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# CeBIT GLOBAL CONFERENCES

3 to 6 March 2009



PROGRAM

CeBIT

The world's No.1 marketplace  
for digital business

CeBIT

HANNOVER  
3-8 MARCH 2009

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## ICT and Civil Society – How ICT is changing the world

9.30 a.m. – 10.00 a.m.

Registration and morning coffee

**MODERATOR: Steffen Seibert**

### KEYNOTES · 10.00 a.m. – 1.30 p.m.

10.00 a.m. – 10.15 a.m.

*Opening remarks*

**Prof. Dr. Hans-Gert Pöttering, President of the European Parliament**

10.15 a.m. – 11.00 a.m.

*Innovation Where IT Matters: Enabling Society With Connected Experiences*

**B. Kevin Turner, Chief Operating Officer, Microsoft**

In view of the global economic situation ICT plays an important role to get us through this crisis as well as when we emerge. It presents a great opportunity for the broader society to improve their business practices and processes to become more efficient. We can reinvent how we do things and change the way people interact with their governments, protect environment and improve healthcare. Especially the power of software will have a broad and deep impact on ICT and society for the greater good.

11.00 a.m. – 11.30 a.m.

**Léo Apotheker (invited), co-Chief Executive Officer, SAP AG**

11.30 a.m. – 12.00 noon

*Change in Perspective*

**Ben Verwaayen, Chief Executive Officer, Alcatel-Lucent**

World of public & private networks and Web 2.0 is more and more going to shape how we are doing business. ICT is not the same anymore.

12.00 noon – 12.30 p.m.

*A World of Innovation, Empowered by Technology*

**Craig R. Barrett, Chairman of the Board, Intel Corporation**

Today's global economy is enabled by technology. It is through education and technology that the economic potential has been realized. The challenge today is to harness the potential of technology as a tool to create opportunities for the next billion people and transform education, health care and business globally. Craig Barrett will highlight the role technology can play in addressing those challenges and the role we should partake in advancing global development.

### PANEL · 12.30 p.m. – 2.00 p.m.

*How ICT technologies are changing society*

- **Eric Besson, Chief Information Officer, France**
- **Dr. Hans Bernhard Beus, Chief Information Officer, Germany**
- **Prof. Dr. Dr. h.c. mult. August-Wilhelm Scheer, President of BITKOM**
- **Teri Takai, Chief Information Officer, California**
- **Prof. Dr. Hans-Gert Pöttering, President of the European Parliament**

The Internet has long been playing an influential role in society and having a significant impact on politics. In the early 21st century, the Internet has become a powerful social and political tool, influencing elections and playing a key role in the success of societies on the international stage. But what role can information and communication technologies (ICT) really play? What new ideas and solutions can they produce, and what are the potential hazards?

### GUIDED TOURS · From 12.30 p.m.

For a description of the individual tours, visit: [www.global-conferences.info](http://www.global-conferences.info)

## Mobile Communication, Media & Entertainment – How everything is converging

9.30 a.m. – 10.00 a.m.

Registration and morning coffee

**MODERATOR: Astrid Frohloff**

### KEYNOTES · 10.00 a.m. – 12.00 noon

10.00 a.m. – 10.30 a.m.

**Hamid Akhavan (invited), Chief Executive Officer, T-Mobile International**

10.30 a.m. – 11.00 a.m.

*Creative Destruction: The Death of Distance and the Device in Empowering The Converged Consumer*

**Scott A. Durchslag, Chief Operating Officer, Skype**

The i-net has changed the way we communicate and is breaking down the walls of mobile incumbents, giving rise to innovation and new opportunities. This session will focus on the latest trends happening within communications and the mobile i-net, and highlight the key issues that industry carriers, device manufacturers and application providers must resolve to enable tomorrow's converged consumers.

11.00 a.m. – 11.30 a.m.

**Dr. Stefan Groß-Selbeck, Chief Executive Officer, XING AG**

11.30 a.m. – 12.00 noon

**Gianfranco Lanci, Chief Executive Officer and President, Acer Inc.**

### PANEL · 12.00 noon – 1.30 p.m.

*A single device for 63 applications... What opportunities and challenges are presented by mobility and convergence?*

- **Thorsten Dirks, Chief Executive Officer, E-Plus**
- **Dana Dunne, Chief Executive Officer, AOL Europe**
- **Dr. Karsten Ottenberg, Chief Executive Officer, Giesecke & Devrient**
- **Prof. Dr. Helmut Thoma (invited)**

Today, mobile telecommunication is something we take for granted in the same way as we expect virtually unlimited access to broadband Internet. In this age, the identity of consumers is shaped by increasingly powerful "mobile terminals", which combine all the necessary functions in one unit, thus essentially becoming the remote control for our lives. What future opportunities and challenges lie in wait for us in this bright new world, where devices and content converge?

### GUIDED TOURS · From 12.00 noon

For a description of the individual tours, visit: [www.global-conferences.info](http://www.global-conferences.info)

### CONVERGATORS AWARDS · 5.00 p.m. – 8.00 p.m.

**Honoring the Masterminds of Convergence**

For more information please visit: [www.cebit.de/cgc\\_convergators\\_e](http://www.cebit.de/cgc_convergators_e)

## Presentation of the "Convergators' Awards" on 4 March at CeBIT

**Laudatory speech for the recipient of the Initiator's Prize by:  
Dr. Helmut Thoma, Founder of the RTL broadcasting  
firm and Supervisory Board Chairman of Freenet/Debitel**

**MASTER OF CEREMONIES: Nils Müller, TrendOne**

## Business 2015 – ICT as the driving force behind tomorrow's business innovations

9.30 a.m. – 10.00 a.m.

Registration and morning coffee

**MODERATOR: Astrid Frohloff**

### KEYNOTES · 10.00 a.m. – 12.00 noon

10.00 a.m. – 10.30 a.m.

*Simplify & Save – Making IT do more for less in an economic downturn*

**David Marmonti, Senior Vice President and President, EMEA, Dell**

As recession bites across Europe, businesses are under huge pressure to cut costs across the board. Reducing IT budgets might put businesses' overall competitiveness at risk.

The challenge for CIOs is to cut IT expenses while maximizing business effectiveness.

By identifying hidden IT costs a business can more easily position itself for success when better conditions return.

10.30 a.m. – 11.00 a.m.

**Christopher Hansen (invited),**

**Chief Executive Officer, The Technology Association of America**

11.00 a.m. – 11.30 a.m.

*TechnoVision – Business Model Innovation from Technology Change*

**Andy Mulholland, Global Chief Technology Officer, Capterra**

It is difficult to identify the business needs to be addressed by 'innovation'. Business Model Innovation applies when other measures fail to produce the desired business impact. New business models need to consider technology as a key to success. This presentation links Drucker's seven innovation principles to seven clusters of transforming technologies to focus 'innovation' on business requirement.

11.30 a.m. – 12.00 noon

*A smarter planet*

**Martin Jetter, General Manager, IBM Germany**

Technology has a major role to play in helping find the answers to today's pressing problems and in making make the world more intelligent. But the potential for an intelligent world will not unfold automatically. Business, government and scientists all need to assume a share of the responsibility for developing this potential.

### PANEL · 12.00 noon – 1.30 p.m.

*Users and manufacturers discuss how ICT can help companies become more efficient*

- **Dr. Sven Lorenz, Head of Information Systems, Dr. Ing. h.c. F. Porsche AG**
- **Dr. Reinhard Ploss, Member of the Management Board, Executive Vice President, Head of Operations, Infineon AG**
- **Jean-Laurent Poitou, Managing Director Electronics & High Tech (EHT), Accenture**
- **Karl-Heinz Streibich, Chief Executive Officer, Software AG**
- **Enrique Tufet-Opi, Vice President Corporate Office and General Counsel, Epson Europe B.V.**

In view of the slowdown on the global market, the spotlight is increasingly being trained on end-to-end solutions that boost the efficiency of companies and help consolidate costs. What opportunities do ICT technologies open up for companies and what demands are professional ICT customers placing on the technology today?

### GUIDED TOURS · From 12.00 noon

For a description of the individual tours, visit: [www.global-conferences.info](http://www.global-conferences.info)

### AUTOMOTIVE DAY · From 2.00 p.m.

For more information please visit: [www.cebitt.de/events](http://www.cebitt.de/events)

## Webciety – The Internet as the heartbeat of modern society

9.30 a.m. – 10.00 a.m.

Registration and morning coffee

**MODERATOR: Astrid Frohloff**

### KEYNOTES · 10.00 a.m. – 12.00 noon

10.00 a.m. – 10.30 a.m.

*Web 2.0 and the future of professional work*

**Reid Hoffman, Chairman and President, Products, LinkedIn**

The internet has transformed communication, shopping, media, games, and other entertainment. How will the themes of Web 2.0 change the way that professionals get their work done? In an internet full of social media and social networks, where everyone is a publisher, how will professionals use the web for effective work and careers.

10.30 a.m. – 11.00 a.m.

**Stewart Butterfield, Co-Founder Flickr.com**

11.00 a.m. – 11.30 a.m.

**Marco Börries, Executive Vice President Connected Life Yahoo! Inc.**

11.30 a.m. – 12.00 noon

*Cloud computing and its impact on Webciety*

**Dr. Werner Vogels, Vice President & Chief Technology Officer, Amazon**

A new industry pattern is emerging through the use of Cloud Computing services. The availability of such services triggers a significant shift in business models: a move from a model where resources were acquired as a capital cost, to a model where resources can be acquired and released on demand and can become a variable cost. We will discuss innovation in this area and its impact.

### PANEL · 12.00 noon – 1.30 p.m.

*Where is the "Webciety" headed?*

- **Joel Berger, Managing Director GSA & Northern Europe, Fox Interactive Media Germany, MySpace**
- **Ellen Levy, Vice President, Corporate Development and Strategy, LinkedIn**
- **Stephan Musikant, Managing Director, Ciao GmbH**

Web 2.0 technologies are going from strength to strength and have started to become more widespread in companies, too, with customers, suppliers, and employees all communicating in communities. "Webciety" is the term used to describe this revolutionary development – society is on the Web, society is the Web, and no area of public life remains untouched by it. There are two key questions: Where is Webciety headed, and will everyone find a place in it?

### GUIDED TOURS · From 12.00 noon

For a description of the individual tours, visit: [www.global-conferences.info](http://www.global-conferences.info)

**Duration:** Tuesday, 3 March to Sunday, 8 March 2009

**Opening hours:** 3 – 7 March: 9.00 a.m. to 6.00 p.m.

8 March: 9.00 a.m. to 4.00 p.m.

**Minimum age: 15 years**

## Ticket prices

<b>Day ticket</b>	advance sale	€ 33.00
	at the ticket counter	€ 38.00
<b>Six-day ticket</b>	advance sale	€ 71.00
	at the ticket counter	€ 81.00

## Reduced-rate day tickets

Disabled persons	at the ticket counter	€ 17.00
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## Dates for CeBIT Global Conferences

3 to 6 March 2009. Attendance at the Global Conferences is included in your **CeBIT Exhibition admission ticket**.

### ■ Venue

Deutsche Messe, Messegelände, 30521 Hannover, Germany  
Convention Center (CC), Room 2

### ■ Website

[www.global-conferences.info](http://www.global-conferences.info)

### ■ Concept of the CeBIT Global Conferences

Discussion forum and think tank dedicated to future scenarios and visions related to the information economy, telecommunications and new media.

### ■ Central theme in 2009

How will we live, work and communicate in the years to come?

### ■ Target group

The CeBIT Global Conferences address decision-makers in the ICT industry and user businesses in equal measure, as well as all interested lateral thinkers, strategists and visionaries.

## Organizer:



## Patron:



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EITO (the European Information Technology Observatory) is a leading online portal offering current analyses and data on 37 international ICT markets. For more information, visit [www.eito.com](http://www.eito.com).

## Honoring the Masterminds of Convergence:

Presentation of the Convergators' Awards  
4 March 2009, Convention Center (CC), Room 2  
5.00 to 8.00 p.m.

For the third year running, the Convergators' Awards will be presented in March 2009 at CeBIT in honor of outstanding members of the international business community who are championing the cause of convergence in Germany. The nominees – both from Germany and abroad – are from technology enterprises as well as user circles. The main criterion for potential award recipients is that their contributions must make a decisive difference in and for the German market and put people at the forefront. Such contributions must already be tangible realities or on their way to market readiness within the first half of each given year. Business plans and concepts alone are not a sufficient basis for nomination. Awards will be granted in four categories: Digital Life, Mobile Content, Health & Traffic and Marketing & Cross-media. As the highest distinctions, Convergators' of the Year Awards will be presented to three well-deserving personalities – one each by the jury, the audience and the initiators of the awards. The awards ceremony will be hosted by a prominent figure and further enriched by a fascinating and entertaining keynote speech. The Convergators' Awards also offer rich networking opportunities in an agreeable atmosphere.