

# Capacity Building Workshop



YONSEI UNIVERSITY  
GRADUATE SCHOOL OF INFORMATION

**New Millenium Hall #302**  
**Yonsei University, Graduate School of Information**  
**September 21st - 23rd, 2017**

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**Thursday, September 21**  
**09:30 - 17:30**

**IoT (Internet of Things)**



**Johnny Kim**

Strategic Engagement Director &  
Head of North East Asia, GSMA

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**Friday, September 22**  
**15:00 - 21:00**

**Competition Policy**



**Emanuela Lecchi**

Head of Public Policy,  
GSMA APAC

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**Saturday, September 23**  
**09:30 - 16:30**

**Mobile Privacy**



**Jade Nester**

Senior Policy Manager,  
GSMA

# Agenda

Thursday, September 21

## Internet of Things

Presenter:  
Johnny Kim

9:00 – 9:30	Welcome and Introductions
9:30 – 11:00	<b>Overview of IoT</b> <ul style="list-style-type: none"><li>- What is IoT?</li><li>- Outline of the key differences between IoT and traditional voice and messaging services</li></ul>
11:00 – 11:15	Break
11:15 – 12:30	<b>Technology Considerations</b> <ul style="list-style-type: none"><li>- Value chain and technology of IoT networks</li><li>- Spectrum for IoT</li></ul>
12:30 – 13:30	Lunch
13:30 – 14:30	<b>Business models for IoT</b> <ul style="list-style-type: none"><li>- Revenue sharing</li><li>- Cost savings sharing</li><li>- Product sharing</li><li>- Product as a service</li><li>- Performance as a product</li></ul>
14:30 – 14:45	Break
14:45 – 15:30	<b>Policy Consideration for IoT</b> <ul style="list-style-type: none"><li>- Global deployment</li><li>- Promoting investment</li><li>- Building trust</li><li>- Interoperability</li><li>- Traffic management</li><li>- Spectrum</li></ul>
15:30 – 16:00	Q&A Course Wrap Up

Friday, September 22

## Competition Policy

Presenter:  
Emanuela Lecchi

15:00 – 15:10	Welcome and Introductions
15:10 – 16:45	<b>Introduction to Competition Policy:</b> the Relationship with Economic Regulation <b>Market Definition in Practice – Part 1</b>
16:45 – 17:00	Break
17:00 – 19:00	<b>Market Definition in Practice – Part 2</b> <b>Market Assessment in Practice – Part 1</b>
19:00 – 19:45	Dinner
19:45 – 21:00	<b>Market Assessment in Practice – Part 2</b> <b>Spectrum Assignment in Competition Policy – Part 1</b>
21:00 – 21:15	Break
21:15 – 22:00	<b>Spectrum Assignment in Competition Policy – Part 2</b> <b>How Competition Policy Works Today: Key Trends</b>
22:00	Close

# Agenda

Saturday, September 23

## Mobile Privacy

Presenter:  
Jade Nester

09:30 – 09:40	Introduction
09:40 – 10:30	<b>Session 1: Background</b>
10:30 – 10:45	<b>Session 2: Security</b>
10:45 – 11:00	Group Discussion for Session 3
11:00 – 11:15	Coffee Break
11:15 – 11:45	<b>Session 3: Privacy: The mobile internet context</b>
11:45 – 12:00	Group Discussion for Session 3
12:00 – 12:20	<b>Session 4: Privacy in the Internet of Things (IoT) and Big Data</b>
12:20 – 12:45	Session 4: Activity 1
12:45 – 13:00	Session 4: Activity 2
13:00 – 14:00	Lunch
14:00 – 15:00	<b>Session 5: Future Proofing Privacy in Regulation and Policy</b>
15:00 – 15:30	Group Discussion
15:30 – 15:45	Break
15:45 – 16:30	Guided Case Study and Conclusion



Capacity  
Building



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# Presenter

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## Johnny Kim

Strategic Engagement Director &  
Head of North East Asia, GSMA

“Johnny” John David Kim is Strategic Engagement Director and Head of North East Asia at the GSMA. In this role, he is responsible for engaging with GSMA mobile operator members, ecosystem partners and government/policy-makers in the Asia Pacific Region. His activities involve working closely with these organisations to introduce, implement and execute GSMA initiatives/programmes to foster innovative business/commercial strategies, new technology adoption/commercialization and general policy and regulatory developments across a range of topics such as IoT, 4G evolution to 5G, VoLTE Interconnection, VoLTE Roaming, RCS, and Regulatory Modernisation etc.

With over 20 years of research and consulting experience in the ICT and Telecoms industry in North East Asia, Johnny has executed and directed major research and consulting studies for MNOs, vendors and government/regulatory bodies across a wide range of areas. Prior to joining the GSMA, he worked as Regional Head/Managing Director for both Ovum and the Progressive Media Group (PMG), respectively. At Ovum (prior to acquisition by Informa Group), Johnny was Managing Director and Regional Head of Ovum's Research and Consulting businesses in Telecoms/ICT strategy and policy & regulation for Korea and Japan. At PMG (now Globaldata plc), as Regional Managing Director for North East Asia, Johnny was responsible for all research and consulting businesses across key industry verticals.



## Emanuela Lecchi

Head of Public Policy,  
GSMA APAC

Emanuela Lecchi is the Head of Public Policy for APAC at the GSMA, having previously worked in the organisation's London headquarters as Head of Competition. She is the author of the GSMA Competition Policy Handbook and the recently published companion piece, Competition Case Studies Handbook. Prior to joining the GSMA in 2015, Emanuela was a partner at leading law firms in London, where she advised governments, regulators, competition authorities and corporate clients on matters of law and regulation. A lawyer by background, she also has an MSc in Economic Regulation and Competition from City University London and from 2006 to 2015 was a visiting lecturer there, teaching the legal module of that course. Emanuela is based in the GSMA's Hong Kong regional headquarters.



## Jade Nester

Senior Policy Manager,  
GSMA

As a Senior Policy Manager at GSMA, Jade focuses on privacy and data protection, focusing particularly on privacy issues related to cross-border data transfers, big data, the Internet of Things, and children's privacy. Prior to joining GSMA, Jade advised clients on compliance with privacy and data protection laws and regulations as a consultant at the London office of Promontory Financial Group. Jade served as Senior Advisor for Internet Policy at the National Telecommunications and Information Administration/U.S. Department of Commerce. Jade co-chaired a working group responsible for developing and coordinating U.S. government policy on international commercial data privacy. She also participated in the U.S.-EU Safe Harbor consultation initiated in 2013. Jade previously served as Director of Internet Public Policy at the State Department and as head of the U.S. delegation to the Organization for Economic Cooperation and Development's working party on information security and privacy. She also served as alternate head of delegation at various meetings of the OECD and International Telecommunication Union in Geneva. Jade has a bachelor of arts degree in history, with honors, from The George Washington University, and a juris doctor degree and certificate in international and comparative law from The Catholic University of America, Columbus School of Law.