



FUTURE OF E SIM CONFERENCE

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2 - 3 MAY 2019
HAMBURG , GERMANY



WELCOME TO THE FUTURE OF eSIM CONFERENCE 2019

Released under careful scrutiny of speakers and producers, Future of eSim Summit is ready to welcome and host its participants in Hamburg, Germany on 2-3 May 2019, just in time to join the tangible excitement as latest events on the eSim frontier are bringing fresh challenges and opportunities to a multitude of verticals. It is co-located with 5G initiative Summit. Join us to meet with the leaders of eSim and double your benefit from attending by automatically registering for 5G Initiative Summit.

KEY TAKEAWAYS OF eSIM CONFERENCE 2019



Inform yourself on the latest developments in the field, as well as the regulatory outlook on the market



Learn about recent monetization cases, corporate wide business model solutions and many more



Understand just how big is the potential behind the connected devices



Discuss why the industry must unite in light of new challenges brought to Telcos



Define the Customer Experience and where its moving in the age of eSim



EVENT HIGHLIGHTS OF eSIM CONFERENCE 2019



20 EXHIBITORS



6 THEMES



**150
PARTICIPANTS**



**1 CO-LOCATED
SUMMIT**



**10
NETWORKING
HOURS**



**15
SPEAKERS**



ATTENDING COMPANIES OF eSIM CONFERENCE 2019

WHO ATTENDS

Members of board, C-level, Senior Vice Presidents, Vice Presidents, Directors and Heads of departments involved in:

- M2M (Machine-to-Machine)
- IoT (Internet Of Things)
- Big Data
- Cloud Services
- Telematics
- Smart Metering
- Product Development
- Smart Innovations
- Smart Cities
- Connected Car
- Connected Home
- Smart Grid
- iUICC





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Business Partner Manager
Sunrise Communications AG
Sunrise



Cyril Caillaud
Senior Product Management
NXP Semiconductors



Michele Scarlatella
Board member
SIMalliance



Steve Alder
Chief Business Development
Officer
Truphone



Dr. Jörg Henkel
Senior Expert Business
Development
Deutsche Telekom AG



Philippe Lucas
SVP Strategy, Architecture &
Standardization at Orange
Orange



Christine Lemoine
eSIM Program Manager
Orange



Benoit Jouffrey
Gemalto



Eman Martin
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Abdullahi Arabo Jr
Senior Lecturer in Computer
Networks & Mobile
Technology
University of the West of
England
TBC



Sergio Cozzolino
Strategy & Innovation Dept-
eSIM ecosystem Project
TIM (Telecom Italia)



8:00 Registration and Morning Breakfast

Reality VS. Perception: Mind the gap – Industry Update

9:00 Chairman’s Welcome Address

9:10 Latest Advances in eSim Implementation & Major Industry Updates

Philippe Lucas

SVP Strategy, Architecture & Standardization at Orange

- First eSim smartphone launch, what’s on the plate
- We’re past Phase 3 – new API and user experience

9:45 Regulatory Outlook on eSim Development

- Will deployment of eSim be regulated?
- Sim registration laws – anything’s up?
- Exploring the subject of customer tracking when abroad



10:25 Networking Break

Monetizing on the opportuni

11:00 IoT can boost the telco industry after eSim is deployed

- Effectively monetizing IoT devices
- New customer retention strategies

11:40 Corporate wide implementation of eSim business models

- What does it take to initiate a successful deployment?
- eSim implementation: Global or Gradual
- Identifying priorities



12:30 Networking Lunch

Potential behind the Connected Devices

13:30 eSIM: More than just connectivity... a roadmap to dynamic security and flexible control for connected devices

Michele Scarlatella

Board member SIMalliance

14:10 Not all devices will follow GSMA standardization – what effect will that have on the industry

Christine Lemoine

eSIM Program Manager Orange

- Discussing possible implications for operators



14:50 Networking Break

Industry – UNITE

15:20 Intelligent SIMs and frictionless connectivity: how every industry can capitalise on the eSIM

Steve Alder

Chief Business Development Officer Truphone

Steve Alder will explain how operators can exploit eSIM, get integrated with the latest devices, and take advantage of market changing aspects that the eSIM – the world’s first smart SIM – brings to the whole industry.











16:00 Panel Discussion: Compliance and Regulation

Dr. Jörg Henkel
Philippe Lucas
Domenico Palomba

- The current state
- Will deployment of eSim be regulated?
- How to be aligned with upcoming regulations ?

17:00 Chairman Closing Remarks End of day 1

17:15 Cocktail Reception

	8:00	Registration opens	
			Defining Customer Experience in the Age of eSim
	9:15	Overcoming the last barriers to global eSIM adoption in the consumer market	<div><div>Cyril Caillaud Senior Product Management NXP Semiconductors</div><div></div></div>
		It is an ongoing discussion whether eSIM is ready to make an impact in its various target markets or not. While M2M and IoT are getting momentum thanks to stabilized standards and fueled by the trend towards Low Power Wide Area cellular networks, consumer solutions haven't yet reached the same level of maturity. Ecosystem players like OEMs and MNOs still hesitate to widely adopt and deploy the technology. Why is that? This presentation looks into the last barriers in the consumer market to unlock the global eSIM adoption while it presents NXP's approach to tackle these challenges.	
	10:00	eSIM – A smooth and pain-free user journey	
		<ul style="list-style-type: none">• Why should the consumer be excited about eSIM?• Does eSIM complicate the consumer journey?• What can the operators do to make the experience more pain-free?• What are the touch points during the consumer lifecycle that can cause pain for the consumer?• Is the eSIM going to take away my choice and freedom as a consumer?	
	10:30	eSIM for IoT and Consumer markets: a disruptive challenge	<div><div>Sergio Cozzolino Strategy & Innovation Dept- eSIM ecosystem Project TIM (Telecom Italia)</div><div></div></div>
		<ul style="list-style-type: none">• e-SIM as digital challenge in the IoT/Consumer market• How do Operators effectively monetise eSIM and increase customer retention on networks?• Exploring e-SIM enabled customer interfaces, and Value Added Services• How eSIM digitization will affect Operators' processes and Customer experience• How can telco operators take advantage of the new digital customer management processes? QR versus online activation	
	11:00	Networking Break	
	11:35	Creating the best offer for your client	<div><div>Domenico Palomba Business Partner Manager Sunrise Communications AG</div><div></div></div>
		<ul style="list-style-type: none">• Digitization all the way to ensure soundness of customer experience• Freedom of choice of the operator for the customer• Focus on features, not price	
	12:25	Panel Discussion: Identifying the best eSim strategy for MVNOs	<div><div>Steve Alder Domenico Palomba Benoit Jouffrey</div><div> </div></div>
		<ul style="list-style-type: none">• Highlighting the opportunities enabled by eSim for MVNOs and MNOs• Market share, network resource, customer targeting• Sharing the eSim product pattern	
	13:00	Networking Lunch	
			Roadmap to Service Digitization
	14:00	What to know to create fully digital user experience	<div><div>Martin-vignerte Eman Director Bosch UK</div><div></div></div>
		<ul style="list-style-type: none">• Enabling endless amount of IoT devices coming to the market• Outlining digital challenges	
	14:40	What needs to be considered for operators' apps after eSim deployment?	
		<ul style="list-style-type: none">• Easing CX with fingerprint, ID scanning etc.• Drawing similarities from global apps• Identifying current trends	
	15:20	Networking Break	
	15:40	Roundtables : Determining the future of customer journey with eSim deployment	
	16:40	Closing Remarks from the conference chair End of the Conference	



Michele Scarlatella



With a Ph.D in Physics gained from the University of California, Michele Scarlatella has held academic positions at the Stanford Linear Accelerator Center in Palo Alto, High Tech industry for IBM and Silicon Graphics. In 1988 Michele moved back to Europe and worked first as a Product Designer and then as a Product Marketing Manager in telecom equipments & payment terminals with the IPM Group. He started activities in the smart card sector in 1991, developing schemes for point of sales (POS) and payphone services, card batch processing, fraud management, secure application module development and key distribution schemes. He was also Founder and Chief Technical Officer of a network security start-up (eMaze Communications) serving several blue-chip companies before joining STMicroelectronics in 2004. Michele started as a Product & Application Director for smart card products and was soon appointed to the position of Vice-President Marketing. In 2010 he became part of the Secure Microcontroller Division of STMicroelectronics as Central Marketing Director. Michele has been an elected Member of the SIMalliance Board since 2009. He is also a Member of the IEEE Communication Society, Computer Society and ACM/SIGSEC (Association for Computing Machinery, Special Interest Group in Security).



Eman Martin



Vignerte was born in Qatar and studied Electrical Engineering in Paderborn/Germany at the “Paderborn University” and Medical Equipment Engineering at the university in Ulm/Germany.

She joined Bosch in 1999 as SW engineer to work for common rail diesel engine, where she developed SW and HW for the Electronic Diesel Control (EDC) during the first 4 years. In 2004, she moved on to the automotive division responsible for Hyundai customer to become a team leader for the change management activities.

Three years later she took on responsibility for business development for Healthcare Telemedicine in the UK.

From 2013, she is the Head of Political affairs and Government relation.



Dr. Jörg Henkel



Dr. Jörg Henkel is a senior expert for Business Development in International Mobile Wholesale/Commercial Roaming at Deutsche Telekom. Since joining Deutsche Telekom Group in 2008 and prior to joining International Business Unit in 2015, Jörg has been working in Public and Regulatory Affairs where he was responsible for various regulatory topics, amongst others, international roaming and wholesale access regulation.

Jörg studied law at the University of Göttingen, Germany, and at the University of Newcastle upon Tyne, GB. He obtained his doctorate degree with a thesis on European telecommunication law.

He speaks English and some French in addition to his native German. He lives near Bonn Germany, with his wife and two children.



Sergio Cozzolino



Sergio Cozzolino got an Engineering degree in 1992 and a Master in Business Administration (MBA) in 1995. He has been in TELECOM ITALIA MOBILE since 1995 in charge of new services and development on end user products acquiring a significative experience on activities related to SIM and SMART Cards. From 1996 he is taking part to the standardisation activities (ETSI SMG9 and later SCP). He was GSM Association SCAG (Smart Card Application Group) Chairman (2002-2012) and in 2003 he chaired the SIM Task Force within the GSMA. Responsible for TIM for the European Research Program SCARAB (1998-1999) and TASSC (1999-2001) Esp@ss (2002- 2004). Project Manager for applications based on SIM and Smart cards (FINECO Moving, Easybuy,UIC, ...).He was up to the end of 2002 director of the Smart Card and Service development Dept. In 2003 he was Director of the of the Technical Marketing and System Engineering Dept. for the Corporate Division. From 2004 to 2012 he was in charge of the Innovative ICT Mobile Service development Dept, dedicated to the Corporate Customers. From 2013 to 2014 he was in charge of the Mobile Service Development Dept. for the Consumer Customers. As of 2015 he is in the Innovation Dept taking care of the eSIM project and from June 2014 Chairman of the SIM Group within the GSMA. Since 2016 member of ECSO (European Cyber Security Organization)



Cyril Caillaud



Cyril Caillaud is responsible for eSIM related activities at NXP. Before joining NXP, he had several roles in product, marketing and partnerships management for secure embedded solutions at IDEMIA, including NFC SIM and eSE. He also held various positions within SAGEM Mobile as head of NFC Product Line, and the Luxury and Android Product Line. Cyril started his career at SFR, where he was responsible for SFR's Hotspot roll out.



Steve Alder



Steve Alder leads Truphone's global strategic partnerships for future business opportunities.

As Senior Vice President at Telefonica, he was responsible for bringing the iPhone to the UK, with an exclusive deal between O2 and Apple. He was also CEO for start-up business Jajah Inc in San Francisco.

WHO WE ARE

Anno Lucis powers market-leading business events with bold initiatives and forward-looking innovations, as we create & deliver transformative experiences that help move you forward.

We are Europe's fast-rising, disruptive company in the business events production industry, poised with a global outlook and emphasis on value-creation for our clients and partners.

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Empowerment, Innovation, Quality and Collaboration, are at the core of our collective services as we help businesses, partners and people transform.





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The signatory must be authorised to sign on behalf of the contracting organisation.

Please see the previous section Page 11 ("Package Fee Section") for what are included in your registration fee respectively. Also, be advised that VAT is reclaimable after the conference.

Print as many number of copies of this Registration Form in order to fill-in the necessary details for your Team Registration.

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> The registration fee includes: conference documentation, admission to all conference sessions, lunches and refreshments, admission to networking social breaks during the event. The registration fee does not include: travel, hotel accommodation, transfers or insurance unless it is stated in the purchased registration package. DISCOUNTS > All 'Early Bird' Discounts must require payment at time of registration and before the cut-off date in order to receive any discount.

> Any discounts offered whether by ANNO LUCIS sro (including team discounts) must also require payment at the time of registration.

> All discount offers cannot be combined with any other offer.

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