The Internet of Things
Europe 2009
Emerging Technologies for the Future

7th & 8th May 2009 / Sofitel Brussels Europe Hotel, Brussels

www.internetofthings2009.eu / +44 (0) 2920 783 024 / astrevens@epsilonevents.com

Confirmed Speakers Include

- Peter Hustinx, Supervisor - European Data Protection Supervisor (EDPS)
- Bernard Benhamou, Director of Forecasting and Internet Governance - French Ministry of Research and Higher Education
- Florent Frederix, Head of RFID Sector - European Commission
- Dan Caprio, Former Chief Privacy Officer - US Department of Commerce
- Richard Benjamins, Director of Technical Strategy - Telefónica
- Ruprecht Niepold, Adviser to the Director General on Radio Spectrum Policy - DG InfoSoc, European Commission
- Stéphane Pique, European Director - GS1
- Ilias Chantzos, Director EMEA & APJ, Government Relations - Symantec

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The Internet of Things Europe 2009
Emerging Technologies for the Future

Running alongside a Transatlantic Symposium on RFID that is being organised by the European Commission on the 6th May in Brussels, this conference will discuss fundamental issues relating to the future ‘Internet of Things’. The transformation of the way we think about the Internet, with the development of ever more inexpensive, smarter devices coupled with the “unwiring” of the networks they connect to will transform the way we interact with the real and virtual worlds. This conference will address concerns to embrace its development for the benefit of European society and explore the challenges ahead.

08.30 - 09:00  Morning Coffee and Registration

Introduction
09:00 - 09:10
Conference Chair (tbc)

Session 1: Keynote Presentations
This high-level opening panel provides for an authoritative view on the most recent developments in the Internet of Things.

09:10 - 09:40
Policy and Technological Drivers in the Internet of Things
Rudolf Strohmeier, Head of Cabinet, Information Society and Media - European Commission (tbc)

09:40 - 10:10
Towards the Web of Things
Tim Berners-Lee, EDirecto - W3C (tbc)

10:10 - 10:30  Morning Break

Session 2: Innovation and emerging technologies and business models
This session will explore what emerging innovations, technologies and market trends are being seen now, and which are likely to emerge in the future. What are the research requirements and obstacles in terms of affordability, usability or accessibility that need to be addressed? How will economic, technological and application trends drive the evolution of architectures for the ‘Internet of Things’? What successful business models are already being seen today, and how can these be adapted with future technological developments?

Chair (tbc)

10:30 - 10:50
Presentation
Mike Grant, Partner, Media - Analysys Mason

10:50 - 11:10
Case study: Korean Internet City
Ryo Imura, Chief Executive Managing Director - Hitachi (tbc)

11:10 - 11:30
Case Study
Rafi Haladjian, Co founder - Violet

11:30 - 11:50
Case study: Home applications
Representative, Apple (tbc)

11:50 - 12:30
Discussion

12:30 - 13:30  Lunch

Session 3: Commerce & Governance - Creating a regulatory framework to encourage innovation and maximise the potential
As technology develops, we may require shifts in our approach to policy, regulation and investment and even current frameworks for regulating telecommunications. What can policymakers learn from novel business models developed since the advent of the World Wide Web? What can we learn from RFID and mobile communications business models? How can we encourage effective competition in the Internet of Things?

Afternoon Chair
Robert Schumann, Lead Consultant - Analysys Mason

13:30 - 13:50
Presentation
Outcomes of European Telecoms Council
Bernard Benhamou, Director of Forecasting and Internet Governance - French Ministry of Research and Higher Education (tbc)

13:50 - 14:40
Panel Discussion
Panellists:
Representative, EPCGlobal (tbc)
Ken Sakamura, Professor of Information Science - University of Tokyo (tbc)
Dan Caprio, Chief Privacy Officer - US Department of Commerce
Florent Frederix, Head of RFID Sector - European Commission
Richard Benjamins, Director of Technological Strategy - Telefónica

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**Session 4: Standardisation and Interoperability**

The emergence of RFID standards – largely through an industry-led, evolutionary process – has been relatively slow due to the existence of multiple competing standards organisations. How can the requirements of interoperability be balanced with the aim of entrepreneurs to secure market leadership through proprietary technology? Can we learn from the experience of RFID and the development of the Internet in promoting standards for the Internet of Things? Is there a requirement for closer cooperation between regional standards bodies?

15:40 - 15:55 Presentation
Ian Smith, **Chief Executive Officer** - AIDC UK Ltd (tbc)

15:55 - 16:10 Presentation
Stéphane Pique, **European Director** - GS1

16:10 - 17:10 Panel Discussion
Panellists:
- Ian Smith, **Chief Executive Officer** - AIDC UK Ltd (tbc)
- Stéphane Pique, **European Director** - GS1
- Martin Schuurmans, **Chairman** - European Institute of Technology (EIT)
- Chiara Giovannini, **ICT Programme Manager** - ANEC (tbc)
- Emilie Barrau, **Legal Officer** - BEUC
- Marc Rotenberg, **Executive Director** - Electronic Privacy Information Center (tbc)
- Jeroen Terstegge, **Corporate Privacy Officer** - Philips (tbc)
- Ilia Chantzos, **Director EMEA & APJ** - Government Relations, Symantec
- Paul Skehan, **Director** - European Retail Round Table (ERRT)

17:10 - 17:45 General Discussion

18:00 - 19:30 Gala Dinner and Keynote address
Gérald Santucci, **Head of Unit, RFID** - European Commission
Kevin Ashton, **Vice President of Marketing** - EnerNOC (tbc)

**Conference Programme Day 2**

08.30 - 09.00 Morning Coffee

**Session 5: Privacy, Security & Data Protection**

Although privacy and data protection policy has become increasingly sophisticated since the emergence of the Internet, controversies are likely to accelerate with the new applications likely to be encountered in the Internet of Things. Security issues, particularly surrounding unauthorised access to and unintended disclosure of data are becoming more prevalent. What qualitatively new challenges are presented by the Internet of Things? How can the rights of citizens or businesses in one country be safeguarded on global networks? What rights pertain to Things on the Internet of Things?

11:10 - 11:30 Morning Break

11:30 - 11:50 Presentation
Representative, (tbc)

11:50 - 12:30 Panel Discussion
Panellists:
- Amit Nagpal, **Partner** - Analysys Mason
- Paul Ryan, **Head of Regulatory and Political Affairs** - Vodafone
- Ruprecht Niepold, **Head of Radio Spectrum Policy Unit** - European Commission

12:30 - 13:00 Final Discussion and Summary from Conference Chair

13:00 End of Conference
Registration Form  BLOCK CAPITALS PLEASE

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Early Bird £750 ☐ Early Bird £650 ☐
Full £650 __________________________ Full £650 ☐ Optional gala dinner on 7th May - €100 ☐

Group Discounts Available:
Register 3-5 delegates and receive a 10% discount per delegate
Register 6-8 delegates and receive a 20% discount per delegate
Register 9+ delegates and receive a 25% discount per delegate

Early bird registration by the 26th March, payment must be received by 9th April. Reduced rate open to delegates attending from not-for-profit NGOs and associations. Further discounts are available to academics, political representatives, researchers and students. Please contact us for more details.

All prices exclude Belgian VAT @21%

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Venue
Venue: Sofitel Brussels Europe Hotel
Address: Place Jourdan 1, 1040 Brussels Belgium
Tel: +32 (0) 2 235 51 00
Website: www.sofitel-brussels-europe.com
email: H5282@sofitel.com

All delegates will be sent detailed instructions of how to reach the venue prior to the event.

Accommodation
We have negotiated preferential rates with a number of local hotels, and will send you details of these on receipt of your completed registration form.
We will send you an e-mail to confirm your registration for this event and will invoice you appropriately.

Terms & Conditions
A full refund will be given on cancellations up to 26th March subject to a €120 fee to cover administrative costs. After this date refunds are not possible, however substitutions can be made at any time. Payments for early bird registrations must be made by 9th April. If payment is not received by this date, the full price ticket will be invoiced. It may be necessary to alter the proceedings of the event. Epsilon Events Ltd. is not responsible for any fees or costs incurred by registrants in the case of such alterations. In the unlikely instance of the event being cancelled, Epsilon Events Ltd. reserve the right to transfer the booking to another conference to be held within the following 12 months, or alternatively issue a voucher for the same amount to a same sector event to be held within the following 12 months. Should a replacement event not be organised, a full refund will be given. The client hereby indemnifies and holds Epsilon Events Ltd. harmless from and against any and all costs, damages and expenses, including legal fees, which are incurred by the client. The validity and performance of this shall be governed by applicable laws in Wales and England. Personal data is collected in accordance with the data protection act 1998. If you do not wish your details to be passed on to carefully selected parties, please tick here ☐
If you are registering from outside the EU, payment is required when booking. Visa letters can only be issued upon receipt of payment for conference ticket.

Epsilon Events Ltd.
2-4 Second Floor, High St. Arcade Chambers, Cardiff, CF10 1BE, UK.
T: +44 (0) 2920 783 024
F: +44 (0) 2920 668 992
E: astrevens@epsilonevents.com
W: www.epsilonevents.com

Invoice/bank transfer: ☐
Lloyds TSB Bank, 1 Queen Street, Cardiff, UK CF10 2AG
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