



**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