



# The Internet of Things Europe 2009

## Emerging Technologies for the Future



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



[www.internetofthings2009.eu](http://www.internetofthings2009.eu) / +44 (0) 2920 783 024 / [astrevens@epsilonvents.com](mailto:astrevens@epsilonvents.com)

### Confirmed Speakers Include

- **Rudolf Strohmeier**, *Head of Cabinet, Information Society and Media* - European Commission
- **Peter Hustinx**, *Supervisor* - European Data Protection Supervisor (EDPS)
- **Gérald Santucci**, *Head of Unit, RFID* - European Commission
- **Bernard Benhamou**, *Director of Forecasting and Internet Governance* - French Ministry of Research and Higher Education
- **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 Chantzou**, *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

### Conference Programme Day 1

**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.

##### Morning Chair:

**Rob van Kranenburg**, *Ambient Intelligence Fontys Eindhoven & Council*

**09:10 - 09:40**

**Policy and Technological Drivers in the Internet of Things**

**Rudolf Strohmeier**, *Head of Cabinet, Information Society and Media - European Commission*

**09:40 - 10:10**

**Towards the Web of Things**

**Brian Cute**, *Vice President, Discovery Services - Afilias Ltd.*

**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?

**10:30 - 10:50**

##### Presentation

**Mike Grant**, *Partner, Media - Analysys Mason*

**10:50 - 11:10**

**Case study: Korean Internet City**

**Anthony Belpaire**, *General Manager - touchatag*

**11:10 - 11:30**

##### Case Study

**Rafi Haladjian**, *Co founder - Violet*

**11:30 - 11:50**

##### Case study

(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*

**13:50 - 14:40**

##### Panel Discussion

###### Panellists:

**Dan Caprio**, *Former Chief Privacy Officer - US Department of Commerce*

**Florent Frederix**, *Head of RFID Sector - European Commission*

**Richard Benjamins**, *Director of Technological Strategy - Telefónica*

**Bas Kotterink**, *Senior Consultant - TNO-ICT*



**14:40 - 15:10****General Discussion****15:10 - 15:40 Afternoon Break****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**Anthony Furness, *Chief Technology Officer - CASAGRAS***15:55 - 16:10****Presentation**Stéphane Pique, *European Director - GS1***16:10 - 17:10****Panel Discussion****Panellists:**Anthony Furness, *Chief Technology Officer - CASAGRAS*Stéphane Pique, *European Director - GS1*Martin Schuurmans, *Chairman - European Institute of Technology (EIT)*Chiara Giovannini, *ICT Programme Manager - ANEC*Representative, *OECD (tbc)*Peter Zencke, *Member of Executive Board - SAP (tbc)***17:10 - 17:45****General Discussion****18:00 - 19:30 Gala Dinner and Keynote address**Gérald Santucci, *Head of Unit, RFID - European Commission***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?

**09:00 - 09:10****Morning chair (tbc)****09:10 - 09:40****Keynote Presentation**Peter Hustinx, *Supervisor - European Data Protection Supervisor (EDPS)***09:40 - 10:40****Panel Discussion****Panellists:**Emilie Barrau, *Legal Officer - BEUC*Paul Skehan, *Director - European Retail Round Table (ERRT)*Ilias Chantzios, *Director EMEA & APJ - Government Relations, Symantec*Chris Hutchins, *Director Public Policy - LGI***10:40 - 11:10****General Discussion****11:10 - 11:30 Morning Break****Session 6: Service Architecture and Communication**

The range of connectivity options available is bewildering - but the challenges of scalability, interoperability and ensuring return on investment for network operators remain. How will communication needs change as a result of the Internet of Things? What new service architectures will be required to cater for the connectivity demands of emerging devices? How will spectrum rights holders participate in the Internet of Things?

**11:30 - 11:50****Presentation**Representative, *(tbc)***11:50 - 12:30****Panel Discussion****Panellists:**Ruprecht Niepold, *Head of Radio Spectrum Policy Unit - European Commission*Amit Nagpal, *Partner - Analysys Mason*Paul Ryan, *Head of Regulatory and Political Affairs - Vodafone***12:30 - 13:00****Final Discussion and Summary from Conference Chair****13:00 End of Conference**



# The Internet of Things Europe 2009: Emerging Technologies for the Future

7th & 8th May 2009 / Sofitel Brussels Europe Hotel, Brussels Fax form to +44 (0) 2920 668 992

## Registration Form BLOCK CAPITALS PLEASE

Organisation: .....

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Please ensure that details above are legible as they will be used for your delegate badges. We will confirm your booking via e-mail within 48 hours. If you have not heard from us during this time, please call us on +44 (0) 2920 783024.

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Special Dietary Requirements: .....

**Corporate Rate:** Early Bird €750  Full €850   
**Reduced Rate:** Early Bird €550  Full €650  Optional gala dinner on 7th May - €150

#### 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.

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Complete this form and send it to:

Epsilon Events Ltd., 2-4 Second Floor, High Street  
Arcade Chambers, Cardiff. CF10 1BE. UK.

## 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](http://www.sofitel-brussels-europe.com)

**email:** [H5282@sofitel.com](mailto: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.

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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.

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