



Editor: Mobile Media Company

COMUNICATII www.comunic.ro
mobile
Revista afacerilor Telecom, Media & Tehnologie

SMART CITY 2016

29 November 2016 - Radisson Blu Hotel, Bucharest

18th Anniversary - Age of Majority
MOBILE COMMUNICATIONS MAGAZINE

Join the elite **ICT VIP decision makers**
at the most respectable
Romania's Media & Telecoms annual fest

www.comunic.ro/gala2016

„MOBILE COMMUNICATIONS" MAGAZINE INVITES YOU TO A PREMIUM ANNIVERSARY CELEBRATION OF **18 YEARS** SINCE ITS LAUNCH & **13 YEARS** OF GALA AWARDS IN ROMANIA.

THE GOLDEN DAY OF TELECOMS 2016

INDUSTRY DEBATE

ROMANIAN TELECOM REPORT 2016

13:30 – 14:00	Participants registration & Welcome Coffee
14:00 – 15:30	Plenary Session – GOVERNMENTAL & ADMINISTRATION & OPERATORS CHALLENGES IN 2016 Strategy for Innovative Digital Society & Economy Mobile data traffic fuelled by mobile broadband
15:30 – 15:45	Coffee break & Networking
15:45 – 18:15	INFRASTRUCTURES FOR A SMART CITY Industrial Internet: Networks & Virtualized Services & Cloud & Big Data RESEARCH & INNOVATION - ICT INDUSTRY COOPERATION Innovation Union: key driver of economic growth

The industry debate will be run around the **latest concepts and trends of national and global ICT industries**. The GALA event will attract, both for the Debates and the Awards Ceremony, the elite business people, influential thinkers, decision makers and executives of ICT industry from Romania and our region.



THE NIGHT OF CELEBRATION & REPUTATION

VIP GALA AWARDS

18:15 – 18:45

18:45 – 19:30

19:30 – 21:30

CEREMONY & ARTISTIC SHOW

Welcome drink & participants registration

GALA Dinner & VIP Networking

GALA Awards Ceremony & Artistic Show

Mobile Communications Gala Awards rewards both the individuals and companies with great achievements developing new and innovative services that are improving our lives with smarter and more mobile solutions. All communications providers, whether they are a traditional carrier, service provider, multimedia content provider or another entity providing a communication service are invited to enter our Awards competition.

Join the best specialists and decision makers to „**Mobile Communications Gala Awards**” for 2016 activities on the Romanian market, accompanied by an exclusivist artistical Show & Dinner Party - the greatest annual opportunity to network with the most important ICT leaders and executives.

AWARDS CATEGORIES TO COMPETE

- **The Smart City Award**
 - **Best Romanian ICT Ambassador**
 - **Best ICT CEO**
 - **Best Telecom Operator**
 - **Best Mobile Network**
 - **Best Internet Service Provider**
 - **Best Mobile Terminal**
 - **Best Mobile Application**
 - **Best Mobile Service**
 - **Best Mobile Money Service**
 - **Best Security Service**
 - **Best Cloud Service**
 - **Best Enterprise Service**
 - **Best European Project**
 - **The Excellence Award**
- Nominate a new category if you have a special proposal!***



AGENDA TELECOM GALA 2016

29 November 2016 - Radisson Blu Hotel - Dacia Felix Restaurant, Bucharest

13.30 - 14.00 Welcome coffee & Participants Registration

14.00 - 15.30 Plenary Session – GOV. & ADM. & OPERATORS CHALLENGES IN 2016
Strategy for Innovative Digital Society & Economy

01. Could Digital Transformation connect Romania to the EU - Digital Single Market?
02. Romanian Telecom & IT Industry Status (*2016 relevant figures & 2017 perspectives*)
03. How to attract European Funds for ICT in the Digital Single Market?
04. Internet of Things Business Enablers: what is the Best Strategy for telco to adopt?
05. Mobile data traffic fuelled by mobile broadband
06. 4G is just the beginning of the superfast highway but 5G is already on the corner
07. M2M & connected devices: financial opportunities and services
08. Enterprise mobility & productivity: a New Revenue stream for telco
09. Data consumption: greedy consumers never stop. How can telco satisfy them?
10. The broadband infrastructure: Investments, Developments, Cloud Expansion
11. Mobile security: crucial trend for a safe business experience
12. Addicted to Smartphones & Tablets: looking for mobile driver, relevant content & the best apps

GALA AWARDS

18.15 - 18.45

Welcome drink & participants r

18.45 - 19.30

GALA Dinner & VIP Networking

19.30 - 21.30

GALA AWARDS CEREMONY &

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.

15.30 - 15.45 Coffee Break & Networking

15.45 - 17.00 Plenary Session – DIGITAL TRANSFORMATION FOR A SMART CITY
Industrial Internet: Networks & Virtualized Services & Cloud & Big Data

01. M2M and IoT transcend our urban lives
02. Smart Devices for Smart Home in a Smart City
03. Using emerging Technology to get closer to the customer
04. The right balance for your Content between Apps, Multi-platforms and Devices
05. We live in the Cloud Era
06. Mobile Vertical Applications - Driving Enterprise Mobility
07. Creating the Best Mobile User Experience

17.00 - 18.15 RESEARCH & INNOVATION - ICT INDUSTRY COOPERATION
Innovation Union: key driver of economic growth

01. How ranks Romania in EU context?
02. Innovation for Connected Life
03. Mobile enabling Innovation and delivering Digital Societies: growth across the region

CEREMONY

Registration

ARTISTIC SHOW

In 2015 the awards attracted more than 150 entries via a marketing campaign that reached in excess of 2,350 high level telecoms professionals.

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 2016

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 2016

- 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
CONTEST**



**HOW
TO ENTER**

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**.

MOBILE COMMUNICATIONS GALA AWARDS

**A SPECIAL NIGHT OF
CELEBRATION & REPUTATION**

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 re-allocate 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 about 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 2016”
- **Free inclusion of a proposal for Mobile Communications Awards**



- **10 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)**: 1/2 editorial page from the company speech within the post event edition;
- Presence in **COMUNIC@ȚII Mobile Magazine (eMagazine version)** – 1/2 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 (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” at the debates sessions for the partners of your company;
- **3 personal invitations** at the “Mobile Communications Gala Awards 2016”

PLATINUM PACKAGE

To be discussed directly with the Honourable Company



VER
99 €



BRONZE
3.999 €

speech);

ing section (7 minutes per company

on the website www.comunic.ro & on the
on YouTube & on Gala website www.co-

filmed materials for internal activities &
site;

ly ICT Monitor Newsletter distrib-

5,000 decision makers contacts;

ne in the pre & post event press releases;

Mobile Magazine (print version): 1/2 edi-

speech in post event edition;

Mobile Magazine (eMagazine version) –

company speech in post event edition with

o on the event banner (SILVER Sponsor);

o on our website www.comunic.ro

o on the entire documentation of the

e event hall;

e in our pre & post event press releases;

rs for success" at the debates sessions for

Mobile Communications Gala Awards 2016"

- **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/gala2016;
- **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 2016"

GALA AWARDS PARTNERS

2004 - 2015



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GALA ARTISTIC STARS



GALA

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Revista afacerilor Telecom, Media & Tehnologie

www.comunic.ro



2015

**GALA AWARDS
WINNERS
2004-2015**



2014



2013



2012



2011



2010



2009



2008



2007



2006



2005



2004