ทั่วโลก พร้อมการประชุมเชิงวิชาการเพื่อแลกเปลี่ยนประสบการณ์ในหัวข้อต่างๆ ที่น่าสนใจอีกทั้งเป็นการสนับสนุนการขับเคลื่อนนโยบายเศรษฐกิจและสังคมดิจิทัล พัฒนาประเทศภายใต้แนวคิด “แผนพัฒนาดิจิทัลไทยแลนด์” นอกจากนี้ยังมีกิจกรรมมากมายจากหน่วยงานภาครัฐ ผู้ประกอบการชั้นนำจากทั่วโลก และผู้ประกอบการธุรกิจรุ่นใหม่ที่มีนวัตกรรม(Start Up) จากทั่วประเทศ โดยจะมีการจัดงานในระหว่างวันที่ ๑๔-๑๗ พฤศจิกายน ๒๕๕๙ ณ ศูนย์แสดงสินค้าและการประชุม อิมแพ็ค เมืองทองธานี นั้น

ในการนี้ สำนักงาน กสทช. พิจารณาแล้วเห็นว่าการจัดงาน “ITU Telecom World 2016” ในครั้งนี้เป็นประโยชน์อย่างยิ่ง ต่อครู อาจารย์ นักเรียน นิสิต และนักศึกษา ในสถานศึกษาของท่าน หากสถานศึกษาของท่านประสงค์จะนำคณะเข้าร่วมงานในช่วงวันดังกล่าว สามารถลงทะเบียนผ่านเว็บไซต์ <http://telecomworld.itu.int> กรณีต้องการข้อมูลเพิ่มเติมสามารถสอบถามได้ที่โทรศัพท์หมายเลข ๐ ๒๒๗๑ ๐๑๕๑ ต่อ ๘๕๙ , ๒๒๓๓ , ๒๒๓๔ , ๒๒๑๖

จึงเรียนมาเพื่อโปรดพิจารณา หวังเป็นอย่างยิ่งว่าจะได้รับความสนใจจากท่านในการนำคณะเข้าชมงานฯ ดังกล่าว และขอขอบคุณล่วงหน้ามา ณ โอกาสนี้

ขอแสดงความนับถือ

(นายฐากร ตัณฑสิทธิ์)

เลขาธิการ กสทช.

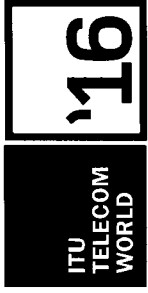
ประธานอนุกรรมการด้านการประชาสัมพันธ์

ITU Telecom World 2016

สำนักสื่อสารองค์กร

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Bangkok 14-17 November

# BETTER SOONER

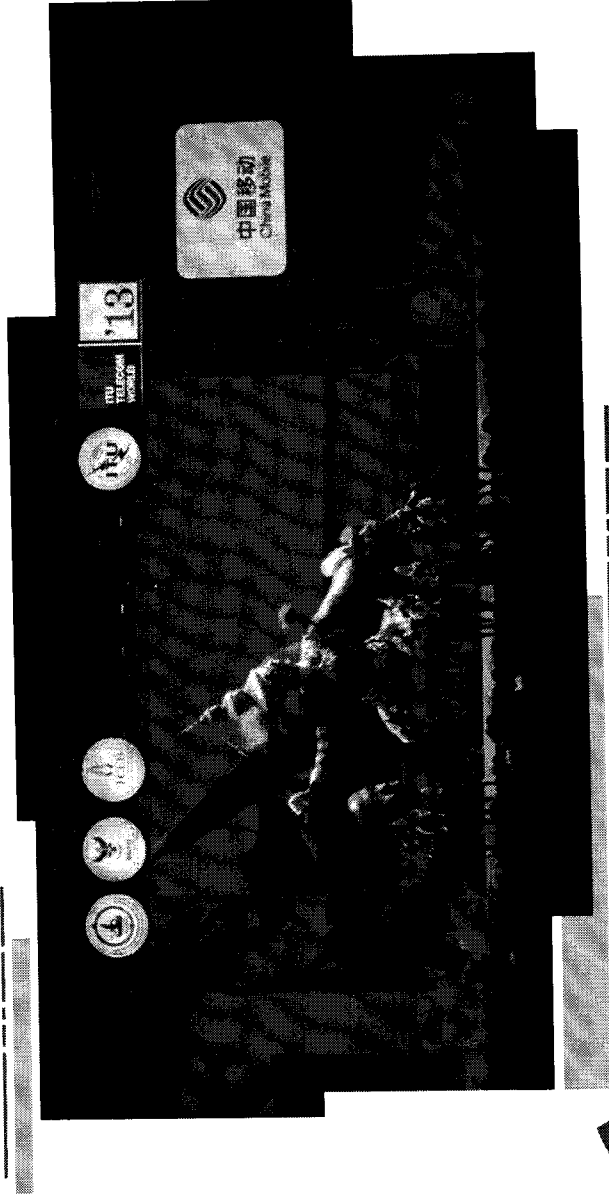
ITU TELECOM WORLD 2016  
EVENT OVERVIEW

THE GLOBAL ICT EVENT  
FOR SMEs, CORPORATES  
AND GOVERNMENTS

# ITU Telecom World 2016

ITU Telecom World 2016 takes place from 14-17 November in Bangkok, Thailand. It's the global platform to accelerate ICT innovations for social and economic development, where policy makers and regulators meet industry experts, investors, SMEs (small and medium enterprises), entrepreneurs and innovators. Organized since 1971 by ITU, the United Nations specialized agency for ICTs, the event helps ideas go further, faster to make the world better, sooner.

Focusing on the digital economy and SMEs, ITU Telecom World 2016 combines an exhibition for digital solutions, a forum for sharing knowledge, a networking hub for nations, organizations and individuals - and an Award programme which recognizes global excellence in innovation for social impact.



“ITU Telecom World is the only event that brings together a unique combination of ministers, professors from leading universities, very young innovators with bright ideas, very smart entrepreneurs with inspirational talents and passions to do new things in the ICT world, and of course also industry leaders from the private sector. This unique forum is the reason why we come every year, it is inspirational.”

Lise Tscheng, Senior Vice-President & Global Head of Strategic Sales, Telco Industry, SAP

# What sets us apart?

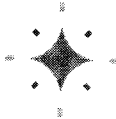
As a United Nations specialized agency, we attract a unique audience spanning leaders of government to heads of international organizations, C-level industry execs, founders of SMEs, digital innovators, global media and more. Our programme of exhibition, debate, networking, and awards reflects our core emphasis on the importance of accelerating ICT innovation for social good.



Unique audience bringing together key decision makers from public and private sectors with strong participation from emerging markets



Broad industry participation: entrepreneurs, SMEs, leading vendors, operators, investors, ministers and regulators



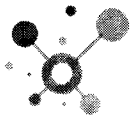
Exhibition featuring SMEs & industry stands, national, regional & thematic pavilions



High-level Forum debates on the importance of collaboration in the digital economy



Leadership Summit, focussing on innovation in the digital economy



Networking at the highest level with key decision makers



The ITU Telecom World Awards recognising the most innovative and promising SMEs and corporate initiatives with social impact

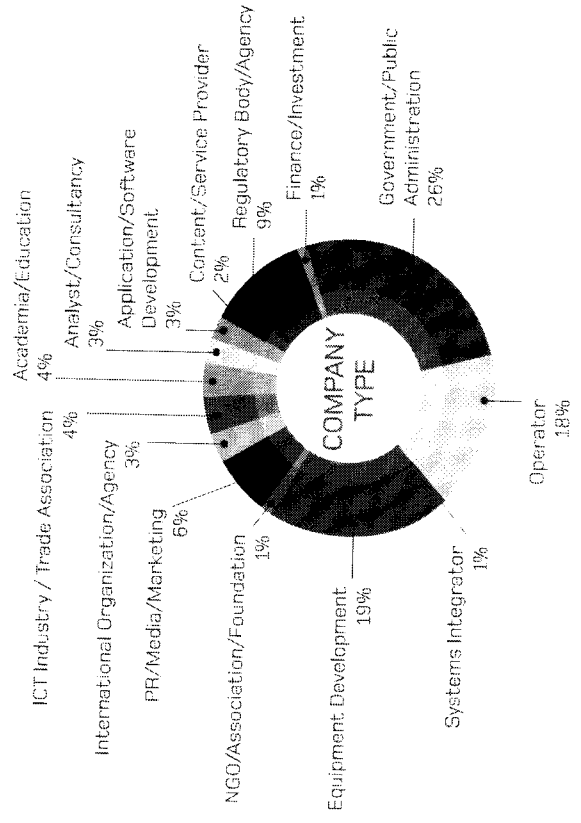
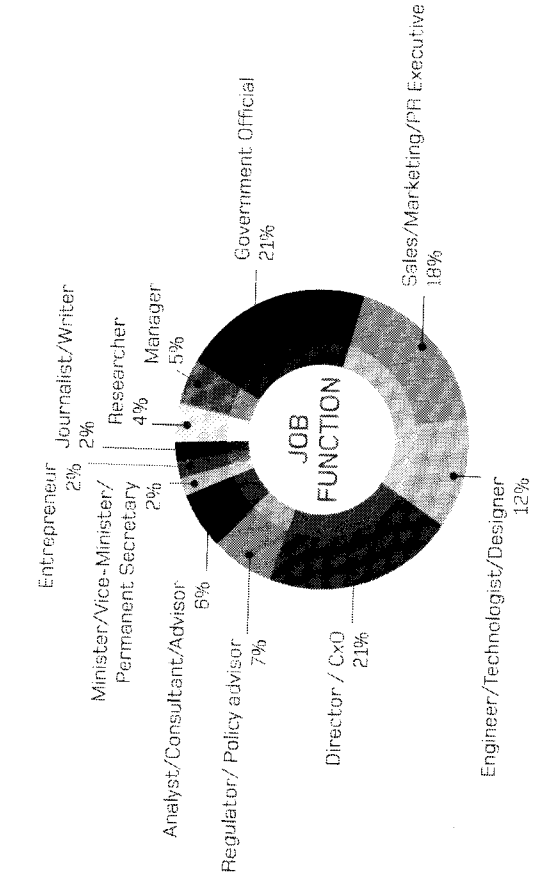
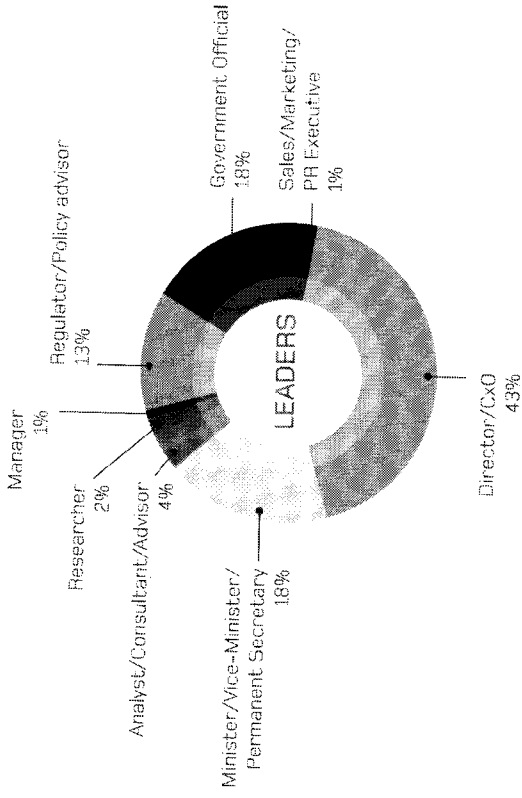
Participants from

# 129

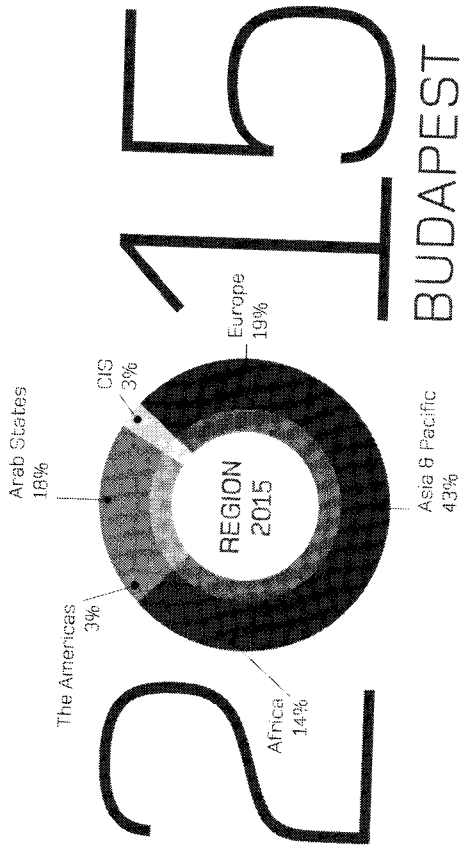
countries took part in ITU Telecom World 2015.

# Our Audience

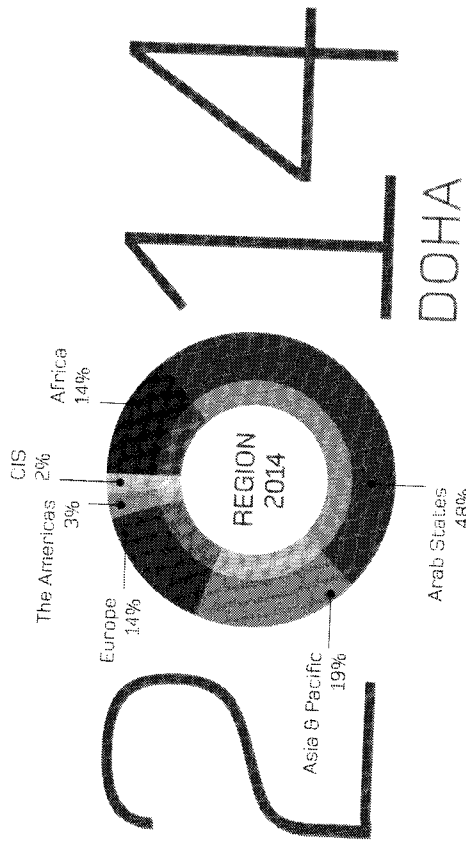
- Industry CEOs, CTOs of major ICT players and investors
- Ministers from ICT and other related sectors such as development or trade
- Regulators
- Heads of international organizations and UN agencies
- Small and medium businesses (SMEs), founders, entrepreneurs and innovators
- Representatives from global innovation hubs
- Academics, consultants and digital thinkers
- Leading global media



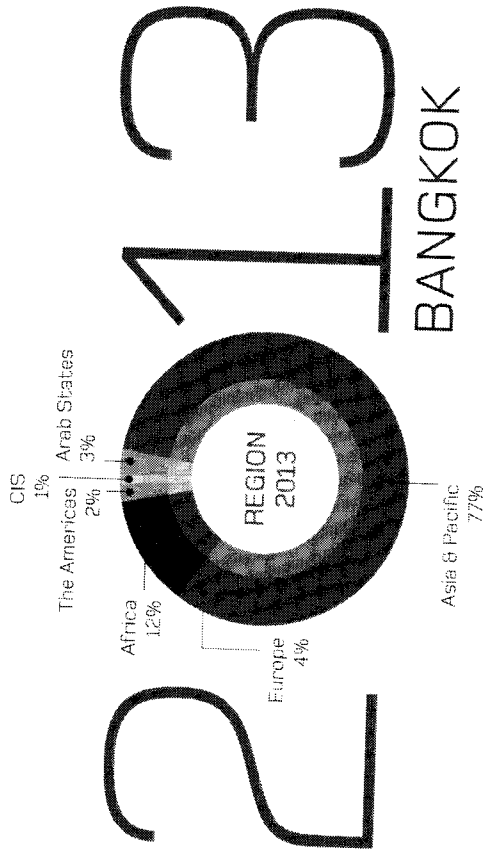
# Our Audience



BUDAPEST



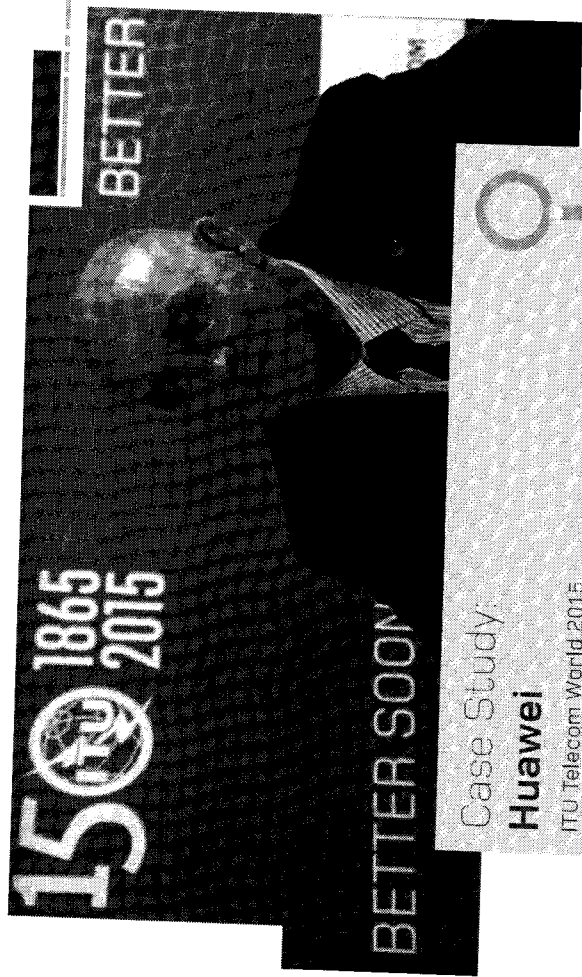
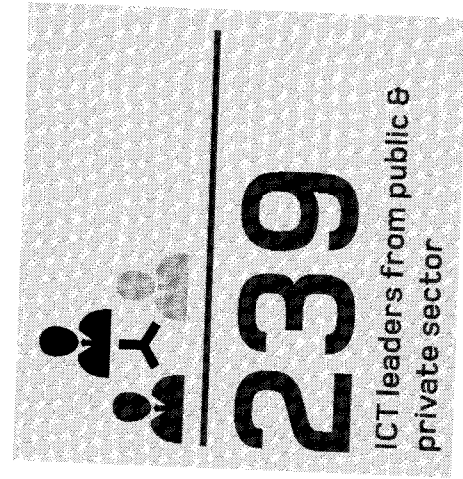
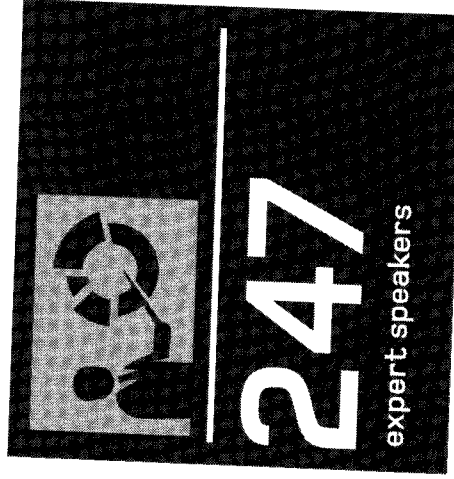
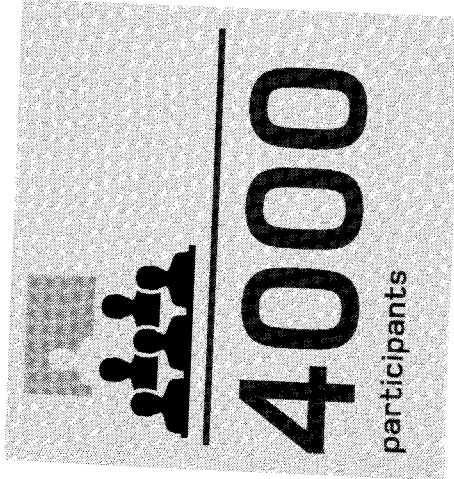
DOHA



BANGKOK

# Our experience

## 2015 in numbers



### Case Study: Huawei

ITU Telecom World 2015  
Participant

Huawei always looks at which are the appropriate marketing events from a brand perspective and the key message and purposes, and this particular ITU forum is one of the best, especially the quality at ministerial level that visited Huawei's pavilion and engaged directly with Huawei's Broader Way Forum. This particular event is so important because it gives Huawei the opportunity to reinforce the theme of why we believe broadband is so essential to life, and allows us to bring together our global customers and case studies to demonstrate how the market has moved on, so that this partnership of companies and countries gets to learn. This type of collaboration can't happen in any other event, and this is why we hope and expect Huawei will be continuing to be here year after year.

Paul Sranlan,  
President, Business & Networking Consulting, Huawei



# Exhibition

Join companies and countries, large and small, innovators, projects and decision makers, from emerging and developed markets right across the ICT ecosystem and the world to showcase digital solutions in the Exhibition.

Whether an SME or an established industry player, exhibiting at ITU Telecom World 2016 offers an exceptional opportunity to demonstrate innovation, talents and ideas to our influential audience.

We offer a range of cost-effective, practical participation options for exhibiting companies, countries and world regions.

Find out more at  
<http://telecomworld.itu.int/2016-event/exhibition/>  
or  
contact us at [participate.telecom@itu.int](mailto:participate.telecom@itu.int)  
for further information

At a glance:

## KEY BENEFITS OF EXHIBITING

- International visibility before a high-level audience of decision-takers and policy-makers
- Position your company, organization or country as a leader in its field
- Showcase innovative technologies, opportunities, products and services
- Explore investment potential, partnerships, business deals and high-quality leads
- Host exclusive hospitality and targeted networking functions
- Enjoy global visibility on the event website, in interviews and on the event app
- Offer unlimited exhibition passes to existing or prospective clients
- Network through targeted events, activities and tools
- Eligibility to join prestigious ITU Telecom World Awards





I could not not be here. This is the place you have to come if you want to see the latest developments in the industry sector, to discuss tendencies, what needs to be done to connect the unconnected.

Jose Toscano, CEO and Director General, ITSO



**Independent stands:** Great international exposure for your products and services, whatever the size of your company. Showcase your strategy, innovative solutions and partnership potential on a global stage like no other. Forge important connections and share knowledge across the industry. Our raw space options allow a fully-customized build, whilst turnkey solutions offer a cost-effective exhibition presence to take small businesses to the next stage.

**National pavilions:** An ideal way to exhibit ICT projects, host hospitality and networking events, outline development initiatives, showcase your country or region's SMEs and entrepreneurs, as well as highlight best practices, partnership or investment opportunities.

**Thematic pavilions:** Why not use our international platform to cast a focus on your particular industry sector or area of expertise? Smart cities, for example, or cybersecurity, the satellite industry or e-health - your key sector takes centre stage.

# Sponsorship

Sponsorship at ITU Telecom World is the ideal way to engage with our global audience and promote your brand, message and strategy before influential decision-takers and deal-makers from around the world. Choose from sponsorships within 3 different areas:

- Content sponsorships
- Branding and spaces
- Networking

Find out more at  
<http://telecomworld.itu.int/take-part/sponsor/>  
or  
contact us at  
[participate.telecom@itu.int](mailto:participate.telecom@itu.int)  
to discuss your ideal  
sponsorship package



This is where we meet as the whole world. It's a huge platform to meet and share notes.

Godfrey Mutabazi, Executive Director, Uganda Communications Commission



# 83%

of participants were satisfied with their ROI at ITU Telecom World 2015.

# The Forum

ITU Telecom World 2016 Forum will focus on the increasing importance of collaboration in advancing the digital economy, as well as driving sustainable, global ICT growth. Launching the discussions will be the **Leadership Summit and Ministerial Roundtable**, bringing together highest level participants from government, industry and SMEs to debate key issues around the importance of forging international partnerships to help extend the socio-economic benefits of ICTs.

Taking a variety of formats from panel debates to keynotes as well as sessions in partnership with other key industry players, main **Forum topics include:**

**Access:** Working towards universal access that is affordable, meaningful and relevant

**Technology:** Collaboration in new technological developments from 5G to intellectual property and IoT standards

**Innovation** in big data models, open source, disruptive start-ups and SMEs and how governments can best support this

**Big policy** questions on spectrum use, regulatory frameworks and Targets

**SDGs:** Meeting the SDGs with ICTs, from digital inclusion to e-health and young entrepreneurship.



This event is most valuable, it is a place where there is openness, everyone is welcome – governments, private sector, innovators, academics, technical people – and this multi-stakeholder spirit that ITU is now living is frankly the spirit of the new networked world in which we are living and I am delighted to be here.

Fadi Chehadé, President and CEO, ICANN



## Call for Speakers

Do you have views and insights to share on industry collaboration? We are currently calling for expert speakers to join our Forum.

Deadline for submitting nominations is 29 February  
<http://telecomworld.itu.int/take-part/call-nominations/>

# Awards

The ITU Telecom World Awards recognize the most innovative, exciting SMEs and corporate initiatives with social impact. Global recognition, visibility on an international stage and the prestige of a major UN award - join ITU Telecom World 2016 to enter your company or idea for our prestigious Award programme.



This award means a lot to us as an enterprise in Kenya. We are very grateful for ITU Telecom World for recognising what we do, it affirms what we do. The highlight has been the various contacts we have received, the different nations that want this kind of project to be scaled up in their countries, and we are in talks and we are very excited that we will expand this solution to very many smallholder farmers across the globe.



M-Shamba, ITU Telecom World 2015 Entrepreneurship Award Winner

# Networking

ITU Telecom World 2016 is the best tech event of its kind to meet global influencers from emerging and developed markets, from governments, SMEs and companies and across the ICT ecosystem. Share ideas, build partnerships, network with intent with our targeted programme of events and activities. From coffee breaks to networking lunches and dinners, from online profiles to the ever-popular Event App, this is the place to make the connections that matter.



The event's core strength and competency is bringing the governmental communities, which allows the rest of the ICT community, be it private sector or civil society, to come together and engage in discussions, and hopefully actions.

Alex Wong, Head of Global Challenge Partnerships, WEF



# Bangkok, Thailand

ITU Telecom World 2016 is hosted by the government of the Kingdom of Thailand in the state-of-the-art IMPACT Exhibition and Convention Center in Bangkok, one of Asia's most cosmopolitan cities. A regional hub for commerce, tourism and transportation, Bangkok offers first class conference and business facilities with world-renowned charm and hospitality. It's a fascinating mix of traditional and modern culture, historical highlights and dynamic urban environments.

A beautiful, dynamic and culturally-rich city, Bangkok is also at the strategic centre of the booming ASEAN region. It's a key commercial gateway to South East Asia and a magnet for overseas companies looking to set up or expand business on the continent. So don't miss this opportunity to explore from the inside the potential of the ICT industry of Thailand and the wider region.

