

# CeBIT GLOBAL CONFERENCES

## HANNOVER · GERMANY



**2 – 6 MARCH 2010**



# CeBIT GLOBAL CONFERENCES 2010

From **2 to 6 March 2010** the **CeBIT Global Conferences** will be staged for the third year running at CeBIT – the world's largest and most renowned ICT trade fair and networking event. In 2010 the conferences are dedicated to the following theme:

## *The challenges of a changing world – ICT for better lives and better business*

The conference will feature a five-day series of keynotes, roundtables and talks with a top lineup of speakers and panelists consisting of ICT innovators, entrepreneurs and policymakers intent on sharing their visions and future agendas with industry professionals who want to see the shape of things to come in IT, telecommunications and new media.

As a special feature this year, the conferences will be enriched by **@music: About Pirates, Artists and Consumers**: a think tank in which experts will debate the future of the music industry in the Internet Age.

For anyone who wants to know what's coming up just around the bend – as revealed straight from the top – CeBIT Global Conferences are **the** place to be next March!

**Date:** 2 – 6 March 2010

**Venue:** Hannover Exhibition Center, 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 2010:** The challenges of a changing world – ICT for better lives and better business

**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.

**Conference language:** English

## TOPICS:

Tuesday, 2 March: Challenges as Opportunities:  
How ICT Faces the World of Tomorrow

Wednesday, 3 March: Smart Business 2020: ICT for Empowered Business  
in Dynamic Times

Thursday, 4 March: Consumer Electronics & Mobile Solutions:  
The Next Generation

Friday, 5 March: Connected Worlds: Surfing the Wave of Change Together

## SCHEDULE, 2 – 5 MARCH:

10.00 a.m. – 10.30 a.m. Keynote  
10.30 a.m. – 11.00 a.m. Keynote  
11.00 a.m. – 11.30 a.m. Keynote  
11.30 a.m. – 12.00 noon Keynote  
12.00 noon – 1.00 p.m. Panel / Talk

## Special Event at the CeBIT Global Conferences:

Saturday, 6 March: @music: About Pirates, Artists and Consumers

**Website:** [www.cebit.de/music\\_e](http://www.cebit.de/music_e)

**Target Group:** Primarily consumers and internet savvy lateral thinkers, as well as representatives from the music industry (independent and major labels, operator platforms, online music distributors) and artists.

## TOPICS @MUSIC:

- Concerts, downloads, CDs: how will music stars of the future make a living?
- Copyright: intellectual property in the age of digital globalization
- Music pirates: mutiny among consumers
- New business models for the music industry

## SCHEDULE, 6 MARCH:

11.00 a.m. – 11.30 a.m. Keynote / Talk  
11.30 a.m. – 12.00 noon Keynote / Talk  
12.00 noon – 12.30 p.m. Keynote / Talk  
12.30 p.m. – 1.30 p.m. Panel



# CeBIT GLOBAL CONFERENCES 2010

Visit us at the CeBIT Global Conferences 2010, where you can enjoy speakers such as:



**Jon Iwata**  
Senior Vice President  
Marketing &  
Communication  
IBM Corporation



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



**Natalya Kaspersky**  
Chairman,  
Kaspersky Labs



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



**Karl-Heinz Streibich**  
Chief Executive Officer  
Software AG



**Thomas Balgheim**  
Chief Executive Officer  
Cirquent GmbH

You'll find all the latest information on the CeBIT Global Conferences 2010 and its speakers beginning in November at: [www.global-conferences.info](http://www.global-conferences.info)

# REVIEW OF CeBIT GLOBAL CONFERENCES 2009

## 2009 SPEAKERS REVISITED



**THE LINE-UP OF SPEAKERS AT THE 2009 CeBIT GLOBAL CONFERENCES:** Dr. Ferri Abolhassan, Chief Systems Integration Officer and Member of the Board of Directors, T-Systems · Léo Apotheker, Deputy Chief Executive Officer, SAP AG · Craig R. Barrett, Chairman of the Board, Intel · Joel Berger, Managing Director GSA & Northern Europe, Fox Interactive Media Germany, MySpace · Marco Börries, Executive Vice President, Connected Life Yahoo! Inc. · Senator the Honorable Stephen Conroy, Minister for Broadband, Comm. and the Digital Economy, Australia · Thorsten Dirks, Chief Executive Officer, E-Plus · Dana Dunne, Chief Executive Officer, AOL Europe · Scott A. Durchslag, Chief Operating Officer, Skype · Dr. Stefan Groß-Selbeck, Chief Executive Officer, XING AG · Matthias K. Hartmann, General Manager IBM Global Business Services, Germany · Reid Hoffman, Chairman & Chief Executive Officer, LinkedIn · Aymar de Lencquesaing, Senior Corporate Vice President & SHBG President, Acer Inc · Dr. Sven Lorenz, Chief Information Officer, Porsche AG · Som Mittal, President, Nasscom · Andy Mulholland, Global Chief Technology Officer, Caggemini · Stephan Musikant, Managing Director, Ciao GmbH · Dr. Karsten Ottenberg, Chief Executive Officer, Giesecke & Devrient GmbH · Dr. Reinhard Ploss, Member of the Managing Board, Executive Vice President, Head of Operations, Infineon AG · Jean-Laurent Poitou, Managing Director Electronics & High Tech (EHT), Accenture · Dr. Georg Pölzl, Managing Director, T-Mobile Germany · Prof. Dr. Hans-Gert Pöttering, President of the European Parliament · Frank Rosenberger, CCO Consumer Business at Vodafone Germany and Arcor · Dr. Joachim Schaper, Vice President EMEA, SAP Research, SAP AG · Prof. Dr. Dr. h.c. mult. August-Wilhelm Scheer, President BITKOM e.V. · Peter F. Schmid, Managing Director, mobile.international GmbH · Alexander Schmiegelow, Chief Executive Officer, sevenload GmbH · Karl-Heinz Streibich, Chief Executive Officer, Software AG · Teri Takai, Chief Information Officer, California · Prof. Dr. Helmut Thoma, Founder of the RTL broadcasting firm and Supervisory Board Chairman of Freenet/Debitel · Enrique Tufet-Opi, Vice President Corporation Office and General Counsel, Epson Europe B.V. · B. Kevin Turner, Chief Operating Officer, Microsoft · Ben Verwaayen, Chief Executive Officer, Alcatel-Lucent · Dr. Werner Vogels, Vice President & Chief Technology Officer, Amazon

## 2009 ATTENDANCE BY FEATURED TOPIC

ICT & Civil Society	Tuesday, 3 March 2009	711
Mobile Communication	Wednesday, 4 March 2009	689
Business 2015	Thursday, 5 March 2009	522
Webciety	Friday, 6 March 2009	1,211

Total visitors: 3,133



## IMPRESSIONS & TESTIMONIALS 2009

### SPEAKER COMMENTS:

"I enjoyed giving a keynote speech at CeBIT Global Conferences 2009 in Hannover. It is a fantastic gathering of industry leaders from all over the world for discussing their vision, IT industry trends, and innovations. Visitors can only gain from the CeBIT experience. I wish you all the best for 2010."

*Craig R. Barrett, Intel Corporation*

### VISITOR COMMENTS:

"Based on what we experienced as highly valuable lectures, we will be sure to plan in more time for attending presentations next year."

*Bernd Stache, journalist*

### OTHER COMMENTS:

"This program was a big hit, and we would be very pleased to have the chance to take part again next year."

*Thomas Pfister, Director Global Marketing, SAP Global Marketing, Inc*

"Very heartfelt thanks to all concerned for the exceptionally good service we enjoyed in connection with our role in the CeBIT Global Conferences... The feedback we got from colleagues and clients alike was also unanimously positive. CeBIT is and remains entirely unique."

*Rüdiger Fanslau, Manager Eventmarketing, Capgemini Deutschland*

## CeBIT AT A GLANCE

**Date:** 2 – 6 March 2010

**Venue:** Hannover Exhibition Center, Hannover, Germany

**Exhibitors 2009:** 4,300

**Attendees 2009:** 362,000

### YOUR CONTACTS:

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