i2010
– Towards a Ubiquitous European Information Society

28 September

The seminar will be chaired by Mr Erkki Toivanen, writer and broadcaster

08.30-9.00   **Registration and coffee**

09.00-9.20   **Welcoming words: How to Create Trust in the Ubiquitous Society**
- Ms Susanna Huovinen, Minister of Transport and Communications of Finland

09.20-09.40   **Creating a Strong European Information Society**
- Ms Viviane Reding, Commissioner for Information Society and Media, European Commission

09.40-10.00   **The Role of ENISA Towards A Ubiquitous European Information Society**
- Mr Andrea Pirotti, Executive Director, European Network and Information Security Agency, ENISA

10.00-10.30   **Coffee break/ Press Conference by Minister Huovinen and Commissioner Reding**

10.30-10.50   **The Ubiquitous Information Society: New Challenges for Trust and Economic Growth in Europe**
- Mr Jorma Ollila, Chairman of the Board, Nokia Corporation

10.50-11.10   **Convergence and New Ways of Communicating**
- Mr Didier Lombard, CEO, France Telecom

11.10-11.30   **Ubiquitous Services as a Key to Competitiveness**
- Mr Naoyuki Akikusa, Chairman and Representative Director, Fujitsu Limited

11.30-12.30   **Lunch**

12.30-13.45   **Parallel Sessions:**

A) Trust and security in the fast-changing technical environment
Chair: Ronald de Bruin, ENISA, Head of Cooperation and Support Department
Speakers:
- Mr Risto Siilasmaa, CEO, F-Secure
- Dr Paul Dorey, VP, Digital Security, and CISO, BP
- Mr Peter Hustinx, European Data Protection Supervisor
- Mr Martin Schallbruch, Head of the IT Directorate, Federal Ministry of the Interior
- Mr Michael Rotert, President, EuroISPA

B) Promising ubiquitous applications: the intelligent car and intelligent transport systems as an example
Chair: Mr Claes Tingvall, Professor, Swedish Road Administration, EuroNCAP
Speakers:
- Mr Fabio Colasanti, Director General, DG Information Society and Media
- Mr Matti Roine, Director, Ministry of Transport and Communications of Finland
- Mr Ivan Hodac, Secretary General, ACEA
- Mr Rosario Alessi, Foundation Chairman, FIA

C) How to keep the user on board
Chair: Ms Susan Binns, Director, European Commission, DG Information Society and Media
Speakers:
- Mr Niklas Zennström, CEO, Skype
- Mr Matti Lehti, Executive Chairman, TietoEnator
- Mr Jim Murray, BEUC, Director
- Mr Martin Varsavsky, CEO, FON
- Mr Veli-Matti Mattila, President and CEO, Elisa Corporation

13.45-14.15   **Coffee break**

14.15-14.45   **Summing up of results from the parallel sessions**
- The challenge to European policy: Mr. Reino Paasilinna, MEP, Finland
- Chairs of the sessions (5 minutes each)

14.45-16.15   **PANEL DISCUSSION: Lessons learned and challenges ahead**
Chair: Mr Erkki Toivanen, writer and broadcaster
Speakers:
- Mr Fabio Colasanti, Director General, DG Information Society and Media
- Mr Hideo Shimizu, Vice-Minister for Policy Coordination, Ministry of Internal

Affairs and Communication, Japan
- Mr Donald M. Whiteside, Vice President of the Corporate Technology Group and Director of Technical Policy and Standards, Intel Corporation
- Mr Anders Igel, CEO, TeliaSonera Ab
- Mr Roger Wallis, Professor at the Royal Institute of Technology, Stockholm
- Mr Esko Aho, President of SITRA, Finland
- Ms Etelka Barsi-Pataky, MEP, Hungary

16.15-16.30 **The Forthcoming German Presidency**
- Mr Bernd Pfaffenbach, State Secretary at the German Federal Ministry of Economics and technology

16.30-16.45 **Challenges of Ubiquitous Computing and Communications, concluding words**
Mr Harri Pursiainen, Permanent Secretary, Ministry of Transport and Communications of Finland