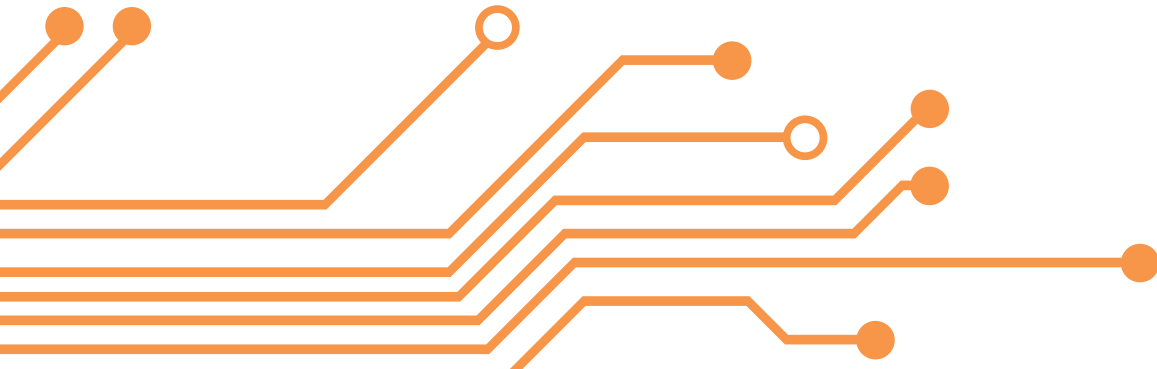


You are invited to the launch of ‘The Smart World’

a follow-up report on the Electra Initiative started in 2008. The report, which will be handed over to European Commission Vice-President Tajani, reveals how the electrical engineering and electronics industry, represented through Electra, aims to making Europe smarter and more competitive.

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The SMART WORLD



24 April 2012 – Hannover Messe, Hall 13

- 14.00** **Welcome**
Mr. Richard Dick, Chairman and Managing Director of W. Lucy, President of Orgalime
- 14.10** **Keynote speech**
Mr. Antti Peltomäki, Deputy Director-General, European Commission, Enterprise and Industry Directorate General
- 14.30** **Presentation of 'The Smart World' - Electra II**
Mr. Oliver Blank, Director European Affairs, ZVEI & Mr. Pierre Lucas, Senior Adviser, Orgalime
- 14.50** **Panel discussion on how to become smart in Europe: Smart Infrastructures; Moderation: Richard Dick**
Mr. Giuliano Monizza, Vice President of ANIE
Mr. Peter Köhler, CEO, Weidmüller, Member of the Board of ZVEI
Mr. Javier Ormazabal, CEO, Ormazabal
- 15.40** **Panel discussion on how to become smart in Europe: Smart Society - Smart Cities; Introduction and Moderation: David Dossett, President of CENELEC**
Mr. Gérard Matheron, Director, ST Microelectronics, Vice President of FIEEC
Mr. Peter Terwiesch, CEO, ABB AG Germany
Mr. Philippe Forestier, Executive Vice President, Dassault Systems
- 16.30** **Concluding remarks**
Mr. Klaus Mittelbach, Chief Executive Officer of ZVEI
- 16.45** **Networking cocktail**



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