



# The 2nd Annual Internet of Things Europe 2010

## A Roadmap for Europe



1st & 2nd June 2010

Crowne Plaza Brussels - Le Palace

*Speakers Include*

**Neelie Kroes**, European Commissioner for Digital Agenda, European Commission

**Maria Badia I Cutchet** MEP, Rapporteur for Action Plan for Europe on IoT, European Parliament

**Peter Hustinx**, Supervisor, European Data Protection Supervisor (EDPS)

**Prof Ken Sakamura**, Professor of Information Science, University of Tokyo

**Liu Dong**, President, BII Group, Beijing

**Gérald Santucci**, Head of Unit, RFID, European Commission

**Marilyn Arndt**, Chairman, Technical Committee M2M - ETSI



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# The 2nd Annual Internet of Things Europe 2010

## A Roadmap for Europe

Now in its second year, The Internet of Things 2010 will join together business leaders, consumer advocates, policymakers and entrepreneurs to find out how the Internet of Things roadmap will shape our interaction with the real and virtual worlds in the coming years. This high level conference, organised with the support of the European Commission, will explore the development of the Internet of Things for the benefit of European society and discuss the challenges ahead.

### Day 1 - 1st June

**08.30 - 09:00 Morning Coffee and Registration**

**09:00 - 09:05**

**Introduction from Conference Chair**

**Rob van Kranenburg**, Founder, Council

### Session 1

#### Keynote Presentations

**09:05 - 09:30**

**Keynote Presentation: IOT 2020 strategy**

**Neelie Kroes**, Vice President and EU Commissioner for Digital Agenda, European Commission

**09:30 - 09:55**

**Keynote Presentation: An action plan for Europe on IOT**

**Maria Badia I Cutchet**, MEP, Rapporteur for Action plan for Europe on IOT, European Parliament

**09:55 - 10:20**

**Keynote Presentation:**

**Representative**, Dutch Data Protection Authority (tbc)

**10:20 - 10:40 Morning break**

### Session 2

#### The Consumer ecosystem – how will IOT re-invent our lives?

In terms of the consumer perspective, how will IOT empower citizens experience and individual's capabilities? How will end user trust and personal experience drive the evolution of technological and application trends and architectures for the IOT? How will these new technologies improve our lives and affect our wellbeing? How will 'green as a driver' affect IOT? What emerging innovations, technologies and market trends are being seen and are likely to emerge in the future?

**10:40 - 10:55**

**Presentation**

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

**10:55 - 12:00**

**Panel Discussion:**

**Panellists**

**Lorna Goulden**, Creative Director, Strategic Futures Design, Philips

**Usman Haque**, Founder, Pachube

**Ajit Jaokar**, CEO, Futuretext (Web 2.0)

**Dr. Thorsten Staake**, Associate Director, Auto-ID Labs

**Alexandra Deschamps-Sonsino**, CEO and Co-Founder, Tinker.it!

**Pilgrim Beart**, Director and Co-founder, AlertMe

**12:00 - 12:30 Discussion**

**12:30 - 13:30 Lunch**

**Afternoon Chair**

**tbc**

### Session 3

#### The Business ecosystem- case studies

What successful business models varying in size from small companies and start-ups to multinationals are emerging and how can these be adapted with future technological developments? What innovation and development is being seen? How can we encourage effective competition in the IOT? What new service architectures will be required for the new connectivity of such devices?

**13:30 - 13:50**

**Presentation**

**Serge Willenegger**, Vice President, Technology, Qualcomm

**13:50 - 14:10**

**Presentation**

**Jeroen Dijkxhoorn**, EMEA Technology Practice, SAS

**14:10 – 14:50**

**Panel Discussion:**

**Panellists**

**Representative**, BMW (tbc)

**Christoph Luykx**, European Public Policy Manager, Intel Corporation (tbc)

**14:50 – 15:20 General Discussion**

**15:20 – 15:40 Afternoon Break**

## Session 4

### The International Experience

How can we encourage and exchange best practice? What can Europe learn from lessons from Japan, China and the US?

**15:40 – 15:55**

**Presentation - Japan**

**Prof Ken Sakamura**, Professor of Information Science, University of Tokyo

**15:55 – 16:10**

**Presentation - China**

**Liu Dong**, President, BII Group, Beijing

**16:10 – 16:25**

**Presentation - U.S. view on the technological convergence between IoT and Cloud Computing.**

**Dan Caprio**, Managing Director, McKenna Long & Aldridge LLP

**16:25 – 16:40**

**Presentation**

**Patrick Guillemin**, ETSI Secretariat, on behalf of CASAGRAS2

**16:40 – 17:30 Discussion**

**18:00 - 19:30 VIP Gala Dinner with address on E-health**

## Day 2 - 2nd June

**08.30 - 09:00 Morning Coffee**

## Session 5

### Privacy and security

The IOT is likely to require a new stance with regards to privacy and data protection policy – regarding issues such as intellectual property rights, personal data, profiling, exchange of data between applications or objects and consent. What security challenges, particularly surrounding unauthorised access to and unintended disclosure of data may be presented by the Internet of Things? What rights pertain? ‘Privacy by Design’ is seen as a visionary principle for legislation, including the right to forget and

delete data. What are the solutions that policy and regulation can provide? Is the current framework appropriate to deal with such issues? Are the principles in focus still valid with today’s legislation? How can the rights of citizens or businesses be safeguarded on globally connected networks and how can civil liberties, free speech and the internet be combined securely?

**09:00 – 09:05**

**Morning Chair**

**Patrick van Eecke**, Partner, DLA Piper (tbc)

**09:05 – 09:35**

**Keynote Presentation**

**Peter Hustinx**, Supervisor, European Data Protection Supervisor (EDPS)

**09:35 – 10:15**

**Panel Discussion:**

**Panellists**

**Chiara Giovannini**, Research & Innovation Manager, ANEC

**Representative**, Symantec (tbc)

**Joseph Alhadeff**, Vice President of Global Public Policy, Oracle (tbc)

**Thomas Beckman**, VP Supply Chain, Charles Voge Holding AG (tbc)

**10:15 – 10:50 General Discussion**

**10:50 – 11:10 Morning Break**

## Session 6

### Creating a climate to encourage investment

How will the future development of IOT be affected? How can IOT stimulate economic growth? Where will investment come from? Are Public Private Partnerships the way forward? How can we encourage effective competition in the Internet of Things? Standardisation will play an important role in the uptake of IOT by lowering entry barriers to newcomers and allowing industry to compete at international level. The European commission has the objective of encouraging global standards and interoperability of the Future Internet. Are additional standards mandates necessary?

**11:10 – 11:25**

**Presentation**

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

**11:25 – 11:40**

**Presentation - Public Private Partnership**

**Mario Campolargo**, Director, Future Internet (tbc)

**11:40 – 12:15**

**Panel Discussion:**

**Panellists**

**Marylin Arndt**, Chairman, Technical Committee M2M - ETSI

**Marisa Jimenez**, Public Policy Director Europe, GS1 Global Office

**Dr. Gerd Wolfram**, Head of CIO Office, METRO Group (tbc)

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**12:15 – 12:45 Discussion and Summary**

**12:45– 13:45 Lunch**

**Afternoon Chair**

**Robert Schumann**, Lead Consultant, Analysys Mason (tbc)

## Session 7

### Governance and public policy

Who is responsible for naming and identifying the IOT within Europe? What are the defining set of principles and regulation underlying the governance of IOT? How can an open, independent, transparent and accountable governance of the internet be created? The European Commission suggests that private companies should continue to take the lead in the day-to-day management of the operation of the internet, as long as they are accountable and independent. What is the role for public authorities and how can an architecture be set up with a sufficient level of decentralised management so that European public authorities can exercise their responsibilities as regards transparency, competition and accountability? What policy tools should be exercised to ensure stakeholders are accountable?

**13:45 – 14:00**

**Presentation**

**Gérald Santucci**, Head of Unit, RFID, European Commission

**14:00 – 15:00**

**Panel Discussion:**

**Panellists**

**Norway Government rep** (tbc)

**Tony Holmes**, Chairman, The Internet Service Providers' and Connectivity Providers' Constituency (ISPCP) (tbc)

**Anne Viksoe**, Danish regulator (tbc)

**15:00 – 15:30 General Discussion and Summary**

**15:30– 15:50 Afternoon break**

## Session 8

### Enabling IOT - the short and long term view

This session will explore and discuss the future of IOT with existing and potential IoT application scenarios and the dimension of new services. It will look at IOT in action and how smart connected cities may evolve in the future and how application providers can provide opportunities from "real-life". It will explore and debate the major themes, futuristic issues and how the IOT may develop. This session will be followed by a summary of what has been seen from the 2 days' proceedings

**15:50 – 16:05**

**Presentation: Smart connected cities**

**JP Vasseur**, Distinguished Engineer, Cisco

**16:05 – 16:20**

**Presentation: IoT services in the City of Tomorrow**

**Jean Prevost**, Director of Innovation, Groupe Casino (tbc)

**16:20 – 16:35**

**Presentation**

**Representative**, by Vodafone rep (tbc)

**16:35 – 16:50**

**Presentation:**

**Open standards and IP technology evolution**

**Patrick Wetterwald**, President, IPSO Alliance (tbc)

**16:50 – 17:30 Discussion**

**17:30 – 17:40**

**Summary from conference chair and the view ahead**

**Rob van Kranenburg**, Founder, Council

**17:40 End of conference**

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# The 2nd Annual Internet of Things Europe 2010: A Roadmap for Europe

June 1 & 2, 2010, Crowne Plaza – Le Palace, Brussels Fax form to +44 (0) 2920 668 992

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## Venue

**Venue:** Crowne Plaza Brussels - Le Palace

**Address:** Rue Gineste 3, 1210 Brussels  
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All delegates will be sent detailed instructions of how to reach the venue prior to the event.

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