

Ericsson Capital Markets Day

Thursday 7 May

Registration & coffee	8:00 – 9:00 AM
Ericsson today and tomorrow	Carl-Henric Svanberg, President & CEO Tony Melone, Senior Vice President & Chief Technical Officer, Verizon Wireless
Financial update and strategy for value creation	Hans Vestberg, EVP & CFO
Turn-around of Sony Ericsson	Dick Komiyama, President, Sony Ericsson Ulf Lilja, CFO, Sony Ericsson
Establishing a new market leader	Alain Dutheil, CEO, ST-Ericsson Timothy Lucie-Smith, CFO, ST-Ericsson
Lunch	12:00-12:45 PM
Technology shaping the future	Håkan Eriksson, SVP & CTO
Driving the broadband evolution	Johan Wibergh, SVP & Head of Business Unit Networks
Leading the IP-fication	Bert Nordberg, EVP & Chairman of Redback and Entrisphere
Ericsson - the trusted business partner	Jan Frykhammar, SVP & Head of Business Unit Global Services
Creating multimedia growth	Jan Wäreby, SVP & Head of Business Unit Multimedia
Ericsson in five years	Carl-Henric Svanberg, President & CEO
Mingle and Refreshments	4:00 – 5:00 PM

Ericsson Capital Markets Day Technical Seminars – Concurrent Sessions

Friday 8 May

Registration & coffee	8:00 – 8:30 AM
"Why the Mobile Phone is our Best Weapon to Fight Poverty, Pandemics and Climate Change"	Professor Jeffrey Sachs, Director of the Earth Institute, Columbia University, and Special Advisor to UN Secretary-General Ban Ki-moon
ST-Ericsson	Jörgen Lantto, CTO ST-Ericsson
Evolve the Voice Business	Michael Axelsson, Head of Product Marketing, Core & IMS, BU Networks Jaco Fourie, Director Development Business & Strategy, Revenue Mgmt, BU Multimedia
Mobile Backhaul Solutions: Addressing the Capacity Crunch	Don McCullough, Head of Product Marketing, Broadband, BU Networks
Professional Services	Mats Agervi, Head of Marketing & Sales, Product Portfolio, Professional Services, BU Global Services Valter D'Avino, Vice President Managed Services, Professional Services, BU Global Services
The Evolution of Telecom & Internet	Håkan Djuphammar, Vice President Architecture & Portfolio, Group Function R&D
Maximize Value from Transformation & IPTV	Arpit Joshipura, Vice President Strategy & Market Development, Group Function Sales & Marketing
Evolve the Mobile Broadband Business	Oscar Gestblom, Manager Tactical Marketing, BU Networks Martin Ljungberg, Product Manager, Mobile Broadband, BU Networks
Close	4:30 PM