IIC-China/ESC-China 2007 Summit Program: SHENZHEN, BEIJING, SHANGHAI

(As of February 6-07)

SUMMIT THEME: GOING PORTABLE: CHALLENGES AND OPPORTUNITIES

MARCH 6

TIME	
9:30	**Exhibition opens**
10:00	**Speaker registration**
10:10	**Briefing with moderator at VIP room**
10:20	**All speakers proceed to summit room**

MARCH 9

TIME	
9:30	**Exhibition opens**
10:00	**Speaker registration**
10:10	**Briefing with moderator at VIP room**
10:20	**All speakers proceed to summit room**

MARCH 14

TIME	
9:30	**Exhibition opens**
10:00	**Speaker registration**
10:10	**Briefing with moderator in summit room**

	NARCISSUS HALL, 6TH FLOOR SHENZHEN CONVENTION & EXHIBITION CENTER SHENZHEN	FUNCTION ROOM 8AB, ARCADE LEVEL CHINA WORLD HOTEL BEIJING	CONFERENCE ROOM, 3RD FLOOR LOBBY, NORTH TOWER SHANGHAI MART SHANGHAI	
(start) **10:30**	Opening remarks, Yorbe Zhang, Editor-in-Chief, EE Times-China, **Global Sources**	Opening remarks, Yorbe Zhang, Editor-in-Chief, EE Times-China, **Global Sources**	Opening remarks, Yorbe Zhang, Editor-in-Chief, EE Times-China, **Global Sources**	*(start)* **10:30**
	Moderator overview and speaker introductions, Yorbe Zhang, Editor-in-Chief, EE Times-China, **Global Sources**	Moderator overview and speaker introductions, Yorbe Zhang, Editor-in-Chief, EE Times-China, **Global Sources**	Moderator overview and speaker introductions, Yorbe Zhang, Editor-in-Chief, EE Times-China, **Global Sources**	
	1 Reducing design complexity with higher integration, Dr. Matthias Ludwig, Vice President and Managing Director, Infineon Center of Competence Shanghai Co. Ltd., China and Development and Customer Center Mobile Systems Hong Kong, Korea and Singapore, **Infineon Technologies AG**	1 Aiming for a world without wires, Tim Colleran, Vice President of the Broadcast, Automotive and Consumer Business Units, **Altera Corporation**	1 Going portable: Challenges and opportunities, Paul PG Zhang Director, Customer Support, Greater China, Technical Support Organiziation, **NXP Semiconductors**	
	2 Challenges and opportunities of portable multimedia devices, James Wong, Marketing Director of Asia, **SigmaTel Asia Ltd.**	2 Address portable multimedia requirements with programmable DSP, Gweltaz Toquet, Vice President of Sales, Asia Pacific, **CEVA Inc.**	2 Address portable multimedia requirements with programmable DSP, Gweltaz Toquet, Vice President of Sales, Asia Pacific, **CEVA Inc.**	
	3 Power management challenges in next generation handsets, Richard Lo, China/Hong Kong Country Manager, **Micrel, Inc.**	3 Power management challenges in next generation handsets, Richard Lo, China/Hong Kong Country Manager, **Micrel, Inc.**	3 Adding audio and video to SOC designs, Sam Wong, Director, Asia Pacific Region, **Tensilica, Inc.**	
	Panel discussion; Q&A with the audience	Panel discussion; Q&A with the audience	Panel discussion; Q&A with the audience	
12:00 *(end)*	Conclusion & end	Conclusion & end	Conclusion & end	**12:00** *(end)*
	3 summit presentations	**3 summit presentations**	**3 summit presentations**	