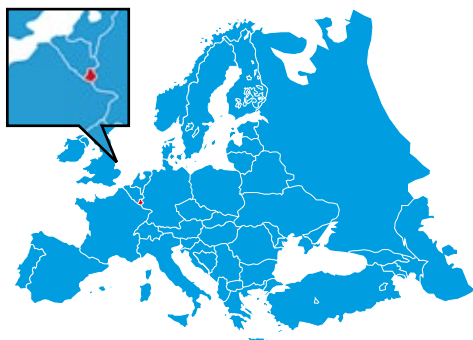




ICT SPRING EUROPE 2010

The new Business & Technology trends devoted to international players



LUXEMBOURG

15th & 16th March 2010

- Innovation Strategies
- Telecom Trends
- Datacenters
- Cloud Computing
- Green IT
- Strategies for technology Players
- IPv6
- The Internet of Things
- eCommerce Trends
- Internet & Mobile Monetization
- Intellectual Property
- Dematerialization & Legal Archiving

Join a thousand European decision-makers!



LE GOUVERNEMENT DU GRAND-DUCHÉ DE LUXEMBOURG
Ministère de l'Économie et du Commerce extérieur



LE GOUVERNEMENT DU GRAND-DUCHÉ DE LUXEMBOURG
Service des médias et des communications

conferences + expo + workshops + networking



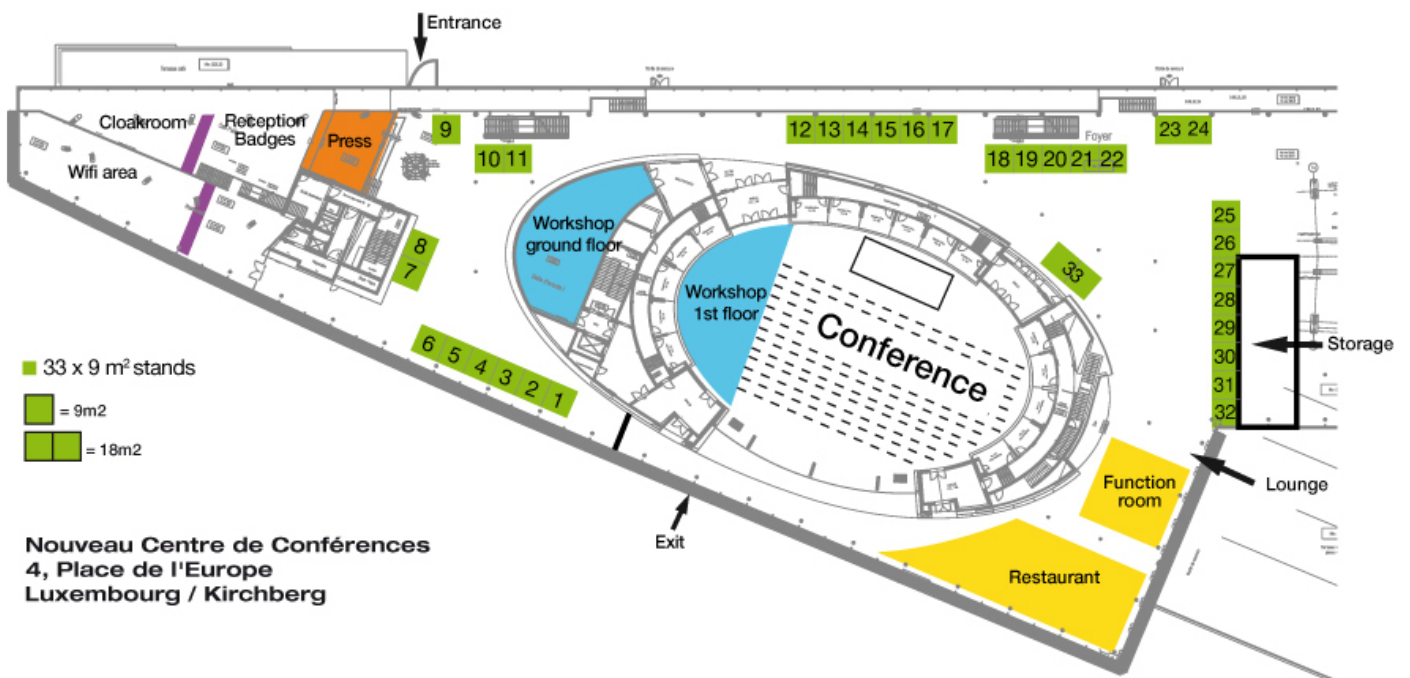
KEY POINTS

Date	15th & 16th March 2010
Place	European Congress Centre, Luxembourg
Visitors	A thousand European decision-makers
Exhibitors	30 technological and business partners dedicated to international players
Workshops	8 best practice workshops (e-commerce, datacenters, intellectual property, green IT, IPv6, cloud computing, international infrastructures,...)
Conferences	4 essential plenaries followed by debates & voting system



ORGANISER

Farvest Group, the leading b2b event organiser in Luxembourg, stands out through its renowned international network (of contacts), an elitist approach of networking and exemplary technical services.



ICT SPRING EUROPE 2010 - DAY ONE (MORNING)

THE 21ST CENTURY ICT BASICS

PLENARY SESSION

08h30	Opening Speech <i>Jeannot Krecké, Minister of the Economy and Foreign Trade</i>
09h00	Can technology restore the credibility of IT? <i>Patrick Vandenberghe, Group CIO, ArcelorMittal Group</i>
09h30	A perspective on Innovation and Risk aversion in the IT Financial sector <i>Yves Baguet, CIO, Clearstream</i>

	AGILE DATACENTER SERVICES Workshop 1	THE NEXT GENERATION INTERNET IS HERE! THE BENEFITS OF IPv6 Workshop 2	INTELLECTUAL PROPERTY Workshop 3
10h15	The new EU code of conduct for datacenters • Paolo Bertoli, Program Manager, European Commission / Joint Research Centre	Key note: IPv6 Implementation around the world • Latif Ladid, Senior Researcher at University of Luxembourg, President IPv6 Forum & Chair EU IPv6 Task Force	IP Strategies to Ensure Business Development • Arian Duijvestijn, Senior Vice President, BG Lighting, Philips Intellectual Property & Standards
10h45	Why Luxembourg will increasingly be the choice for European datacenters (European survey) • Steve Wallage, Managing Director, Broadgroup	The role of IPv6 in Germany's national eGovernment strategy • Dr Heinz-Werner Schülting, CEO, Deutschland-Online Infrastruktur e.V.	Trademark and patent strategy in the global economy: a consumer product perspective • Laura Spitoni, Division Counsel, Consumer Products, Georgia Pacific
11h15	The business value of datacenters services • David Foy, eBRC • Alex Rabbetts, Migration Solutions Ltd	IPv6 and security • Merika Kaeo, IPv6 security expert, consultant, IETF	Open Innovation - The Evolution of the Microsoft Approach to Intellectual Property • Jan Muehlfeit, President and Chairman Microsoft Europe, Senior VP Microsoft Corporation
11h45	Round table « The key criteria for a datacenters selection » • Speakers *	The Internet on the move: mobile protection (title tbc) • Wolfgang Fritsche, IABG mbH	Overview of the hottest trademark issues • Speaker TBC from the International Trademark Association
12h15		Panel discussion with Q&A • Moderated by Jean-Marie Spaus, Luxembourg IPv6 Council	Q&A

*Moderated by Alexander Duwaerts, Client Development Director, eBRC • Alain de Frenne, CEO, Dexia Technology Services • Steve Wallage, Managing Director, Broadgroup • Paolo Bertoli, Program Manager, European Commission / Joint Research Centre • Alex Rabbetts, Managing Director, Migration Solutions Ltd • François Verwilghen, Director of European Product & Offer Management, Level 3 • Luc Welter, Head of Marketing, Division des Télécommunications, P&TLuxembourg • Laurent Probst, Partner, PwC

ICT SPRING EUROPE 2010 - DAY ONE (AFTERNOON)

THE 21ST CENTURY ICT BASICS

PLENARY SESSION

PLENARY SESSION			
14h00	Business Transformation through Innovation <i>Jonathan Murray, Vice President, Office of Technology Policy, Microsoft Corporation</i>		
	GREEN IT IN THE EUROPEAN SAVINGS BANKS - BANKING TECHNOLOGY GROUP (ESBG / WSB) Workshop 1	THE INTERNET OF THINGS WHEN DREAMS BECOME REALITY Workshop 2	INTELLECTUAL PROPERTY Workshop 3
15h00	SNS Bank in the Netherlands & the issue of cost and energy efficiency within IT <ul style="list-style-type: none"> Ramakant Patki, Head of Datacenters, Infrastructure and Operations, SNS Bank, Netherlands 	Key note: Turning Dreams into Reality <ul style="list-style-type: none"> Patrick Grossetete, Technical Director, ArchRock 	How to structure and where to locate IP in Europe <ul style="list-style-type: none"> Alina Macovei, Tax Partner, PwC
15h30	Case studies on the way German savings banks address cost and energy issues within IT <ul style="list-style-type: none"> Frank Schreiber-Handschuh, DSGVO, the German savings banks association, Germany Bernd Karrenbauer, Geschäftsbereichsleiter Orga und IT, Kreissparkasse Kusel Representative of Finanz Informatik, the German savings banks datacenter 	Emergency communication and the Internet of things - the u2010 success story <ul style="list-style-type: none"> Carlo Simon, Lieutenant Colonel, Centre de Communications du Gouvernement, u2010 	Dots for Your Trademarks - The opportunities of the new Internet Extensions for brand owners <ul style="list-style-type: none"> Jean-Christophe Vignes, Executive Vice-President & General Counsel, DCL Group
16h00	Taking into account Green IT in a new datacenter <ul style="list-style-type: none"> Speaker TBC, La Caixa, Spain 	Large Scale deployment of IPv6 and infrastructure applications <ul style="list-style-type: none"> Cody Christman, Director of Product Engineering, NTT Communications 	Intellectual Properties issues : E-reputation <ul style="list-style-type: none"> Xavier Lesueur, CEO & Founder, Vanksen
16h30	Case Study of Banque et Caisse d'Épargne de l'État <ul style="list-style-type: none"> Tom Goerens, Head of Datacenters, BCEE 	Using IPv6 for green building and datacenter <ul style="list-style-type: none"> Sebastian Ziegler, Swiss IPv6 Committee 	IP Panel <ul style="list-style-type: none"> Speakers*
17h00	Panel discussion with Q&A <ul style="list-style-type: none"> Speakers* 	IPv6 Two-Way HD video - the first viral IPv6 application (via live video from San Jose) <ul style="list-style-type: none"> Junaid Islam, CEO, Vidder 	
17h15		Real Life Deployment of IPv6 at ISPs <ul style="list-style-type: none"> Gert Döring, Consultant, Spacenet 	
17h45		Panel discussion with Q&A <ul style="list-style-type: none"> Moderated by Latif Ladid, Senior Researcher at University of Luxembourg, President IPv6 Forum & Chair EU IPv6 Task Force 	

*GREEN IT Moderated by Fred Giuliani, Head of IT Development, BCEE, Luxembourg • Heikki Sirve, CEO, Oy Samlink Ab, Finland • Hervé Leroux, Head of Retail Banking Multi-channel distribution, BPCE, France • Andreas Ewig, Head of IT Strategy, Deutscher Sparkassen und Giroverband, Germany • Juan Pablo Yague, Cooperation Projects Manager, CECA, Spain • Pilar Franquet Rodrialvarez, Service Manager, La Caixa, Spain • José Manuel Simoes Freitas, Head of Information Management Systems, Montepio Geral, Portugal • Ivo Camilleri, Executive Head of Systems Unit IT Services division, Bank of Valetta, Malta • Péter Braun, Member of the board of directors, Országos Takarékpénztár és Kereskedelmi Bank Rt., Hungary *IP Jean-Christophe Vignes, Executive Vice-President & General Counsel, DCL Group • Arian Duijvestijn, Senior Vice President, BG Lighting, Philips Intellectual Property & Standards • Jan Muehlfeit, President and Chairman Microsoft Europe, Senior VP Microsoft Corporation • Laura Spitoni, Division Counsel, Consumer Products, Georgia Pacific • Speaker TBC from the International Trademark Association.

ICT SPRING EUROPE 2010 - DAY TWO (MORNING)

DISRUPTIVE INNOVATIONS AND NEW BUSINESS MODELS

PLENARY SESSION

08h30

Opening Speech

François Biltgen, Minister for Communications and Media

09h00

HD as a driver for digitalization

Ferdinand Kayser, CEO and president, SES ASTRA Europe

09h30

Innovation & global operational success

Christiaan de Backer, CIO, TomTom, CIO of the year 2009 (Belgium)

INTERNET & MOBILE MONETIZATION Workshop 1

CLOUD COMPUTING Workshop 2

10h15

Online commerce trends and barriers: emergence of alternative payment methods addressing consumer and merchant pain points

- *Alexandre Hoffmann, Senior Director of Financial Products and Business Development, PayPal Europe*

How Cloud Computing Can Pave The Way For Business Technology Transformation

- *Dr. Stefan Ried, Senior Analyst, Forrester Research*

10h45

How to combat fraud in the e-money area

- *Jean Marc Fandel, CEO, CETREL S.A.*

Cloud Strategy

- *Marnix Gillis, Distinguished Engineer, IBM Europe*

11h15

How to monetize Internet & Mobile contents with the micro-payment (or payment)?

- *Fabrice Heurtaux, Directeur Commercial Europe, Absolu Telecom*

Cloud Computing: turning speed into function

- *Beat Steiger, Technological Synergies Manager for the group & Regional Director for Switzerland, Vision IT Group*

11h45

Round table

- *Moderated by Luc Blyaert, Chief Redactor, Datanews*
- *Jean-Pierre Buthion, Membre du bureau de l'ACSEL, Groupement des cartes bancaires*
- *Fabrice Heurtaux, Directeur Commercial Europe, Absolu Telecom*
- *Alexandre Hoffmann, Senior Director of Financial Products and Business Development, PayPal Europe*
- *Jean Marc Fandel, CEO, CETREL S.A.*
- *Micael Weber, International Sales Manager, P&T Luxembourg*

Round Table

- *Moderated by Jean Hilger, CIO, BCEE*
- *Dr. Stefan Ried, Senior Analyst, Forrester Research*
- *Marc Hemmerling, Head of Organisation, Technology and Payment Systems, Association des Banques et Banquiers Luxembourg (ABBL), Vice President Association Eurocloud Luxembourg*
- *Beat Steiger, Technological Synergies Manager for the group & Regional Director for Switzerland, Vision IT Group*
- *Patrick Laurent, Managing director IT, Dexia BIL*
- *Speaker TBC, Clearstream Services*

ICT SPRING EUROPE 2010 - DAY TWO (AFTERNOON)

DISRUPTIVE INNOVATIONS AND NEW BUSINESS MODELS

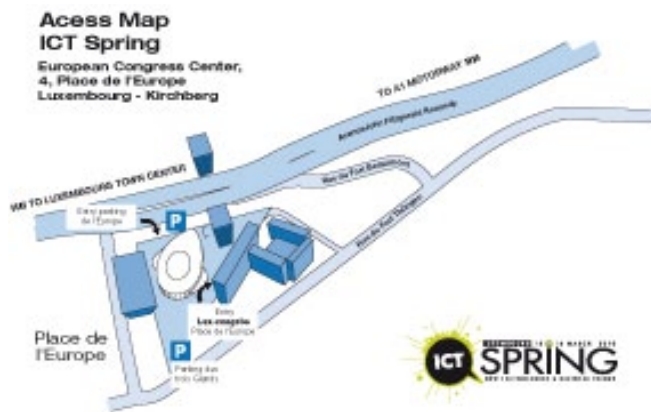
PLENARY SESSION

14h00	My favourite TV : building new business models for the digital age <i>Elmar Heggen, CFO and Head of the Corporate Centre, RTL Group</i>		
	ECOMMERCE Workshop 1	LAUNCH OF THE WINDOWS AZURE PLATFORM Workshop 2	DEMATERIALIZATION & LEGAL ARCHIVING Workshop 3
15h00	Gartner's Top Predictions for IT Organizations and Users, 2010 and Beyond: A New Balance <ul style="list-style-type: none"> • Brian Gammage, VP, Gartner 	The Cloud Paradigm Shift: 3 Screens and a Cloud (TBA) <ul style="list-style-type: none"> • Klaus Hulse Andersen, Microsoft Corporate Vice President, Vice President Western Europe 	Legal Archiving : a European overview <ul style="list-style-type: none"> • Roland Bastin, Partner Enterprise Risk Services, Deloitte • Joël Vanoverschelde, Partner Strategy & Operations, Deloitte <p>Overview of the legal requirements applied in main countries from Europe and related to dematerialization and legal archiving. The presentation will highlight mappings and pitfalls between the requirements to provide a common base for companies willing to deploy a digital archiving system in those countries.</p>
15h30	New eCommerce trends <ul style="list-style-type: none"> • Richard Nash, Senior Manager, EU Public Affairs, eBay 	Windows Azure platform official Europe Presentation	Deploying a legal digital archiving system : Myths and realities <ul style="list-style-type: none"> • Jean-Marc Rietsch, President, FEDISA France <p>Overview of the myths and realities when deploying a digital archiving system, which is not a simple matter of technologies...</p>
16h00	eCommerce tax optimization <ul style="list-style-type: none"> • Anne Murrath, Tax Partner, PwC 		Deploying a digital archiving system: Case study <ul style="list-style-type: none"> • Eric Malabous, Partner, Keysnha <p>Lessons learned from the deployment of a legal digital archiving system for a large financial institution from France.</p>
16h30		Investment to Help Customers Transition to Cloud Computing (Case Study HP) <ul style="list-style-type: none"> • Peter Gillis, Senior Solutions Architect EMEA Cloud Computing and Datacenter Transformation, HP • Geert Kuijken, Business Developer Manager BELUX Converged Infrastructure, HP 	Panel <ul style="list-style-type: none"> • Michel Rodriguez, Head of IT External Business, Clearstream Services • Renaud Oury, Vice President Shared Services, CETREL S.A. • Jean-Marc Rietsch, President, FEDISA France • Eric Malabous, Partner, Keysnha • Benoît Poletti, Secretary, FEDISA Luxembourg
17h00	eCommerce Panel <ul style="list-style-type: none"> • Brian Gammage, VP, Gartner • Anne Murrath, Tax Partner, PwC • Richard Nash, Senior Manager EU Public Affairs, eBay • Laurent Grençon, Partner, ATOZ 	Panel <ul style="list-style-type: none"> • Speakers * 	

* Philippe Pierre, Partner, PwC • Tanguy Swinnen, Manager, Deloitte Consulting • Peter Gillis, Senior Solutions Architect EMEA Cloud Computing and Datacenter Transformation, HP • Geert Kuijken, Business Developer Manager BELUX Converged Infrastructure, HP • Klaus Hulse Andersen, Vice President, Microsoft Corporate • Beat Steiger, Technological Synergies Manager for the group, Vision IT Group

ICT SPRING EUROPE 2010

HOW TO FIND US



By bus:

With most bus lines to Kirchberg - stop at «Philharmonie / Mudam» - via Centre Aldringen, central station and boulevard Royal. Further information can be obtained from the «Mobilitéitszentral» hotline (+352) 24 65 24 65.

By car:

- direct and covered access from the «Place de l'Europe» car park; entry on Avenue John F. Kennedy
- from the «Trois Glands» car park; via Avenue John F. Kennedy and the Place de l'Europe tunnel; or via rue du Fort Thüngen.

HOTELS LIST

We recommend a number of hotels during ICT Spring Europe 2010.

We request our participants to contact hotels and to make reservations personally.

Hotels within walking distance (No bus shuttle)

Hotel Sofitel (5 star)

4, Rue du Fort Niedergrünwald
 L-2015 Luxembourg
www.sofitel.com

Hotel Novotel - Luxembourg Kirchberg (4 star)

4, Rue du Fort Niedergrünwald
 L-2015 Luxembourg
www.accorhotels.com

Hotel Meliá (4 star)

1, Park Dräi Eechelen
 L-1499 Luxembourg-Kirchberg
www.melia-luxembourg.com

Others hotels (Bus shuttle in the morning and in the evening)

Hotel Le Royal (5 star)

12, Boulevard Royal
 L-2449 Luxembourg
www.leroyal-luxembourg.com

Hotel Novotel - Luxembourg Centre (4 star)

35, Rue du Laboratoire
 L-1911 Luxembourg
www.accorhotels.com

Alvisse Parc Hotel (3 star)

120, Route d'Echternach
 L-1453 Luxembourg
www.parc-hotel.lu

TAXIS INFORMATION

Colux Taxi

24 Dernier Sol
 L-2543 Luxembourg
 Phone: (+352) 48 22 33
www.colux.lu

Benelux Taxis

218 Rte d'Esch
 L-1471 Luxembourg
 Phone: (+352) 40 38 40
www.beneluxtaxi.lu

Inter Taxi

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 L-2529 Luxembourg
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