

Panel 8: Vertical Markets and Use Cases

- Moderator: Prof. Dongku Kim (5G Forum - Chairman of Executive Committee)
- Speakers:
 1. José Gustavo Sampaio Gontijo (Director of the Science, Technology and Digital Innovation Department - Ministry of Science, Technology, Innovation and Communications - Brazil)
 2. Diana Coll (5G Americas - Head of Marketing and Communications, Latin America, Nokia)
 3. Dr. Shaohui Sun (IMT 2020 - Chair of 3GPP Standard WG of IMT-2020 (5G) P G, Chief Expert of Datang Telecomm Group)
 4. Jean-Pierre Bienaime (5G IA – 5GPPP – Secretary General)
 5. Dr. Yukihiro OKUMURA (5GMF – NTT Docomo)
 6. Dr. Seongchoon Lee (5G Forum - Giga Korea Foundation - President)
 7. Marcos Sheffer (5G Brasil – Vice President-Network – Ericsson Brasil)

Panel Today

- Questions from the floor right after each talk
Talk (9min)+ Q/A (2 min)(Q/A).Then Done.
- If we have still some remaining time, then we will share the first challenges you experience toward 5G Convergence Market.
 - The priorities of each different use cases are different in each different region.
 - **What problems have you met or expect in your practice of vertical applications?** Would it be possible for us multilateral MOU partners to share the experience and overcome together? If Yes, How?
 - What could be different go-to-market strategies for addressing the Vertical Markets with 5G?