

Emergency Communications

Asia 2004

**Attention to all members
of Asian Disaster
Preparedness Center.
Sign up today and enjoy a
10% discount off
conference fee!**

**7 – 9 December 2004
Pudong Shangri-La, Shanghai, China**

Emergency communications has never mattered more

The 9/11 and Bali terrorist attacks taught us one vital lesson: first responder communication strategy and technology is critical when dealing with an emergency. If the communication strategy is wrong lives are lost: it's as simple as that. If the emergency requires co-ordination between police, fire and ambulance services then the problem is magnified. Technology is another critical choice that first responders must make as well. If you don't choose the best communication technology then your organization is lumbered with it for years: resources are scarce – it is difficult to do a u-turn.

How are you positioned to meet these challenges?

So if you are migrating your emergency services network how do you upgrade? What should you be looking for in an emergency services solution? Which technological solution do you use? Which vendor do you select? How do you ensure interoperability with other emergency services? And how do you put together an emergency communications strategy that binds all this together?

Where can you meet all the leading emergency communication experts under one roof?

There is no better way to learn about emergency communications than to speak to fellow peers. However there has been no conference, which collects all the leading emergency communication experts under one roof. Until now that it is.

A high class programme

Emergency Communications Asia 2004 is designed by emergency communications experts for emergency communication experts. No vendor sales pitches – just presentations from emergency communication professionals who have been at the sharp end of responding to emergencies, whether they be minor incidents or major international crises. Themes that will be discussed at the event include:

- Challenges facing the emergency communications sector today
- Selecting and implementing an emergency communications network
- Mobile data applications
- Command and control systems
- Communication response planning for disaster relief
- Deploying and operating emergency communications networks
- Communication in civil emergencies
- Incident response communication strategies

Turn over to see who is speaking at Emergency Communications Asia 2004

An unprecedented line up of experts

Through intensive research we've brought together some of the leading first responder experts within the region:

Andre Haermeyer, Police & Emergency Services Minister,
Victoria Government, Australia

Feng Li, *Chief Engineer of Command Centre,*
Shanghai Public Security Bureau, China

Colonel Jackson J.S. Lim, *Director Technology Department*
HQ Singapore Civil Defence Force, Singapore

Fumiyuki Hirose, *Fire Lieutenant, Ome Fire Station,*
Tokyo Fire Department, Japan

Geoff Maloney
Superintendent Communications Division & Communications Infrastructure Program Director
Western Australia Police, Australia

Hans Zimmerman, *Senior Advisor – Emergency Communications,*
United Nations

Jim Langton, *Deputy Government, Security Bureau*
Hong Kong SAR

Ong Boon Hwee, Asst. Superintendent of Police, Infocomm Services & Support
Singapore Police Force

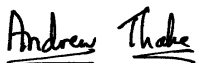
Seize marketing opportunities today!

Sponsorship opportunities are still available. **Motorola, Nokia, EADS, Sepura, Shenzhen HYT and Orbit Technology** have already signed up for **Emergency Communications Asia 2004** – and you should be doing the same. Don't miss this unique opportunity to sponsor Asia's only emergency communications event – call **Patricia Cheong** on **+65 6322 2766** to find out about our exciting packages. Don't delay, email **patricia.cheong@terrapinn.com**

Register now and join the enabled executives from around the region who benefit from this conference. Call us **NOW** on **+ 65 6322 2701** or email us at wendy.tay@terrapinn.com to reserve your place.

I look forward to welcoming you at the only Asia-Pacific conference for the first responder community.

Yours sincerely



Andrew Thake

Conference Manager

Emergency Communications Asia 2004

www.terrapinn.com/2004/eca_CN