

Invitation Letter

Dear Sir/Madam,

I am delighted to invite you to participate in [ITU Telecom World 2015](http://telecomworld.itu.int), to be held in Budapest, Hungary, from 12- 15 October 2015. Organized by ITU, the lead UN Agency for ICTs, ITU Telecom World 2015 is the global ICT innovation platform for SMEs, corporates and governments. It's an exhibition for digital solutions, a forum for sharing knowledge and a networking hub for nations, organisations and individuals.

ITU Telecom World 2015 brings the smartest ideas and entrepreneurial spirit of digital start-ups, innovation hubs, accelerators and ICT SMEs together with governments, policy makers, industry leaders, consultants and experts. This unique audience has the influence and intelligence to power faster social and economic development, create collaborative opportunity and stimulate industry growth.

The focus for the event will be on accelerating innovation and the growth of SMEs. The event aims to help ideas go further, faster, to make the world better, sooner.

An increasingly crucial component of the ICT ecosystem, ITU recognizes the vital role of SMEs, entrepreneurs, innovation hubs and accelerators worldwide in driving ingenuity, enabling every nation to compete within the global arena. Helping them to thrive and flourish is an important priority for ITU and its member states. In recognition of this, we warmly welcome the Hungarian and European SMEs to play an active role in the event. Benefits of taking part include:

- **Exhibit your innovations.** Position your organization, innovative solution and partnership potential on a global stage. Keen to welcome you to the event, we have some very accessible offerings, such as a 4m2 pod at CHF 1,200, and small turnkey solutions from CHF 4,500. Further information online: <http://telecomworld.itu.int/take-part/sme/>
- **Gain international exposure.** As an exhibitor, the event offers numerous ways to promote your innovations to our influential and international audience before, during and after the event. These include stand promotion via event communications and website, or via our event App through which you can share, network and interact with other participants. Our events attract global media spanning top tier publications to key trade publications and our event PR team can help you connect with these media to share your stories
- **Network:** Join a host of great networking events onsite, such as B2B and B2G lunches, specifically designed to bring SMEs, start-ups, entrepreneurs, innovation hubs and accelerators together with high-level decision makers from government and industry, to discuss opportunities, build partnerships, share knowledge and make meaningful connections
- **Win** an award. The most exciting ideas showcased during the event will also win a special SME award from ITU for their innovative solutions and creativity.



Budapest 12-15 October

Alongside the Exhibition, the event also comprises an expert Forum for sharing knowledge. Under the theme of Accelerating ICT innovation for social impact, debates will tackle key topics including IoT, 5G, fostering ICT start-ups, developing cloud infrastructure, attracting investment and exploring questions around the creation of the European digital market

With all these opportunities in mind, I very much hope that you can join us for ITU Telecom World 2015. Together, we can help take innovative solutions to scale up in developed and emerging markets, bringing the enormous benefits of digital technologies to more people, more quickly.

To find out more or to book an Exhibit pod, please contact Mr. Rahul Jha or Mr. Ahmed Riad at participate.telecom@itu.int

I look forward to welcoming you to Budapest this October.

Yours faithfully,

A handwritten signature in blue ink, appearing to read "Xin LIU".

Xin LIU
Manager
ITU Telecom