TECHNICAL STANDARDS AND INNOVATION IN CHINA:  
PUBLIC POLICY AND THE ROLE OF STAKEHOLDERS  
OCTOBER 29, 2007  
WENJIN HOTEL, BEIJING

8:00 AM–8:30 AM  REGISTRATION

8:30 AM–8:50 AM  WELCOMING REMARKS
Wang Youqiang, Tsinghua University  
Ouyang Wu, State Council Informatization Office  
Eric Altbach, The National Bureau of Asian Research  
Scott Kennedy, Indiana University

8:50 AM–10:10 AM  SESSION I: INNOVATION AND TECHNICAL STANDARDS  
Chair  
Richard P. Suttmeier, University of Oregon  
The Innovation Policy Ecosystem and Technical Standards  
Greg Shea, US Information Technology Office  
Innovation and Technical Standards in China -- 3G Case Study  
Hou Ziqiang, Chinese Academy of Sciences  
Innovation and IT Technical Standards  
William Foster, Foster & Brahm

10:10 AM–10:20 AM  COFFEE BREAK

10:20 AM–11:45 AM  SESSION II: THE ROLE OF STAKEHOLDERS IN STANDARDS SETTING  
Chair  
Scott Kennedy, Indiana University  
Western and Chinese Industry Involvement in Standards Setting  
Margot Dor, European Telecommunications Standards Institute  
On Consortium Standards  
Zhao Chaoyi, China National Institute of Standardization  
Growing Chinese Industry Interest in Standards and Innovation  
Wang Gang, Haier  
Standards-Setting, IPR Policies, and Stakeholder Considerations  
Amy Marasco, Microsoft

11:45 AM–1:00 PM  LUNCH  
IPv6 and IP Multimedia Subsystem (IMS): A Tale of Two Protocols  
William Foster, Foster & Brahm
1:15 PM–2:25 PM  |  SESSION III: CASE STUDY ON HOME NETWORKING

Chair
Zhu Tong, CASS Institute of Industrial Economy

The Evolution of Home Networking Standards
Kenneth Wacks, International Organization for Standardization

The Digital Living Network Alliance and Home Networking Standards
Neeraj Srivastava, Dell

IGRS: From Standard to Industry Alliance
Michael Ding, IGRS Engineering Lab, Ltd.

2:25 PM–3:35 PM  |  SESSION IV: CASE STUDY ON MOBILE MEDIA

Chair
Mike Clendenin, Independent Consultant

Mobile Media and Support to Standards
Yun Cui, Qualcomm

Chinese Contributions to Mobile Media Standards
Du Baichuan, State Administration of Radio, Film, and Television

CMMB: An Industry Perspective
Tom Zhang, Innofidei

3:35 PM–3:50 PM  |  COFFEE BREAK

3:50 PM–5:00 PM  |  SESSION V: RADIO FREQUENCY IDENTIFICATION (RFID)

Chair
Ji Fusheng, Independent Scholar

The Chinese Market and RFID Standards Efforts
Edward Yu, Analysis International

Development of RFID Standards in China
Wang Wenfeng, Chinese Electronics Standardization Institute

RFID Implementation Experience in Pearl River Delta Region, PRC
K. K. Suen, GS1 Hong Kong

A Chinese Industry Perspective on RFID
Xu Chaoying, Beijing Dalang Telecom Company, Ltd.

5:00 PM–6:00 PM  |  SESSION VI: IMPLICATIONS FOR PUBLIC POLICY

Chair
Richard P. Suttmeier, University of Oregon

A Chinese Perspective
An Baisheng, P.R.C. Ministry of Commerce

An American Perspective
Mark Lewis, U.S. Embassy, Beijing

A European Perspective
Klaus Ziegler, EU Delegation, Beijing