

上海国际导航产业与科技发展论坛议程

Agenda of NAVIGATIONFORUM SHANGHAI 2006

2006年11月14日 19:30 / 19:30 Nov, 14th, 2006

11月16日上午 主会场 (9:00-12:30) / Morning, Nov. 16, Main Venue (9:00 – 12:30)

开幕式主持人：上海市科学技术委员会副主任 陈克宏

Opening Ceremony Compere: Kehong Chen, Vice Chairman of Science and Technology

Commission of Shanghai Municipality:

9:00~9:10 主持人：上海市科学技术委员会副主任 陈克宏

9:00~9:10 Compere: Kehong Chen, Vice Chairman of Science and Technology Commission of Shanghai Municipality

9:10~9:15 上海市人民政府副市长 严隽琪： *欢迎辞*

9:10~9:15 Junqi Yan, Vice Mayor of Shanghai Municipal People's Government: *Welcome Address*

9:15~9:20 科学技术部副部长 曹健林： *开幕词*

9:15~9:20 Jianlin Cao, Vice Minister of Ministry of Science & Technology: *Opening Speech*

9:20~9:25 国家测绘局副局长 谢经荣： *祝贺词*

9:20~9:25 Jingrong Xie, Vice Director General of State Bureau of Surveying & Mapping: *Congratulatory Address*

9:25~9:30 奥地利格拉兹技术大学导航与卫星大地测量研究所所长、奥地利国家导航研究所创始人 Bernhard Hofman-Wellenhof: *祝贺词*

9:25~9:30 Bernhard Hofman-Wellenhof, Director of the Institute of Navigation and Satellite Geodesy of the Graz University of Technology; and Founder of the Austrian Institute of Navigation: *Congratulatory Address*

主持人：国家遥感中心主任 张国成

Compere: Guocheng Zhang, Director of National Remote Sensing Center

9:30~9:50 科学技术部高新技术发展及产业化司副司长 廖小罕 (2005年最佳演讲奖)

9:30~9:50 Xiaohan Liao, Vice Director General of High & New Tech. Development & Industrialization Department, Ministry of Science & Technology (**Awarded Best Speech of Year 2005**)

9:50~10:10 国家测绘局地图管理司司长 李永雄

9:50~10:10 Yongxiong Li, Director General of Department of Map Management, State Bureau of Surveying and Mapping

10:10~10:30 上海市科学技术委员会副主任 陈克宏： *凝聚力量、优势互补——积极引导上海卫星导航应用产业链的发展*

10:10~10:30 Kehong Chen, Vice Chairman of Science and Technology Commission of Shanghai Municipality: *Concentrating Powers, Complementing Advantages, To Develop the Industrial Chain of Satellite Navigation Applications in Shanghai*

10:30~10:40 中国全球定位系统技术应用协会副会长、秘书长 黄云康： *我国卫星导航技术发展的基本态势*

10:30~10:40 Yunkang Huang, Vice-president and Secretary General of China Technical Application Association for Global Positioning System: *The report of Satellite Navigation Technology Development in China*

10:40~11:10 茶歇

- 10:40~11:10 Coffee Break
- 11:10~11:20 ERTICO 外事交流总监 Jacob Bangsgaard: *智能交通在欧洲以及与中国的合作*
- 11:10~11:20 Jacob Bangsgaard, Director of External Affairs and Communications of ERTICO: *ITS for Europe and Cooperation with China*
- 11:20~11:30 欧洲汽车工业协会中国首席代表 戴麟
- 11:20~11:30 Dr. Dominik Declercq, Chief Representative of European Automobile Manufacturers Association (ACEA) in China
- 11:30~11:50 中国通信学会常务理事、通信设备制造技术委员会主任委员 张庆忠
- 11:30~11:50 Qingzhong Zhang, Director of Communication Equipment Manufacturing Society, Standing Director of China Institute of Communications
- 11:50~12:30 西门子威迪欧汽车信息娱乐解决方案部战略与市场营销副总裁 Jeff Zhou: *无缝连接和持续在线——塑造汽车电子未来*
- 11:50~12:30 Dr. Jeff Zhou, Vice President Strategy and Marketing, Division Infotainment Solutions, Siemens VDO: *Seamless Connectivity & Always On - Shaping Future Automotive Infotainment*

11月16日下午 主会场 (14:00-18:00) / Afternoon, Nov. 16, Main Venue (14:00-18:00)

主持人: 科学技术部高新技术发展及产业化司调研员 郑方能

Compere: Fangneng Zheng, Director from High & New Tech. Development & Industrialization Department of Ministry of Science & Technology

- 14:00~14:30 中国信息产业部通信科技委副主任 陈如明: *GIS-GPS 的应用前景及中国相关发展策略考虑*
- 14:00~14:30 Ruming Chen, Vice Chairman of MII (Ministry of Information Industry) Science and Technology Commission: *GIS-GPS Applications Perspective and Relevant Development Strategy Considerations in China*
- 14:30~15:00 武汉大学校长、中国工程院院士 刘经南
- 14:30~15:00 Jingnan Liu, President of Wuhan University & Academician of China Academy of Engineering
- 15:00~15:30 中国移动通信有限公司数据部业务发展中心主任 邢宁霞: *携手汽车产业, 打造精品位置服务, 共促导航产业走向繁荣*
- 15:00~15:30 Ningxia Xing, Supervisor of Business Development Section of Data Dept., China Mobile Communications Corporation: *Working with Automotive Industry to Provide Superior LBS Service and Lead the Navigation Industry to Prosperity*
- 15:30~15:55 美国波音飞机公司空中交通管理战略副总裁 Neil Planzer: *在空中交通管理中, 发掘共享精确信息技术的机会*
- 15:30~15:55 Neil Planzer, Vice President, Strategy - Boeing Air Traffic Management: *Exploiting Shared Precision Information Technology Opportunities for the Future of Air Traffic Management*
- 15:55~16:15 茶歇
- 15:55~16:15 Coffee Break
- 16:15~16:40 北京航空航天大学电子信息学院院长 张军: *网络化空中交通管理技术的发展*
- 16:15~16:40 Jun Zhang, Dean of School of Electronic Information Engineering, Beijing University of Aeronautics & Astronautics: *NETATM: NETWORK-enabled ATM*
- 16:40~17:10 英特尔 UMPC 信息娱乐项目经理 Igor Taber
- 16:40~17:10 Igor Taber, UMPC Infotainment Programs Manager of Intel

17:10~18:00 互动研讨: 中国北斗卫星导航的最新进展和未来发展趋势

主持人:

清华大学地球空间信息研究所教授 过静珺

要 点:

北斗系统应用特点;

交通运输中北斗应用的特点;

北斗在安全生产及灾害监测中的作用;

北斗授时的应用;

北斗系统民用产业化前景及建议;

嘉 宾:

卫星定位总站副主任 刘忠华;

中国卫星通信集团公司中寰卫星导航通信有限公司总经理 吕子平

北京北斗星通卫星导航技术有限公司总经理 赵耀升;

北京神州天鸿科技有限公司首席执行官、执行董事 顾成;

中国全球定位技术系统协会信息咨询服务中心研究员 曹冲;

17:10~18:00 Panel Discussion: *Latest Development and Future Trends of China BD Satellite Navigation*

Comperre:

Jingjun Guo, Professor of Research Group of Earth Space Information of Tsinghua University

Focuses:

Characteristics of BD System application;

Characteristics of BD System application in traffic and transportation;

Application of BD System in safe production and disaster monitoring;

Application of BD System in Time Service;

Industrialization prospect of civil application of BD System and the suggestions

Guests:

Zhonghua Liu, Vice Director of General Station of Satellite Positioning;

Ziping Lv, General Manager of China Satellite Communications Corporation China Satellite Navigation and Communications Co., Ltd.

Yaosheng Zhao, General Manager of Beijing BDStar Navigation Co.,Ltd;

Cheng Gu, CEO of China Top Communication Co., Ltd;

Chong Cao, Researcher of Information Service Center of China Technical Application Association for Global Positioning System;

11月16日下午(14:00-18:00) / Afternoon, Nov. 16 (14:00-18:00)

专题会场: 伽利略卫星导航 主持人: 国家遥感中心导航定位处处长 景贵飞

Special Venue: Galileo Satellite Navigation

Comperre: Guifei Jing, Director of Navigation Department of National Remote Sensing Center

14:00~14:25 国家遥感中心主任 张国成

14:00~14:25 Guocheng Zhang, Director of National Remote Sensing Center

14:25~14:50 中国伽利略卫星导航有限公司副总经理 王文俭: 中国参与伽利略特许运营服务的设想

- 14:25~14:45 Wenjian Wang, Vice President of China Galileo Industries: *Assumption of China joining the Galileo Franchise Operations*
- 14:50~15:15 法国大图卢兹地区导航产业发展及国际关系部主管 Richard Reclus: *法国图卢兹, 伽利略计划特许经营总部的不二之选: 全方位满足现阶段和未来伽利略应用服务以及相关辅助技术的设计、开发和测试苛求*
- 14:50~15:15 Richard Reclus, Head of Sector-based Development of Economic Development Department, Grand Toulouse: *Toulouse, GALILEO Concessionary Head Quarters, the Natural Place in Europe to Design, Develop and Test Current and Future GALILEO Applications and Complimentary Technologies*
- 15:15~15:40 中国空间技术研究院(航天五院)伽利略 EEV&MEOLUT 项目技术经理 张云杰: *搜救系统/伽利略正向链接确认和失事信标定位*
- 15:15~15:40 Yunjie Zhang, Technical Manager of Galileo EEV & MEOLUT Projects, China Academy of Space Technology: *SAR/Galileo Forward Link Verification and Distress Beacon Localization*
- 15:40~16:05 茶歇
- 15:40~16:05 Coffee Break
- 16:05~16:30 航天科工集团伽利略办公室主任、中国初期伽利略服务项目经理高伟、阿尔卡特阿莱尼亚宇航公司中国导航项目经理 Jérôme Slivac: *EGSIC & ERIS 及相关的卫星导航应用*
- 16:05~16:30 Wei Gao, Chief of Galileo Office & Project Manager of Early Galileo Service in China, China Aerospace Science & Industry Corporation; and Jérôme Slivac, Project Manager for Navigation Projects in China, Alcatel Alenia Space: *EGSIC & ERIS and related Satellite Navigation Applications*
- 16:30~16:55 欧洲航天局伽利略项目驻中国代表 Francesco Emma: *伽利略项目概要*
- 16:30~16:55 Francesco Emma, Galileo Programme Representative in China, European Space Agency: *Galileo Program Status*
- 16:55~17:10 泰雷兹伽利略项目中国区协调人 David Barrett: *伽利略及其应用*
- 16:55~17:10 David Barrett, Galileo Project Coordinator China, Thales: *Galileo and its Applications*
- 17:10~18:00 互动研讨: *中外互动对话, 探讨如何相互协作建立合作模式迎接伽利略导航时代*

主持人:

法国大图卢兹 GNSS 专家代表 Jean Chenebault

要 点:

伽利略五种服务(公开免费服务、商业服务、搜救服务、生命安全服务、公共特许服务)在中国推广的市场前景。

伽利略 V.S. GPS? 伽利略与 GPS 合作?

卫星导航从军用转向民用后,那么技术方面有何新策略、新想法?

嘉 宾:

国家遥感中心导航定位处处长 景贵飞;

中国伽利略卫星导航有限公司副总经理 王文俭;

上海伽利略导航有限公司副总经理 李国通;

欧洲航天局,伽利略项目驻中国代表 Francesco Emma;

阿尔卡特空间公司导航与航空通讯业务 EGNOS 部门总监 Daniel Beaugnon;

- 17:10~18:00 Panel Discussion: *Dialog between China and the world on establishment of cooperation models oriented at Galileo Navigation Era*

Comperre:

Jean Chenebault, GNSS Expert, and Representative of the Grand Toulouse

Focuses:

Prospect of promoting 5 Galileo services (open free service, commercial service, search & rescue service, safety service, and public concession service) in China;

Galileo V.S. GPS? Galileo cooperate with GPS?

Are there any new technological strategies and thoughts concerning satellite navigation as it transfers from military use to civil use?

Guests:

Guifei Jing, Director of Navigation Department of National Remote Sensing Center;

Wenjian Wang, Vice President of China Galileo Industries

Guotong Li, Deputy General Manager of Shanghai Galileo Industries Co., Ltd.;

Francesco Emma, Galileo Programme Representative in China, European Space Agency;

Daniel Beaugnon, Director, EGNOS Division, Navigation & Aeronautical Communication Business Unit, Alcatel Alenia Space

11月17日上午 主会场 (9:15-12:30) / Morning, Nov. 17 Main Venue (9:15-12:30)

主持人: 国家测绘局地图管理司副司长 彭震中

Compere: Zhenzhong Peng, Deputy Director General of Department of Map Management, State Bureau of Surveying and Mapping

9:15~9:40 富士通天国际贸易(天津)有限公司董事长兼总经理 小阪一秀、上海事务所营业课长 白坂昇: *硬盘式导航系统在中国市场的应用*

9:15~9:40 Kazuhide Kosaka, President and General Manager, & Noboru Shirasaka, Business Section Supervisor of Shanghai Office, Fujitsu Ten Trading (Tianjin), LTD.: *Application of HDD Navigation system in China market*

9:40~10:05 合众思壮集团公司总裁 郭信平: *立体融合、产业共赢*

9:40~10:05 Xiping Guo, President of Unistrong (Group) Corp.: *A Win-win Industry Based on Overall Integration*

10:05~10:30 中国国家地理杂志执行主编 单之蔷: *媒体与导航产业发展的未来*

10:05~10:30 Zhiqiang Shan, Executive Editor-in-chief of Chinese National Geography: *The Media and the Future of Navigation Industrial Development*

10:30~10:50 茶歇

10:30~10:50 Coffee Break

10:50~11:15 北京灵图软件技术有限公司副总经理 汪卫平: *中国导航电子地图市场思考*

10:50~11:15 Weiping Wang, Deputy General Manager of Beijing Lingtu software Co., Ltd.: *Thoughts on Chinese Navigation*

11:15~11:40 中国测绘科学研究院地图学与地理信息系统研究所所长 李成名: *严格贯彻执行强制性国家标准规范和促进导航产业的发展*

11:15~11:40 Chengming Li, Director of Research Institute of Cartology and Geographical Information System, Chinese Academy of Surveying and Mapping: *Strictly Implementing the Mandatory State Standard Provision and Promoting the Development of Navigation Industry*

11:40~12:30 互动研讨: *进入崭新阶段的中国导航电子地图行业如何进一步有序良性发展*

主持人:

国家测绘局地图管理司副司长 彭震中

要 点:

中国已经形成九家导航电子地图资质单位的局面, 未来的竞争格局将怎样?

国外导航电子地图的发展现状和发展规律对中国导航电子地图产业有何借鉴意义？

嘉宾:

北京灵图软件技术有限公司总经理 唐宁浙;

NAVTEQ 中国业务发展副总裁 Linda Reinhard;

Tele Atlas 大中华区执行董事 Philippe Funcken

11:40~12:30 Panel Discussion: *How Will China Navigation Digital Map Industry Achieve Further Ordered and Sound Progress After Entering the New Era?*

Comperere:

Zhenzhong Peng, Deputy Director General of Department of Map Management, State Bureau of Surveying and Mapping

Focuses:

What competitive situation will be in China market with 9 licensed navigation digital mapping institutions?

What can China navigation digital mapping industry learn from the current status of and the rules demonstrated during the development of the industry overseas?

Guests:

Ningzhe Tang, General Manager of Beijing Lingtu software Co., Ltd.;

Linda Reinhard, Vice President of China Business Development, NAVTEQ;

Philippe Funcken, Managing Director Greater China of Tele Atlas

11月17日上午(9:15-12:30) / Morning, Nov. 17日(9:15-12:30)

专题会场: 新技术在奥运与世博的应用 主持人: 中国信息产业部通信科技委副主任 陈如明

Special Venue: Application of New Technologies in Olympics and World Expo.

Comperere: Ruming Chen, Vice Chairman of MII (Ministry of Information Industry) Science and Technology Commission

9:15~9:25 上海市世博局

9:15~9:25 Shanghai EXPO Bureau

9:25~9:50 青岛奥帆委技术部主任 朱建广

9:25~9:50 Jianguang Zhu, Director of Technical Department of Sailing Committee (QingDao) of the Beijing Organizing Committee for the Games of the XXIX Olympiad:

9:50~10:40 互动研讨: *实时交通信息在国内外的现状特点以及与导航相结合的经验*

主持人:

上海市城市综合交通规划研究所智能交通研究中心主任 朱昊;

要点:

国内的交通信息的发展现状如何?

国外的交通信息与车载导航产品和手机等手持终端相结合的技术解决方案成功案例?

如何利用最新技术通过挖掘历史交通信息数据来预测未来交通状况?

嘉宾:

北京奥林匹克运动会组织委员会技术部技术主管 田永鸿;

中国移动通信集团上海有限公司 廖铭: *基于移动通信网络的智能交通方案介绍;*

美国威斯康星大学麦迪逊分校终生教授、交通运营和安全实验室主任、中国慧通公司董事长 冉斌;

Airsage 亚太业务发展总监 Chirapong Korkitsammakul;

9:50~10:40 Panel Discussion: *Current Status of Real Time Traffic Information in both China and other countries and Experience in Integration of Real Time Traffic Information with Navigation*

Comperere:

Hao Zhu, Director of ITS Research Center, Shanghai City Comprehensive Transport Planning Institute;

Focuses:

What is the current development of traffic information service in China?

Successful cases in foreign countries on technology solutions connecting traffic information with in-vehicle navigation products and portable terminals like cell phones, etc.

How to predict future traffic conditions via exploring historical traffic information with assistance of latest technologies?

Guests:

Yonghong Tian, Technological Director of Technology Department of Organizing Committee of Beijing Olympics;

Ming Liao, China Mobile (Shanghai): *Introduction of ITS proposal based on wireless networks;*

Bin Ran, Professor of University of Wisconsin, Madison, Director of Wisconsin Traffic Operations and Safety Lab, and Chairman of TrafficCast China (Shanghai) Co., Ltd.;

Chirapong Korkitsammakul, Director of Asia - Pacific Business Development, Airsage;

10:40~11:00 茶歇

10:40~11:00 Coffee Break

11:00~11:20 中国移动通信集团北京有限公司 数据业务发展中心副总经理雷毅、中国移动通信集团上海有限公司王华: *奥运会、世博会移动交通服务设想*

11:00~11:20 Yi Lei, Deputy General Manager of Data Business Development Center of China Mobile (Beijing); and Hua Wang, China Mobile(Shanghai)

11:20~11:40 Pole Star 公司 CEO Christian Carle: *基于户内和户外定位信息的新一代平台开放旅游和娱乐服务系统及其架构*

11:20~11:40 Christian Carle, CEO of Pole Star: *Innovative and Open In-door & Out-door Location-based E-tourism System Architecture*

11:40~12:30 互动研讨: *新技术新解决方案把中国位置服务带入新阶段*

主持人:

中国信息产业部通信科技委副主任 陈如明

要 点:

中国移动运营商如何运用 A-GPS 等新技术新解决方案推动位置服务?

手机地图, 手机导航和语音导航将如何改变导航产业格局和消费者的生活?

如何聚集价值链的各方力量启动中国位置服务市场?

嘉 宾:

中国移动通信有限公司 研究院集团业务研究所所长 于蓉蓉: *AGPS 定位技术在网络中的应用;*

北京协进科技发展有限公司副总经理 许晶;

华为技术有限公司业务软件中国区市场部长 杨卷华;

摩托罗拉电子有限公司定位业务经理 吴章先;

11:40~12:30 Panel Discussion: *New Technology Solutions Promote China LBS into a New Stage*

Comperere:

Ruming Chen, Vice Chairman of MII (Ministry of Information Industry) Science and Technology Commission

Focuses:

How can China mobile operators promote LBS with new technologies and new solutions (such as A-GPS)?

How will cell phone map, cell phone navigation, and voice navigation change the orders of the navigation industry and consumers' life?

How can powers along the value chain be integrated to launch China LBS market?

Guests:

Rongrong Yu, Director of Corporate Business Institution of China Mobile R&D Center: *The Application of AGPS Positioning Technology in Network;*

Jing Xu, Deputy General Manager of PDAGER Mobility Inc.;

Juanhua Yang, Business Software (China) Marketing Dept., HuaWei Technologies Co., Ltd.;

Stone Wu, Solutions Manager Motorola Professional Services, Motorola;

11月17日上午 (9:00- 12:40) / Morning, Nov. 17th (9:00-12:40)

中法智能交通研讨会专场 / Sino-France ITS Workshop

9:00~9:30 法国交通部智能交通专署主任, 法国智能交通联盟 ITSJU 政府协调人 Jean-François Janin 先生: *法国及欧洲智能交通发展新动向*

9:00~9:30 Mr. Jean-François Janin, Manager of ITS Task Force of French Ministry of Transportation, Coordinator of French consortium ITSJU: *New trends of ITS in France and Europe*

9:30~9:50 CITILOG 亚太市场总监 Jean-Marie Guyon 先生及上海显晋自动化总经理王申仁先生: *交通数据采集, 事故自动探测, 视频摄像头技术创造的新可能性: 上海目前应用研究*

9:30~9:50 Mr. Jean-Marie Guyon, Marketing Director of Asia-Pacific, CITILOG and Mr. Shenren Wang, Director of Shanghai Xianjin Automation: *Traffic data collection, Automatic Incident Detection, New possibilities offered by video cameras: A focus on Shanghai current applications*

9:50~10:10 法国 EGIS 集团交通信息安全系统工程设计院 (ISIS) 高级工程师兼工程总监 张存孝先生: *高速公路紧急停车道用于公共交通运输 - 主动性行车管理*

9:50~10:10 Mr. Cunxiao Zhang, Senior Project Manager, ISIS (EGIS Group): *Use the Expressway Emergency Stopway for Mass Transportation: Initiative Traffic Management*

10:10~10:30 法国国家交通技术研究中心 (CERTU) 技术部主任 Jacques Bize 先生: *行车及公共交通管理系统实施的欧洲标准*

10:10~10:30 Mr. Jacques Bize, Technologies for public transport and related services, Head of division, CERTU: *European Standards on Vehicle and Public Transportation Management*

10:30~11:00 茶歇

10:30~11:00 Coffee Break

11:00~11:20 INRETS-GRETIA (法国国家交通研究院) 研究部主任 Gérard Scémama 先生: *地面跨模式交通网络智能监控系统和多模式出行信息平台: Claire-SITI*

11:00~11:20 Mr. Gérard Scémama, Research Director, Head of the INRETS-GRETIA (Transport Network and Advanced Software Engineering) Laboratory, INRETS (French National research Institute in transportation and Safety): *An Intelligent Inter-modal supervisory system for mobility management and multimodal information*

- 11:20~11:40 法国西西里集团 SODIT 交通咨询公司总裁 Jean-Jacques Henry 先生: 交通管理中的公共交通优先策略以及法国城市实例
- 11:20~11:40 Mr. Jean-Jacques Henry, President of SODIT (Group CECILE): *Priority to Public Transport in Traffic Management (projects in French cities)*
- 11:40~12:00 大图卢兹地区政府导航产业发展部门主管 Richard Reclus 先生, 重庆市武警消防总队李志明参谋长, 及 SODIT 交通咨询公司总经理 Laurent BREHERET 先生: *GNSS 技术在浮动车数据采集以及车辆跟踪中的应用, 中法合作重庆 FILONAS 介绍*
- 11:40~12:00 Mr. Richard Reclus, sector-based industry development director of Grand Toulouse Government, Mr. Li Zhiming, Superior Colonel of Chongqing Fire Department and Mr. Laurent BREHERET, General Director of SODIT: *Use of GNSS for floating car data collection and Vehicle tracking; Sino-French cooperation of advanced Galileo application for fire fighting operation: Project FILONAS in Chongqing*
- 12:00~12:20 法国图卢兹市交通管理局副主任 Serge Mathieu 先生: *城市出行机动性全局管理*
- 12:00~12:20 Mr. Serge Mathieu, Deputy Director, Traffic Service of Toulouse City: *Global Mobility Management System*
- 12:20~12:40 上海市城市综合交通规划研究所智能交通研究中心主任朱昊先生: *上海世博会交通组织研究*
- 12:20~12:40 Mr. Hao Zhu, Director of ITS Research Center, Shanghai City Comprehensive Transport Planning Institute: *Case Study of Shanghai in the perspective of Expo 2010*

11 月 17 日下午 主会场 (14:00-18:00) / Afternoon, Nov. 17 Main Venue (14:00-18:00)

主持人: 清华大学交通研究所教授 史其信

Compere: Qixin Shi, Professor of Institute of Transportation Engineering of Tsinghua University

- 14:00~14:25 法国交通部智能交通专署主任 Jean-François Janin: *卫星导航给智能交通带来什么: 机遇+挑战*
- 14:00~14:25 Jean-François Janin, Manager of Intelligent Transport Systems Task Force, French Ministry of Transports: *Navigation in ITS: Promises, obstacles*
- 14:25~14:55 飞思卡尔亚太区音频产品和 PMP 产品市场部经理 吴健鸿: *高科技导航处理器如何驱动导航市场的发展?*
- 14:25~14:55 Paul Ng, Marketing Manager, Multimedia Application Products, Freescale Semiconductors Asia Pacific: *How does High Tech Navigation Processor Drive the Development of Navigation Market?*
- 14:55~15:25 西门子(中国)有限公司工业系统及服务集团南方地区总经理 Ralf Kolzarek: *交通管理的理念*
- 14:55~15:25 Ralf Kolzarek, General Manager for China South, Industrial Solutions and Services, Siemens AG: *The Idea behind Traffic Management*
- 15:25~15:50 上海硅知识产权交易中心常务副总经理 徐步陆: *中国导航市场知识产权状况分析*
- 15:25~15:50 Bulu Xu, Deputy General Manager of Shanghai Silicon Intellectual Property Exchange: *Analysis on China Navigation Intellectual Property Status*
- 15:50~16:10 茶歇
- 15:50~16:10 Coffee Break
- 16:10~16:40 中国全球定位系统技术应用协会信息咨询服务中心主任 曹冲: *中国卫星导航应用产业的发展现状和前景*

16: 10~16: 40 Chong Cao, Researcher of Information Service Center of China Technical Application Association for Global Positioning System: *Current Status and Development Perspective of China GNSS Application Industry*

16: 40~17: 10 KOTBA 全球业务合作高级经理 Yi Hwa Kang、SK 公司经理 DongJoon Lee: *韩国的 Telematics 服务提供商是如何推动产业发展的? 目前的产业现状介绍*

16: 40~17: 10 Stacy Kang, Senior Manager of Global Biz Alliance Department of KOTBA & DongJoon Lee, Manager of SK Corporation: *How Korean TSP (Telematics Service Providers) moving this industry and what are the current issues in Korea?*

17: 10~18: 00 互动研讨: *芯片及相关技术在未来导航领域的应用和发展*

主持人:

上海伽利略导航有限公司副总经理 李国通

要 点:

导航仪厂商如何应对未来消费者多样化的需求, 提供优秀的产品?

芯片厂商如何在其中发挥重要的作用, 提供市场需要的技术解决方案?

嘉 宾:

u-blox 亚太公司总经理 陈光辉;

SiRF 技术公司亚太区业务副总裁及中国区首席代表 林宏正;

美国掌微公司副总裁 韩绍伟;

17: 10~18: 00 Panel Discussion: *Application and Development of Chips and Related Technologies in Future Navigation Field*

Comper:

Guotong Li, Deputy General Manager of Shanghai Galileo Industries Co., Ltd.

Focuses:

How will navigator vendors provide products of high quality, in accordance with consumers' varying demands in future?

How will chip vendors play a key role and provide technology solutions to the market?

Guests:

Guanghai Chen, General Manager of u-blox Asia-Pacific;

Tom Lin, VP of Sales Asia Pacific & Chief Representative of China Region of SiRF Technology Inc;

Shaowei Han, Vice President of Navigation Technologies of Centrality Communication Inc.;

11 月 17 日下午 (14:00-18:00) / Afternoon, Nov. 17th (14:00-18:00)

专题会场: 车载, 便携导航与车载信息系统

主持人: 世界智能交通大会专家委员、美国纽约大学研究员、松下电器产业株式会社 ITS 事业推进室室长 浮穴浩二

Special Venue: In-vehicle / Portable Navigation and Telematics

Comper: Koji Ukena, Expert Member of ITS World Congress, Researcher of New York University of U.S., and General Manager of Corporate ITS Terminal Promotion Office, Panasonic Automotive Systems Company

14: 00~14: 30 中国移动通信有限公司数据部业务发展中心高级项目经理 谈星东: *手机导航与车载导航在移动通信市场的融合与发展*

14:00~14:30 Xingdong Tan, Senior Project Manager of Business Development Center of Department of Data Service, China Mobile: *Report on China Mobile Phone Navigation Market Survey*

14:30~15:00 大陆集团大陆汽车系统车载通讯系统事业部中国总监 明经: *共同开拓广阔的LBS、Telematics中国市场*

14:30~15:00 Ming Jing, Director of Telematics Business Unit, China of Continental Automotive Systems, Continental Group: *LBS and Telematics: a Large Untapped Market in China*

15:00~15:50 互动研讨: *从技术和市场的角度看便携导航与车载导航的竞争与融合*

主持人:

西门子威迪欧汽车信息娱乐解决方案部战略与市场营销副总裁 Jeff Zhou

要点:

欧洲的便携导航市场如日中天, 中国消费者在便携导航和车载导航之间将如何取舍?

便携导航的性价比和关键技术是否足以满足中国驾车族的需求?

汽车厂商如何看待便携导航? 便携导航是否可能与车载导航逐步融合?

消费者电子产品趋势对车载信息娱乐系统(无线电导航、多媒体)的发展有何影响?

嘉宾:

东风日产乘用车公司商品规划部副部长 李家祺;

中国移动通信有限公司 数据部业务发展中心高级项目经理 谈星东

江苏新科电子集团公司经理 秦春达;

合众思壮集团公司副总裁 李亚楠;

菱科电子技术(中国)有限公司总经理 陈小平;

15:00~15:50 Panel Discussion: *Review on Competition and Integration of Portable and In-vehicle Navigation In Respect of Technology and Market*

Compere:

Dr. Jeff Zhou, Vice President Strategy and Marketing, Division Infotainment Solutions, Siemens VDO

Focuses:

How will Chinese consumers make the choice between portable and in-vehicle navigation, while the portable navigation market in Europe is booming?

Can the performance-price ratio and key technologies of portable navigation meet Chinese drivers' demands?

How do car makers view portable navigation? Can portable navigation be gradually integrated with in-vehicle navigation?

How will CE trends affect the development of in-vehicle infotainment systems (radio navigation, multimedia)?

Guests:

Jacky Lee, Deputy General Manager of Product Planning Department, Dongfeng Nissan Passenger Vehicle Company;

Xingdong Tan, Senior Project Manager of Business Development Center of Department of Data Service, China Mobile

Chunda Qin, Manager of Jiangsu Shinco Electronic Group Co.;

Yanan Li, Vice President of Unistrong (Group) Corp.;

Xiaoping Chen, General Manager of Linktech Electronics (China) Co., Ltd.

15:50~16:10 茶歇

☑ 15:50~16:10 Coffee Break

☐ 16:10~16:40 日产汽车高级车辆开发部 Stephane Bouet (**2005 年优秀演讲奖**): *使远程信息处理技术 (Telematics) 得以实现的日产导航*

☐ 16:10~16:40 Stephane Bouet, Telematics Engineering Group of IT&ITS Engineering Department of Advanced Vehicle Engineering Division, Nissan Motor (**Awarded the Excellent Speech of Year 2005**): *NISSAN's Telematics Enabled Navigation*

☐ 16:40~17:10 世界智能交通大会专家委员、美国纽约大学研究员、松下电器产业株式会社ITS事业推进室室长浮穴浩二: *世界导航和Telematics产业的最新动向、以及2010年以后的展望*

☐ 16:40~17:10 Koji Ukena, Expert Member of ITS World Congress, Researcher of New York University of U.S., and General Manager of Corporate ITS Terminal Promotion Office, Panasonic Automotive Systems Company: *Current World Trend of Navigation and Telematics industry & the Prospect after 2010*

☐ 17:10~18:00 互动研讨: *车载信息系统相关最新技术与中国市场实际情况的结合点*

主持人:

世达研究业务总监 张炜力

要 点:

国外车载信息系统的发展现状和技术解决方案对中国的借鉴意义?

如何预测未来三至五年中国的车载信息系统如何发展?

汽车厂商在其中如何发挥关键性的推动作用?

嘉 宾:

中国移动通信集团辽宁有限公司数据部总经理 彭霞

世界智能交通大会专家委员、美国纽约大学研究员 浮穴浩二;

日产高级车辆开发部 Stephane Bouet; (**2005 年优秀演讲奖**)

泛亚汽车技术中心有限公司新技术应用高级经理 朱军博士;

大陆集团大陆汽车系统车载通讯系统事业部中国总监 经明;

☐ 17:10~18:00 Panel Discussion: *How will Telematics Related Technologies Fit in China Market*
Comperere:

Peter Zhang, BD Director of In-Stat China

Focuses:

What can we learn from overseas Telematics development and technology solutions?

How will China Telematics industry develop in next three to five years?

How can automobile vendors play a key role to promote the industry?

Guests:

Xia Peng, General Manager of Data Department of China Mobile (Liaoning)

Koji Ukena, Expert Member of ITS World Congress, and Researcher of New York University of U.S.

Stephane Bouet, Telematics Engineering Group of IT&ITS Engineering Department of Advanced Vehicle Engineering Division, Nissan Motor (**Awarded the Excellent Speech of Year 2005**);

Dr. Jun Zhu, Senior Manager of New Technology Application, Pan Asia Technical Automotive Center Co., Ltd.;

Ming Jing, Director of Telematics Business Unit, China of Continental Automotive Systems, Continental Group;

The logo for the Shanghai Navigation Forum 2006. It features a red square with white diagonal lines on the left. To its right, the word "NAVIGATIONFORUM" is written in a bold, black, sans-serif font, with "SHANGHAI" in a smaller font above "NAVIGATION". The year "2006" is written in a large, black, sans-serif font to the right of "NAVIGATIONFORUM". Below the English text, the Chinese text "上海国际导航产业与科技发展论坛" is written in a black, sans-serif font.

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