



2017



GALA
COMUNICATII
Revista afacerilor Telecom, Media & Tehnologie **mobile**

**5G Meets
Industrial Internet**



**14th Annual Edition of Telecoms Gala
5 December 2017 - Radisson Blu Hotel, Bucharest**

www.comunic.ro/gala2017



THE GOLDEN DAY OF TELECOMS 2017

The industry debate will be run around the latest concepts and trends of national and global ICT industries.

The Summit will attract over 500 elite business people, influential thinkers, decision makers and executives of ICT industry from Romania and our region.

MOBILE COMMUNICATIONS" Magazine invites you to
A PREMIUM ANNIVERSARY EVENT celebrating
19 years of BUSINESS TELECOM MEDIA & 14 years of GALA AWARDS IN ROMANIA



THE NIGHT OF CELEBRATION & REPUTATION

Join the best specialists to „Mobile Communications Gala Awards” for 2017 activities on the Romanian market, accompanied by an ex-clusivist **artistical Show and Dinner Party** - a great opportunity to network with the most important ICT leaders and executives.





AGENDA TELECOM GALA 2017



13:30 – 14:00 **WELCOME COFFEE & PARTICIPANTS REGISTRATION**

14.00 - 15.30 **Plenary Session - GOVERNMENTAL & ADMINISTRATION & OPERATORS CHALLENGES IN 2017**

HOW TO START THE DIGITAL TRANSFORMATION WAVE TO 5G

- 01. Romanian Telecom & IT Industry Status - 2017 figures & 2018 perspectives
- 02. The Transformation of Mobile Wireless Networks to 5G: Market Update
- 03. How will cities benefit from 5G? How can municipalities contribute to the rollout of 5G?
- 04. Coverage, Connectivity Strategies, and Visions for 5G Rollout
- 05. 5G's expanded capabilities, lower latency and higher connectivity speeds will certainly change the way consumers interact
- 06. Evolution of Applications, Ecosystem, Vertical Markets and Big Data Analysis in the 5G World: From Enhanced Mobile Broadband to Virtual Reality
- 07. How Standards and Sound Spectrum Policy Will Shape the Future 5G-Connected Economy. The "three S's" – Spectrum, Security and Standards
- 08. What we learned from the rollout of 4G? What rules and conditions have changed for 5G since the dawn of 4G?

MOBILE DATA TRAFFIC FUELLED BY MOBILE BROADBAND & CLOUD

- What is the Best Strategy for telco to adopt?
- A New Revenue stream for telcos?
- Investments, Developments, Expansion
- Looking for mobile relevant content and the best apps
- Addicted to Smartphones & Tablets

INDUSTRIAL INTERNET: NETWORKS & VIRTUALIZED SERVICES

- 01. The Spectrum & Networks Capacity
- 02. Internet of Things Business Enablers&Future IoT Netw
- 03. M2M & connected devices
- 04. Enterprise mobility and productivity
- 05. 4G is just the beginning of the superfast highway
- 06. Data consumption: greedy consumers never stop
- 07. The broadband infrastructure
- 08. Mobile security

15:30 – 15:45 **COFFEE BREAK & NETWORKING**

15.45 - 18.00 **Plenary Session – INFRASTRUCTURES FOR A SMART CITY**

STRATEGY FOR SMART CITIES, INNOVATIVE DIGITAL SOCIETY & ECONOMY

- 01. Smart Devices for Smart Home in a Smart City
- 02. M2M and IoT transcend our lives
- 03. Using emerging Technology to get closer to the customer
- 04. The right balance for your Content between Apps, Multi-platforms and Devices
- 05. Creating a better life for the eCitizens
- 06. How to connect Romania to the Digital Single Market for the Connected Society?
- 07. Romania in EU context
- 08. European Funds for ICT in the Digital Single Market

17:00 - 18:45 **GALA AWARDS CEREMONY**

TOP RECOGNITION FOR TELECOM, MEDIA & TECHNOLOGY INDUSTRIES

- 18.15 - 18.45 Welcome drink & participants registration
- 18.45 - 19.30 GALA DINNER & VIP NETWORKING
- 19.30 - 21.30 GALA AWARDS CEREMONY & ARTISTIC SHOW

MODERATOR

Ion VACIU - Director, Revista COMUNIC@ȚII Mobile & TelecomTV

Mobile Communications Magazine

Mobile Communications Magazine is widely recognized as the most trusted publication and also organizer of national industry event of its kind in the communications industry.

Over 500 influencers and decision-makers, CEOs and senior executives will gather in a one day telecoms & media event with a spectacular evening ceremony and gala dinner to witness key industry players being awarded for their contribution to the industry during the preceding year. The communications industry is marked out by continual change and our event provides a well-established, regional platform for companies from every ICT sector to promote their achievements and advancements this year. Sponsorship of Romanian Telecoms Golden Day, organized by **Mobile Communications Magazine** ensures association and full promotional synergy with one of the most high-profile Events of the communications industry calendar.

Why should you sponsor?

Why should you sponsor?

Recognise industry excellence.

Enjoy the best networking opportunity in the telecoms calendar.

Demonstrate your leadership in the industry.

Benefit from a cost effective outstanding marketing campaign: print, online, television, in person. Leverage the Mobile Communications Magazine brand in your own marketing activity.



ONE DAY GOLDEN TELECOM ROMANIAN TELECOM REPORT 2017

CATEGORIES OF INVITED INSTITUTIONS AND COMPANIES

- Public institutions and authorities
- Telecom Operators
- Telecom equipment vendors
- Telecom software vendors
- Mobile devices vendors
- Infrastructure suppliers
- Wholesale carriers
- Content companies
- Finance and banks
- Billing companies
- Consultants and integrators
- Law firms and accountants

TRENDS & STRATEGIES 2017

- Smart Services for a Smart Government
- Good governance for digital societies
- Mobile, key driver of economic growth & digital inclusion
- Broadband Solutions. Lets' Gigafy Romania!
- Mobile Money & Digital Payments
- 4G is here to stay
- How Big Data Empowers the Business in Cloud?
- Internet between Things and Everything
- M2M Extends the Human Being
- Content & Apps - Smart Destinations
- Social Media - The New Context
- Lets' Play Mobile TV
- Digital Terrestrial TV
- Rich Communications • Telepresence
- Small Cells - The Next Wave
- Green ICT



AWARDS CATEGORIES TO COMPETE

- The Innovation Award
- The Excellence Award
- The Government Leadership Award
- Best Romanian ICT Ambassador
- Best CEO
- Best Telecom Operator
- Best Mobile Network
- Best Internet Service Provider
- Best Mobile Service
- Best Mobile Terminal
- Best Mobile App
- Best Mobile Money Service
- Best European Project
- Best Public Service
- Best Cloud Service

- Best Enterprise Service
- Best Green Project

Nominate a new category if you have a special proposal!

MOBILE COMMUNICATIONS GALA AWARDS A SPECIAL NIGHT OF CELEBRATION & REPUTATION



We invite you to send us via email your entry form!

To do this you will need one page form:

- A 250 words abstract about the product or service being entered.
- A summary of how this product/service meets category Awards.
- A credit card for payment details or the company's invoice data.

ENTRY REQUIREMENTS AND REGULATIONS

- The entry must be in Romanian or English.
- A single campaign can be entered into any number of categories but the judges reserve the right to reallocate any entry, which in their view, has been incorrectly categorised.
- Entries will be accepted only until 01 November 2016.
- Please email any supporting material, such as independently produced data, industry surveys, extracts from analysts' reports, testimonials, press articles to roxana.onea@comunic.ro. No further hard copy information is required.
- Best Brand is the only exception to this. One video/audio tape or a CD may be submitted per entry. This must be sent to Mobile Communications Magazine, OP 22,CP 124, Sect. 1, Bucharest, cod 010323
- The CEO of the Year and the Excellence Awards will be decided on by an industry voting poll.
- Each company can enter as many categories as it wants, but each applicant can only submit one nomination per category. We also accept nominations from third parties, and we encourage companies and individuals to send in nominations for players they consider that have great performances and accomplishments.
- We are only accepting electronic copies for your entries.

COST PER ENTRY (ONE CATEGORY):

500 euro (+VAT)

COST FOR MULTIPLE ENTRIES:

500 euro (+VAT) for the first entry
350 euro (+VAT) for subsequent entries

EXCLUSIONS

All entries should relate to the commercial use of communications. Military use services or individuals are excluded.

PAYMENT OPTIONS

Credit card - On completing your entry(s), you will be taken to an online payments page. Please have your credit card ready.
Invoice- on completing your entry(s), you will have an option to request an invoice.

QUERIES

If you have any queries or problems please email the Mobile Communications Awards 2016 on roxana.onea@comunic.ro



- 15 minutes presentation (speech);
- Presence at the filmed debating section (10 min. per company in the final movie);
- Posting of the event video on the website www.comunic.ro & on the TelecomTV.ro video channel on YouTube (the first telecom VOD channel in Romania, the biggest video data base dedicated exclusively to ICT <http://www.telecomtv.ro> - over 2,200 movies, own production);
- Possibility to take over the filmed materials for internal activities & upload on the company's website;
- Insert of the video in our daily ICT Monitoring Newsletter distributed to a data base of over 15,000 decision makers contacts;
- Mentioning the sponsor name in the pre & post event press releases;
- Presence in COMUNIC@ȚII Mobile Magazine (print version): full editorial page from the company speech within the post event edition;
- Presence in COMUNIC@ȚII Mobile Magazine (eMagazine version) – full editorial page from the company speech within the post event edition with link to the company's movie;
- Presence of the sponsor logo on the event banner (GOLD Sponsor);
- Presence of the sponsor logo on our website www.comunic.ro (GOLD Sponsor);
- Presence of the sponsor logo on the entire documentation of the event (GOLD Sponsor);
- Presence of two roll-ups in the event hall;
- Mentioning the sponsor name in our pre & post event press releases;
- Advertising coupon voucher on the web: www.comunic.ro - 30 days
- Advert. coupon voucher on the newsletter ICT Daily News - 30 days
- 5 personal invitations „successful partners” at the debates sessions for the partners of your company;
- 5 personal invitations at the “Mobile Communications Gala Awards 2017”
- Free inclusion of a proposal for Mobile Communications Awards

PLATINUM PACKAGE

To be discussed directly with the Honourable Company



- 10 minutes presentation (speech);
- Presence at the filmed debating section (7 minutes per company in the final movie);
- Posting of the event video on the website www.comunic.ro & on the TelecomTV.ro video channel on YouTube & on Gala website www.comunic.ro/gala2017;
- Possibility to take over the filmed materials for internal activities & upload on the company's website;
- Insert of the video in our daily ICT Monitor Newsletter distributed to a data base of over 15,000 decision makers contacts;
- Mentioning the sponsor name in the pre & post event press releases;
- Presence in COMUNIC@ȚII Mobile Magazine (print version): 1/2 editorial page from the company speech in post event edition;
- Presence in COMUNIC@ȚII Mobile Magazine (eMagazine version) – 1/2 editorial page from the company speech in post event edition with link to the company's movie;
- Presence of the sponsor logo on the event banner (SILVER Sponsor);
- Presence of the sponsor logo on our website www.comunic.ro (SILVER Sponsor);
- Presence of the sponsor logo on the entire documentation of the event (SILVER Sponsor);
- Presence of one roll-up in the event hall;
- Mentioning the sponsor name in our pre & post event press releases;
- 3 personal invitations “partners for success” at the debates sessions for the partners of your company;
- 3 personal invitations at the “Mobile Communications Gala Awards 2017”



- 5 minutes presentation (speech);
- Presence at the filmed debating section (3 minutes per company in the final movie);
- Posting of the event video on the website www.comunic.ro & on TelecomTV.ro video channel on YouTube & on Gala website www.comunic.ro/gala2017;
- Possibility to take over the filmed materials for internal activities & upload on the company's website;
- Insert of the video in our daily ICT Monitor Newsletter;
- Presence in COMUNIC@ȚII Mobile Mag.(print version): 1/4 editorial page from the company speech in post event edition;
- Presence in COMUNIC@ȚII Mobile Mag.(eMagazine version): 1/4 editorial page with link to the company's movie;
- Presence of the sponsor logo on the event banner (BRONZE);
- Presence of the sponsor logo on our website www.comunic.ro;
- Presence of the sponsor logo on the entire documentation of the event (special position BRONZE Sponsor);
- Presence of one roll-up in the event hall;
- Mentioning the sponsor name in our pre & post event press releases;
- 2 invitations at the “Mobile Communications Gala Awards 2017”

GALA AWARDS PARTNERS 2004 - 2017

 ACADEMIA ROMANA	 AFOR	 Alcatel-Lucent	 Allied Telesis	 alvarion	 ANCOM Autoritatea Națională pentru Administrarea și Reglementarea în Comunicatii	 ANIS asociația patronală a industriei de software și servicii
 ANISP ASOCIAȚIA NAȚIONALĂ A INTERNET SERVICE PROVIDERILOR	 AOTR	 APDETIC Asociația Producătorilor și Distribuitorilor de Echipamente de Tehnologie Informațională și Comunicațiilor	 ARIES	 ATLAS TELECOM		
 BRD GRUPUL SOCIETĂȚI GENERALE	 ROMANIA ONLINE	 Computaris	 ComputerLand Une informatique d'avance	 directONE the new media carrier	 D-Link	 ERICSSON
 EUROWEB YOUR BUSINESS NETWORK	 EVOLIO	 FlorideLux florarie online	 Ford	 FUJITSU	 Gigaset	
 hp	 htc quietly brilliant	 HUAWEI	 IBM	 iCentre	 iei	 intel
 internity	 INTRAROM an intracom telecom company	 Internet Society 20 ANI	 KICA Korea Information Certificate Authority Inc.	 KONICA MINOLTA	 magnolia.ro Livram flori oriunde in lume.	 MAGUAY ...add performance to your business.
 MasterCard		 Mira Telecom soluții de telecomunicații și securitate	 netcity Bucharest Fiber Network BY UTI	 Nokia Siemens Networks	 NX data	 OMNIOLOGIC
 ORACLE	 orange	 PP PayPoint	 POSTA ROMANA	 Prime Telecom Natural communication	 PrinTec	 RADIOCOM SOLUȚII NAȚIONALE DE COMUNICĂȚI
 DIGI RCS & RDS	 ROHDE & SCHWARZ	 ROMKATEL	 ROMTELECOM business solutions	 SAMSUNG	 SAP	 sas
 seenow	 SIEMENS	 simplus	 SIVECO Project: Progress	 tecmnet transforming technology	 T...	 Topex everything connects
 Transselectra	 upc	 vodafone	 Windows Phone	 YMENS CLOUD IS NO LIMIT	 Zappo	 ZTE中兴



GALA ARTISTIC STARS

2004: Ansamblul artistic de copii al Cercului Militar Național

2005: Concert jazz Teodora Enache

2006: Tango Milonga

2007: Cvartet Arpeggione

2008: Orchestra de BAROCKeri a Univ. Naționale de Muzică București - Ansamblul "Collegio Strategetico"

2009: Razvan Mazilu și Monica Petrică

2010: Concert chitară Trio Zamfirescu

2011: Concert Anton Pann - muzică veche

2012: Teatrul Masca - spectacol Fior d'amor în București

2013: Cvintet vocal Anatoly

2014: Spectacol dans irlandez Irish Way

2015: Concert Anda Vaciu - Goldies, Goodies, Groovies

2016: Concert Jazz Appella

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GALA AWARDS WINNERS 2004-2016

