Contact partners:

Deutsche Messe
Anke Vollmann
anke.vollmann@messe.de
Tel. +49 511 89-31257
Fax +49 511 89-31658
Deutsche Messe
Messegelände
30521 Hannover

BITKOM Servicegesellschaft mbH
Nicole Nehaus-Laug
n.nehaus-laug@bitkom-service.de
Tel. +49 30 944002-47
Fax +49 30 27576-500
BITKOM e.V.
Albrechtstraße 10
10117 Berlin
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 economic force. Technology can play a key role in addressing those challenges and the role we should partake in advancing 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 the world.

Global communication is crucial as we live in a world of public & private networks and Web 2.0 is more and more going to shape how we live our daily lives. The world has become more connected and the ability for people to communicate across continents and countries has never been easier.

The i-net has changed the way we communicate and is breaking down the walls of mobile communication, enabling richer multimedia experiences, and bringing users and businesses closer together. The i-net is transforming businesses and changing the way we all live our lives.

Innovation Where IT Matters: Enabling Society With Connected Experiences

Kevin Turner, Chief Operating Officer, Microsoft

A new industry pattern is emerging through the use of Cloud Computing services. For more information please visit: www.globa...
ICT and Civil Society – How is ICT changing the world
9.30 a.m. – 10.00 a.m.
Registration and morning coffee
MODERATOR: Steffen Seibert

KEYNOTES, 10.00 a.m. – 1.10 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

11.00 a.m. – 11.30 a.m.
A World of Innovation, Empowered by Technology
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

9.30 a.m. – 12.30 p.m.
For a description of the individual tours, visit: www.global-conferences.info

WEDNESDAY, 4 MARCH 2009

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.
Creating Destruction – The Death of Distance and the Device in Empowering The Converged Consumer
Scott A. Durschang, Chief Operating Officer, Skype

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.

11.00 a.m.– 11.30 a.m.
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

11.30 a.m.– 12.00 noon
Gianfranco Lanci, Chief Executive Officer and President, Acer Inc.

11.30 a.m.– 12.00 noon
A single device for 6 applications. Which opportunities and challenges are presented by mobility and convergence?

• Thorsten Dirks, Chief Executive Officer, E-Plus

• Diana Duan, senior execution vice officer, ADS 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 we expect virtually unlimited access to broadband Internet. In this age, the identity of consumers is shaped by increasing mobility: "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

TUESDAY, 5 MARCH 2009

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.
Simply & Save – Making it more for less in an economic downturn
Dr. Hans-Gert Pöttering, President of the European Parliament, EMEA, Dell

10.30 a.m. – 11.00 a.m.
Disseny: Inciding Election and playing a key role in the success of societies on the international stage. But what role can information and communication technologies (ICT) play in helping 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.
Dr. Loris 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

9.30 a.m. – 12.30 p.m.
For a description of the individual tours, visit: www.global-conferences.info

Webcitey – 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 professions get done? The Internet will fuel social media and social networking. Are we ready? If so, how will professionals use the web for effective work and careers.

10.30 a.m. – 11.00 a.m.
Stuart Bunterfield, Co-Founder Flickr.com

11.00 a.m. – 11.30 a.m.
Marc Boirée, Executive Vice President Connected Life Yahoo! Inc.

11.30 a.m.– 12.00 noon
Cloud computing and its impact on Webciey
Dr. Werner Vogels, Vice President & Chief Technology Officer, Amazon

A mainstream 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 asset, to a model where they can be acquired and used on demand and can become a variable cost. We will discuss innovation in this area and its impact.

FRIDAY, 6 MARCH 2009

PANEL · 12.00 noon – 1.30 p.m.
Where is the “Webciey” headed?
Joel Botterill, Managing Director GSA & Northern Europe, Fox Interactive Media Germany, MySpace

• Ellen Levy, Vice President, Corporate Development and Strategy, LinkedIn

• Stephan Musikant, Managing Director, Ciao Group

Web 2.0 technologies are now beginning to show real strength and have started to become more widespread in companies, too, with customers, suppliers, and employees all communicating in communities. “Webciey” 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 Webciey 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

AUTOMOTIVE DAY: From 2.00 p.m.
For more information please visit: www.cebit.de/events

PANEL · 9.30 a.m.– 10.00 a.m.
Presentation links Drucker's seven innovation principles to seven clusters of transformative innovation. Where is Webciey headed?

• Scott A. Durchslag, Chief Operating Officer, Skype

• Martin Jetter, General Manager, IBM Germany

• Stewart Butterfield, Co-Founder Flickr.com

• Kevin Turner, Chief Operating Officer, Microsoft

A smarter planet
Profit and technology are converging. Where do businesses stand in terms of bringing the best of new technologies to their own operations? Where do they think the market is going?

• Dr. Reinhard Ploss, Member of the Management Board, SAP

• Dr. Sven Lorenz, Head of Information Systems, Dr. Ing. h.c. F. Porsche AG

• Dr. Karsten Ottenberg, Chief Executive Officer, Giesecke & Devrient

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

For more information please visit: www.global-conferences.info
**AT A GLANCE**

**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**
- **Day ticket**  
  - advance sale: € 33.00  
  - at the ticket counter: € 38.00  
- **Six-day ticket**  
  - advance sale: € 71.00  
  - at the ticket counter: € 81.00

**Reduced-rate day tickets**
- Disabled persons: at the ticket counter € 17.00

**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

**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.

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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.

**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.