

## About Huawei

Huawei is a leading global information and communications technology (ICT) solutions provider. Through the dedication to customer-centric innovation and strong partnerships, Huawei has established end-to-end advantages in telecom networks, devices and cloud computing. Huawei is committed to creating maximum value for telecom operators, enterprises and consumers by providing competitive solutions and services. Its products and solutions have been deployed in over 170 countries, serving more than one third of the world' s population.

 For more information, visit Huawei online:  
<http://www.huawei.com>

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# Ultra-Broadband Forum 2017

 October 18<sup>th</sup> - 19<sup>th</sup> | Hangzhou, China

**BROADBAND COMMISSION**  
FOR SUSTAINABLE DEVELOPMENT



 **HUAWEI**

Dear Ms./Mr. \_\_\_\_\_,

Huawei is pleased to invite you to Ultra-Broadband Forum (UBBF) 2017, held from October 18 to October 19, 2017 in Hangzhou.

As a leading global ultra-broadband event, UBBF is a platform for the ultra-broadband industry to share viewpoints on ultra-broadband development, facilitate the business success of all partners in the industry chain, and collectively create a sustainable ecosystem. In the past three years, UBBF has been successfully held in the UK, Spain, and Germany, with active participation and recognition from the executives of major operators from around the world along with industry partners.

Smart society is driving both the digitalization and restructuring of the entire industry, bringing both opportunities and challenges. Many questions must be answered, for example:

- How can operators use ultra-broadband to tap the B2B market, build differentiated competitive advantages and achieve business growth?
- How can the best video and VR experience be provided?
- How can operators work with vertical industries to realize digital transformation together?
- How can operators provide Real-time, On-demand, All-online, DIY, and Social (ROADS) experience in order to deal with future uncertainties through agile innovation?

More than 800 participants will attend UBBF 2017 and discuss together, shedding light on these and many more questions. The participants are elite operators, leading players in vertical industries, regulators, standard organizations, industrial organizations, along with members of the media and analysts from around the world. They will share with you their outlook and viewpoints on the development of the ultra-broadband industry, along with their business practices and success stories.

Huawei's All-Cloud Network strategy was revealed during MWC 2017 in February. At UBBF this year we will share concrete commercial applications to illustrate both our progress in and our business values of the All-Cloud Network solutions based on that strategy. In addition to the event you can enjoy a tour of Hangzhou, a Gigaband City which utilizes some of our latest technology. You can see the wonder of ultra-broadband, visit the showcase sites, and experience the abundant ultra-broadband applications for yourself.

We are looking forward to your presence at the fourth UBBF. Let us join forces to prepare for the opportunities and challenges in this era of digital transformation and build a better connected world.

Sincerely,



Eric Xu  
Deputy Chairman of the Board, Rotating CEO  
Huawei

## Agenda

October 17, 2017, Tuesday

Guest Enrollment

UBB CTO Roundtable

Day 1: October 18, 2017, Wednesday

Keynote Speeches and Discussions

Reshape Business Through  
Ultra-Broadband in the Cloud Era  
(B2B, video, and broadband service  
strategies and business practices)

Toward an All-Cloud Network  
(Application scenarios and business  
practices of the All-Cloud Network  
solution)

Exhibition Hall Visit

Banquet Dinner

Day 2: October 19, 2017, Thursday

Keynote Speeches and Discussions

Driving the Growth of Video and  
Broadband Services  
(Efficient broadband development to  
improve ROI, experience-driven video  
bearer network construction, and home  
services innovation)

Discussions in Parallel Sessions

All-optical transport network in the  
cloud era, unified multi-service IP  
bearer network, and efficient Gigaband  
network construction

Exhibition Hall Visit

October 20, 2017, Friday

Network and Service Experience in  
Hangzhou and Neighboring Areas



Detailed information about the conference

Please visit: <http://www.huawei.com/en/events/ubbf2017>