

Program overview

WITSA's 17th

World Congress on Information Technology 2010

MAY 25 - 27 2010
AMSTERDAM



WCIT2010
AMSTERDAM
CHALLENGES OF CHANGE MAY 25-27

WCIT 2010

It is our great pleasure to invite you to WITSA's 17th World Congress on Information Technology 2010 (WCIT 2010). WCIT 2010 will be held from 25 to 27 May 2010. It will not only bring together more than 2,000 captains of industry, government leaders and academics from over 60 countries around the world, but it will be different than all previous World Congresses on IT. It is our ambition that you will return home with many new insights, you can directly use to foster your economies and businesses.

WCIT 2010's overall theme is 'Challenges of Change'. The congress will showcase innovative opportunities and applications of IT to Inspire, Innovate and Transform our daily lives. WCIT 2010 will provide you with a unique opportunity to network with your peers and to share the latest state of the art best practices with world-renowned thought leaders. Each day is devoted to a different perspective: Inspiration, Innovation and Transformation. You are invited to the Plenary Sessions in the Auditorium, you can choose from a variety of Track sessions and you can visit the WCIT 2010 Village with Track and Country Pavilions. For more details please check the extensive website www.wcit2010.org and the impressive program with leading CEO's, businessmen, politicians, government officials and academics. WCIT 2010 is an invitation only event.

WCIT 2010 is supported by the European Commission and is an official event of the Spanish Presidency of the European Union. One of the outcomes of WCIT 2010 will be the adaptation of the Declaration of Amsterdam. With the title 'The Digital Road to Recovery' this statement will spell out the commitments to direct the use of IT to stimulate growth and address key societal challenges such as climate change, healthcare and e-inclusion.

WCIT 2010 will be held in springtime in Amsterdam, one of the most loved and beautiful cities in Europe. For more information please visit the city virtually at www.iamsterdam.com.

WCIT 2010 will be a unique experience. You do not want to miss this event as the global IT world will mark a turning point here!



Maria van der Hoeven
Minister of Economic Affairs



Henk Broeders
Chairman ICT-Office



Lodewijk Asscher
Acting Mayor of Amsterdam

Speaking at WCIT 2010

Speakers at WCIT 2010 are politicians, decision makers from government, board members of frontrunners in technology, board members of major user organizations and thought leaders from the world of academia.

For the full up-to-date program, please visit www.wcit2010.org/program.

Please note that the program can be subject to change.

Plenary

On behalf of the co-hosts of WCIT 2010, the Dutch Minister of Economic Affairs, Mrs. **Maria van der Hoeven**, and the Acting Mayor of Amsterdam, **Lodewijk Asscher**, will contribute to the program. The EU Commissioner for the Digital Agenda, Mrs. **Neelie Kroes**, will present her plans for the upcoming years. The Spanish Presidency of the EU will be represented by the Secretary of State for Telecommunications and Information Society, **Francisco Ros Perán**. Special guest of honour and keynote speaker on the second day of the Congress will be **HRH The Prince of Orange**, Prince Willem-Alexander. The plenary session on the third day will be addressed to the presentation and hand-over of the Declaration of Amsterdam.

Keynote speakers are, amongst others:

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|---------------------------|--|
| Amar Bhidé | Visiting Scholar at Kennedy School of Government on 'The Venturesome Economy'. |
| Lynn Blodgett | President & CEO ACS, a Xerox Company. ACS is the world's largest diversified business process outsourcing (BPO) and information technology (IT) services company with \$6.5 billion of annual revenue and 78,000 people worldwide. |
| Pilar del Castillo | Chair European Internet Foundation and Spanish member of the European Parliament. |
| Stephen Elop | President Microsoft Business Division. He is member of the senior leadership team that sets overall strategy and direction for Microsoft. |
| Mike Fries | CEO Liberty Global, a worldwide operating media company and one of the largest broadband providers outside the United States of America. Liberty Global is the mother company of UPC. |

Suhas Gopinath	At the age of 14 he was recognized as the worlds youngest certified Professional Web-developer through his project coolhindustan.com. With this at the age of 17 he was recognized as the World's Youngest CEO by leading Media across the globe.
Pierre Hessler	Member of the Board of Directors of Capgemini. He works 17 years with Capgemini and worked 27 years with IBM.
A.S. Lakshminarayanan	Vice President & Head Tata Consultancy Services, Europe. TCS has over 143,000 IT consultants in 42 countries and revenues of \$6 million (2009).
Martin Lees	Secretary-General Club of Rome. The Club of Rome is a leading global think tank. It was founded in April 1968 and raised considerable public attention in 1972 with its report The Limits to Growth.
Andy Mulholland	Global Chief Technology Officer Capgemini.
Paul Otellini	President and Chief Executive Officer of Intel Corporation, since 2005. Intel is the world's largest semiconductor chip maker.
Virginia Rometty	Senior VP Global Sales & Distribution IBM. She was named to Fortune magazine's '50 Most Powerful Women in Business' in 2005, 2006, 2007, 2008 and 2009.
Dom Sagolla	Co-creator of Twitter and publisher.
Peter Sondergard	Global head of Research Gartner. He is responsible for the management and direction of worldwide research. He leads a team of 650 analysts.

Also in the program will be:

Hajime Amano	President ITS (Intelligent Transport Systems), Japan
Richard Barrett	Al Qaida Taliban Monitoring Team UN
Rod Beckstrom	CEO and President ICANN
Ger Bergkamp	Director General World Water Council
Dario Castello	CIO Ferrari
Tony Clement	Minister of Industry, Canada

Bill Crouse	Senior Director Worldwide Health
Andrea DiMaio	VP Gartner
Austin Gatt	Minister for Infrastructure, Transport and Communications, Malta
Robert Hayes	Institute for Advanced Technology in Governments Microsoft
Reinhard Madlener	Director of Future Energy Consumer Needs, University of Aachen
Pascal Matzke	Vice President Tech Industry Strategy, Forrester Research
Maria Isabel Mejia	General Manager for Government Online, Columbia
Elvira Nabiullina	Minister for Economic Development, Russia
Mats Odell	Minister Local Government and Financial Markets, Ministry of Finance, Sweden
Datuk Seri Ongkili	Federal Minister of Science, Technology and Innovation, Malaysia
Sachin Pilot	Minister of State Ministry of Communications and Technolgy, India
Franz Jozef Radermacher	Head of Research Institute for Applied Knowledge Processing
Douglas Rushkoff	Professor of Media Studies, New School University
Abdou Salam Sall	Rector of University Cheikh Anta DIOP, Dakar
Sergey Shmatko	Minister of Energy, Russia
John Solomon	Head of Terrorism Research, World-Check
Mark Spelman	Global head of strategy Accenture
Zoran Stančić	Deputy DG Information Society and Media, EU
Ann Steward	CIO of Australia
Åsa Torstensson	Minister for Communications, Sweden
Stanley Young	CEO at New York Stock Exchange Technologies



Creative industries

Creative Industries focuses on the mobilization of talent and creativity and aims to reach out to parts of the world where the need is highest. Because of its traditional focus on markets and people's needs, the Creative Industry is well-placed to bring a new voice to old problems.



eGovernment

eGovernment refers to the use of IT to provide and improve government services, transactions and interactions with citizens, businesses and other arms of government. Within this track, participants can expect best practices from across the globe on digital government services and the latest IT developments in the eGovernment domain.



eHealth

eHealth and Telemedicine are breaking through in various domains in health and health care. eHealth encompasses both the administrative processes related to health and health care (such as electronic medical files) health and health care delivery. Telemedicine is the application of clinical medicine where medical information is transferred by telephone, the Internet or other networks for the purpose of consulting, and sometimes remote medical procedures or examinations. In all of these domains, great progress has been made over the last few years, including the application of virtual reality and 3D and 4D.



eInclusion

eInclusion or digital inclusion is the term used within the European Union to encompass activities related to the achievement of an inclusive information society, bringing the benefits of IT to all segments of society. eInclusion is one of the main themes on the EU agenda. IT offers many opportunities to advance social participation and to achieve economic progress. It can also help to solve social problems and to contribute to a better life.



Energy

Climate change, CO₂ emissions, the environment, finite fossil fuels – all of these issues are in the news every day. The use of IT and its role in everyday life and work is also rapidly increasing. Increasing use of IT has advantages and disadvantages in terms of energy consumption and harmful emissions.



Mobility

Mobility is a key issue in many countries. For example, logistics and transport are major economic sectors, which means that traffic congestion, traffic security and the related economic and environmental issues are the subject of a great deal of public and political attention.



Security & Safety

The focus in the safety track will lie on trends in innovation within the public safety domain. Public safety encompasses the prevention and protection against risk and damage caused by incidents that harm the safety of civilians and society in general.



Sharing Space

Sharing Space can be defined as the smart, multiple and sustainable use of space, realized by using IT-supported geo-information for spatial planning, by implementing geo-information for localization and positioning, or by connecting geo-information to other relevant data.



Water

More than 60% of the world's population lives in coastal and low-lying delta areas. To address the complex challenges related to water, IT can be applied in smart technologies and innovative approaches that include 3-D Internet and serious gaming.



Finance (Special)

The Finance Track holds an important position in WCIT2010 in many respects. It was specially added to the nine other conference tracks fairly recently. The Finance special will highlight the eminence of new client needs and the dynamics of business and technology. In the coming years, globalization, regulatory changes and social networks will lead to new market entrants, new business models and new methods of customer interaction.

For extensive information about the program, speakers and tracks of WCIT 2010, please visit: www.wcit2010.org.

Session Overview

Here you will find a session overview per day. For the full up-to-date program, please visit www.wcit2010.org/program. Please note that the program can be subject to change.

Day 1: 25 May

Morning sessions

ROOM / TIME	08	09	10	11	12	13
Auditorium			Plenary Plenary 1			
ROOM / TIME	08	09	10	11	12	13

Afternoon sessions

ROOM / TIME	13	14	15	16	17	18
Auditorium		eGovernment: Challenged The Changing Society: Vision on how society is changing due to the use of IT in the relationship between government and business/citizens			Energy Sustainable World	
Forum		Energy The world we will be living in			eHealth Care for tomorrow	
Room 1		Creative Industries Session 1			Creative Industries Session 2	
Room 2					eGovernment: Challenged Have a little faith in me: What part does trust play in the information society?	
Room 3		eGovernment: Improved Laying down tracks: infrastructural challenges			eGovernment: Improved Fair Expectations: What can and can't be expected of IT?	
Room 4		eHealth Connecting the world				
Room 5		eInclusion What about eInclusion worldwide?			eInclusion What about eInclusion worldwide?	
Room 7		Mobility Megacities			Mobility ICT in Mobility	
Room 8		Security & Safety Balance between opportunity and threat			Security & Safety Levels of concern	
Room 9		Sharing Space Smart Cities			Sharing Space Geo-ict and poverty reduction	
Room 10		Water Doing business in Deltas and Megacities			Water Smarter (Mega) Cities	
ROOM / TIME	13	14	15	16	17	18

Day 2: 26 May

Morning sessions

ROOM / TIME	08	09	10	11	12	13
Auditorium		Plenary Plenary 4			eInclusion Economic & Social Innovation by utilization of social media	
Forum					Creative Industries Session 3	
Room 2					eGovernment: Challenged Flexible IT in a Flexible World: Rigid systems in changing environments	
Room 3					eGovernment: Improved Making eGovernment Work	
Room 4					eHealth Session 3	
Room 6					Energy Smart Grids	
Room 7					Mobility Intelligent Transport Systems for Smarter Cities	
Room 8					Security & Safety Solutions, now and in the future	
Room 9					Sharing Space Power of geo-standards	
Room 10					Water Water usage in other sectors	
Room 11					Finance Special The challenge: which business	
ROOM / TIME	08	09	10	11	12	13

Afternoon sessions

ROOM / TIME	13	14	15	16	17	18
Auditorium		Creative Industries Session 4		Energy Sustainable World		
Room 2		eGovernment: Challenged Break Down the Wall: Open Government				
Room 3		eGovernment: Improved Food for Nerds: new technology in government				
Room 4		eHealth Session 4				
Room 5		eInclusion ICT for economic opportunity				
Room 6		Energy Smart but how?				
Room 7		Mobility Optimal use of Road, traffic and travel data, smart working				
Room 8		Security & Safety Public safety				
Room 9		Sharing Space Smart Farms				
Room 10		Water Smart control of our Natural Resources				
Room 11		Finance Special Today's examples of compelling Innovations		Finance Special The future of Finance: Finance 2020		
ROOM / TIME	13	14	15	16	17	18

Day 3: 27 May

Morning sessions

ROOM / TIME	08	09	10	11	12	13
Auditorium		Security & Safety Public Private Partnership			Mobility E-freight and urban accessibility	
Forum		eHealth Transforming to patient centred care				
Room 1		Creative Industries Session 5			Creative Industries Session 6	
Room 2		eGovernment: Challenged Hey Gov, can you hear me?: Social media, opportunity or threat?			eGovernment: Challenged Green me up Scotty: Sustainability and IT	
Room 3		eGovernment: Improved Making the Change: what's your role?			eGovernment: Improved Civil Servant 2.0	
Room 4					eHealth Innovative care solutions	
Room 5		eInclusion eSkills			eInclusion What is done?	
Room 6		Energy Smart Society			Energy Smart Business	
Room 7		Mobility PPP (as a necessity)				
Room 8					Security & Safety How to make it happen	
Room 9		Sharing Space Public Safety			Sharing Space Smart Planning	
Room 10		Water A: Millenium Development Goals B: How IT makes it happen / Water quality in the coming decades			Water Water quality in the coming decades	
ROOM / TIME	08	09	10	11	12	13

Afternoon sessions

ROOM / TIME	12	14	15	16	17	18
Auditorium		Plenary Plenary 9				
ROOM / TIME	12	14	15	16	17	18

This preliminary program can be subject to change.
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