

深圳市手机行业协会

Shenzhen Mobile Communications Association

2017 6th China Mobile Phone Industry Annual Meeting

Dear Prof. N.K.Goyal:

This is to invite you to attend the 2017 6th China Mobile Phone Industry Annual Meeting. Jointly held by China government, industry association and media, the Meeting is a face-to-face communicating platform for the industry. It is of high level, specification and industry thoughts. China Mobile Phone Industry Annual Meeting has been successfully held for five times and the 6th meeting will be held in 6th floor, Sheraton Hotel, Futian, Shenzhen on March 15, 2017. Look forward to seeing you in the meeting.

Best regards!

Chairman of Shenzhen Mobile Communications Association

Sun Wenping

February 21, 2017

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会议介绍 Meeting introduction

1. **出席嘉宾:** 中国工信部、深圳市人民政府、盐城市政府、盐城市盐都区政府、中国电信研究院、中国通信工业协会、中国移动、中国电信、中国联通等相关部门领导 ;全球 30 多个国家的 100 余家运营商和国际会员企业代表 ;华为、OPPO、vivo、金立、朵唯、荣耀、努比亚、魅族、乐视、小米、中兴、酷派、联想、360、天珑、传音、龙旗、大族激光、酷比、赛博宇华、创捷、领歌、五株、亿思达、渴望、百纳威、百立丰、纽曼、心迪宝、朗界、年富、国通世纪、阿尔法等国内会员企业负责人，共计 1200 人左右。

Attendee: MIIT, Shenzhen People's Government, Yancheng Municipal Government, Yandou District Government, CATR, CCIA, CMCC, China Telecom, China Unicom, etc; representatives of over 100 operators and international member enterprises in over 30 countries; representatives of domestic member enterprises like Huawei, OPPO, VIVO, GiONEE, DOOV, Honor, Nubia, Meizu, Letv,ZTE, Xiaomi,Coolpad, Lenovo, 360, Tinno, Transsion, Longcheer, Han's Laser, Koobee, SOP, SJET, LEAGOO, Wuzhu, Estar, Grave, Benavi, Lephone,Newmy,XIND, RugGear, Everich, Gomtel, Alpha, etc. There will be about 1,200 people in total.

2.会议亮点 Highlight

权威报告——联合知名市场研究机构权威发布 2016 年度手机产业报告，深度分析全球手机市场发展情况，解读中国手机品牌发展现状和特点，预测 2017 年手机产业发展趋势。

Authoritative report-to issue the 2016 mobile phone industry report jointed with famous market research institute; deeply analyze global mobile phone development situation; interpret the development status and features of Chinese mobile phone

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brands; forecast 2017 mobile phone industry development trend.

风云榜单——联合全网公众、业界专家与知名分析师共同评审，现场颁布 2016 年度中国手机风云榜，包括 2016 年度中国十大品牌手机、2016 年度中国十大最具潜力品牌手机及手机行业其他风云榜。

Renowned lists-through joint review of public in the whole network, industry experts and famous analysts, 2016 China Mobile Phone List will be issued on spot, including 2016 China Top 10 Brands, 2016 China Most Potential Brands (Top 10) and other lists in mobile phone industry.

主题演讲——特邀国内一线品牌董事长、手机技术研究院专家做主题演讲，与现场嘉宾分享品牌发展的成功案例、探讨智能终端国际化、品牌化策略，分享全球化布局的核心问题与难点解决方案，为国内厂商的出海之路指明方向。

Keynote speech-specially invite presidents of domestic first-tier brands and experts from mobile phone technology research institutes to make keynote speeches, sharing successful cases of brands development, discussing intelligent terminal internationalization, branding market, analyze core problems and solutions of global layout with guests, so as to indicate the development directions for Chinese manufacturers.

精品展示——聚集国内智能终端行业各大品牌商、方案商、配件商等，全面展示手机产业链的蓬勃发展，预计将汇集 50 家企业在现场展示最新技术成果。

Product exhibition-the meeting will integrate various branding owners, solution providers and component suppliers in China intelligent terminal industries to fully show the booming development of mobile phone industry chain. It is predicted that there will be 50 enterprises to show their latest technological achievements on spot.

慈善义演——深圳市手机行业协会、盐城市政府及深圳市红树林湿地保护基金会三方联手启动“野生动物及湿地生态保护行动”，创意结合慈善交响音乐会，通过

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震撼心灵的音乐艺术向现场嘉宾传递美和奉献，呼吁企业家在发展企业的同时不忘关爱自然，保护生态、回馈社会。

Charity show-Chairman of Shenzhen Mobile Communications Association, Yancheng Municipal Government and Shenzhen Mangrove Wetlands Conservation Foundation jointly launched the “Wild animal and wetland ecological protection action”, using charity symphony concerts to convey beauty and dedication to guests, so as to call on entrepreneurs to care the nature, protect ecology and give back to the society during enterprise development.

3.主要议程 Agenda

14:30 签到入场 Sign in

15:30 工信部领导致辞 Leader of MIIT makes a speech

15:35 江苏省盐城市领导致辞 Yancheng municipal leader makes a speech

15:45 社会组织总会会长王石致辞

15:55 印度通信制造商协会会长高耀致辞 CMAI President N.K.Goyal

Speeches

16:05 深圳市手机行业协会会长孙文平作 2016 年度工作报告 2016 Shenzhen Mobile Phone Industry Association work report

16:20 赛诺手机事业部总经理李睿发布《2016 年度手机产业分析报告》 Issue 2016 Mobile Phone Industry Analysis Report

16:40 公布《2016 年度中国手机风云榜》 Announce the 2016 China Mobile Phone List

16:50 赛博宇华集团董事长金红祥作主题演讲 HongXiang Jin ,Presidents of SOP make keynote speeches

17:05 创捷供应链总裁文健君作主题分享 JianJun Wen ,Presidents of SJET make keynote speeches

17:20 盐城国家高新区推介演讲 Yancheng National High-tech Zone marketing speech

17:40 签约仪式 Signing ceremony

17:50 慈善音乐会（鹏爱乐团交响乐演奏） Charity concert (symphony by PengAi Symphony Orchestra)

18:20 晚宴 Dinner party

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