

The Technology Industry Summit at CeBIT*Driving growth for ICT and business leaders*

March 9th 2005, Hannover Congress Centre

Conference Chairman, *Kenneth Cukier, Technology Correspondent, **The Economist***

09.30 Registration and refreshments

10.00 Welcome from Economist Conferences and Chairman's opening remarks

A CATALYST FOR CHANGE: DRIVING GROWTH IN THE ICT SECTOR**10.15 Industry challenges and opportunities**

- The changing economic climate
- Where are the best growth prospects in the technology sector?
- Convergence and consolidation: will these trends continue?
- India and China: a growing customer base or potential threat?

*N R Narayana Murthy, Executive Chairman of the Board and Chief Mentor, **Infosys Technologies****Erwin Gunst, President, EMEA NEWS Region, **SAP*****11.20 Stimulating innovation and enterprise in Europe's ICT Sector**

- The competitiveness of the European ICT sector
- Emerging value domains: R&D and the future of the sector
- Competitiveness through competition in the e-communications service sector

*Viviane Reding, Commissioner for Information Society and Media, **European Commission***

11.50 Refreshments

LEVERAGING TODAY'S OPPORTUNITIES**12.10 Executive discussion I: Network convergence and VoIP: Beyond cost-cutting**

- How is VoIP affecting business strategies for the telecommunications, computing and content industries?
- What are its future applications?

*Kerry Ritz, Managing Director, **Vonage UK****Niklas Zennström, CEO and Co-founder, **Skype Technologies*****12.55 Why the firm is going Linux**

- The business case for Linux in the enterprise —Linux is already in your business

- How the Linux kernel is created and maintained—what you don't know and should
- Navigating patents, IP and copyrights for Linux—why SCO was good for open source
- Growing support for Open Source Software among vendors—including Microsoft

*Stuart Cohen, Chief Executive Officer, **OSDL***

13.25 Lunch

14.20 Executive discussion II: Outsourcing and beyond—new business models

- How is the growth in outsourcing and offshoring changing the structure of the industry?
- How do you measure company performance when you do not manage the resource?
- Measuring value and ROI on strategic partnerships and making them work
- What will give companies the competitive edge if everyone is doing it?
- Creating a framework to enable flexibility

*R Chandrasekar, CEO, EMEA, **Wipro Technologies***

*William Pedder, Chief Executive, Inward Investment, **UK Trade & Investment***

*Kevin Houston, Vice-president and general Manager, **HCL Technologies BPO Services (NI)***

15.00 Utility computing: a disruptive force?

- What will be the likely impact on structure of the industry?
- Is there a real opportunity to bridge the gap between IT operations and corporate objectives?

*George Bailey, Global Lead Partner, Electronics Industry, **IBM***

15.30 Refreshments

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| THE NEXT BIG THING: TOMORROW'S DISRUPTIVE TECHNOLOGIES |
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16.00 Executive discussion III: The post-PC enterprise—future applications

- How will the market for wireless applications grow?
- Overcoming security challenges
- Social networking software: is there potential to transform the business?

*Todd Abbott, Senior Vice-president, Worldwide Operations, **Symbol Technologies***

16.45 The role of innovation in company strategy

- Allocating resources for R&D —a good strategy in an economic upturn?
- Creating an environment for fostering innovation
- Anticipating tomorrow's markets

17.15 Chairman's summation and closing remarks

17.35 Close of summit