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| [itu-logo](http://www.itu.int/) | | **International telecommunication union**  **Telecommunication Standardization Bureau** | |  |
|  | | | Geneva, 5 May 2017 | |
| **Ref:** | **TSB Circular 24** | | **To:**  - Administrations of Member States of the Union;  - ITU-T Sector Members;  - ITU-T Associates;  - ITU Academia | |
| **Tel:** | +41 22 730 6170 | |
| **Fax:** | +41 22 730 5853 | |
| **E-mail:** | [SmartABC@itu.int](mailto:SmartABC@itu.int) | | **Copy to:**  - The Chairman and Vice-Chairmen of Study Groups;  - The Director of the Telecommunication Development Bureau;  - The Director of the Radiocommunication Bureau | |
| **Subject:** | **Invitation to participate in the Smart ABC Programme at ITU Telecom World 2017,  Busan, Korea (Rep. of), 25 – 28 September 2017** | | | |

Dear Sir or Madam,

I have the great pleasure of inviting you to join ITU-T at ITU Telecom World 2017, the leading tech event for governments, corporates and SMEs, taking place in Busan, Republic of Korea from 25 to 28 September 2017.

ITU-T is organizing the Smart ABC Programme at ITU Telecom World 2017 to focus on the opportunities and challenges of the latest technological developments at the intersection of three emerging smart sectors: Artificial Intelligence, Banking and Cities. The Smart ABC Programme features an exhibition pavilion showcasing smart applications and solutions; a series of interactive, expert debates in the Forum and unique networking opportunities both within the Programme and throughout the wider event.

We are calling on you to join us in the Smart ABC Programme at ITU Telecom World 2017 in a number of ways:

* **Exhibit** your company or organization’s innovative smart technologies, applications and solutions in the Smart ABC Exhibition pavilion;
* **Share** your company’s message, expertise and thought-leadership at **Smart ABC Leadership sessions** where city mayors, C-level representatives from the financial industry and AI experts will gather to share their insights;
* **Nominate** an expert speaker to take part in ITU Telecom World Forum sessions on these three smart sectors;
* **Sponsor a session,** **networking events** or **floor spaces** at ITU Telecom World 2017 to raise your visibility and promote your message to the high-level international audience.

For more details on the Smart ABC programme, please visit the [Smart ABC webpage](http://telecomworld.itu.int/2017-event/smart-abc/). If you need more information or have any suggestions, I kindly encourage you to contact us via e-mail at [SmartABC@itu.int](mailto:SmartABC@itu.int).

We would be very honoured if you would join us on this special occasion and look forward to hearing from you soon.

Yours faithfully,

Chaesub Lee  
Director of the Telecommunication  
Standardization Bureau