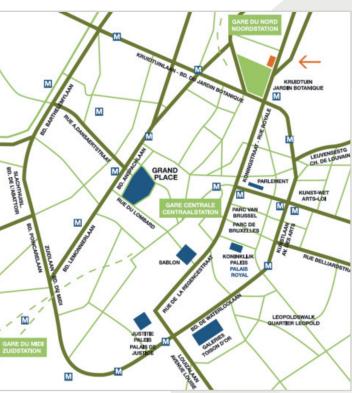
## Venue

Hotel Bloom rue Royale 250 1210 Brussels Tel. +32(0)2 220 66 11 Fax. +32(0)2 217 84 44

### Location map:



For further information about the venue please see http://www.hotelbloom.com.



## The Sectoral e-Business Watch Conference 2009

The conference is organised by the European Commission's Sectoral e-Business Watch programme (www.ebusiness-watch.org).

Results of the 2009 studies of this programme will be presented and discussed. This is the sixth e-Business Watch Conference since the first one organised in 2002.

The Sectoral e-Business Watch (SeBW) studies the impact of ICT and e-business on enterprises, industries and the economy in general. It highlights barriers for a wider or faster uptake of ICT and identifies public policy challenges arising from these developments. In this way, the SeBW supports the work of the European Commission's Enterprise and Industry Directorate General in the field of ICT.

Further information: http://www.ebusiness-watch.org



The Sectoral e-Business Watch is based on a Framework Contract and a Specific Contract between the European Commission, Enterprise and Industry Directorate General, and empirica GmbH. The implementation of the contract involves, besides empirica GmbH, the following main service providers: DIW econ, IDC EMEA, GOPA-Cartermill and Ipsos GmbH.

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ICT and e-Business for an Innovative and Sustainable Economy

The Sectoral e-Business Watch Conference 2009

29 October 2009 Brussels



http://www.ebusiness-watch.org/Conference2009





## Conference programme

08:15 - 9:00 Registration

09:00 – 9:15 Welcome and opening

ICT-related policies of DG Enterprise and Industry and the role of the Sectoral e-Business Watch. Hasan Alkas, DG Enterprise and Industry, Principal Economist, SeBW Programme Manager

## **ICT** and sustainability

## 9:15 – 10:45 ICT contribution to energy efficiency

*Chair:* Colette Maloney, DG Information Society and Media, Head H.4, ICT for Sustainable Growth

## Speakers:

- ICT and e-business in the glass, ceramics and cement industry.
   Hannes Selhofer, empirica GmbH, Project Manager
- ICT and e-business in the energy supply industry.
   Roberta Bigliani, IDC Energy Insights, Research Director
- Metering facilities as enabling technologies for smart electricity grids in Europe.
   Reinhard Madlener, RWTH Aachen University, Professor of Energy Economics and Management

#### Discussant:

 Miguel Sánchez Fornié, European Utilities Telecom Council, Board of Directors, Chairman

#### Discussion

10:45 – 11:00 Coffee break

### 11:00 – 12:30 ICT impact on greenhouse gas emissions

**Chair:** Hasan Alkas, DG Enterprise and Industry, Principal Economist, SeBW Programme Manager

#### Speakers:

- ICT impact on greenhouse gas emissions in energy-intensive industries.
   Ferdinand Pavel, DIW econ, Project Manager
- Impact of Intelligent Transport Systems on greenhouse gas emissions.
   Jian Bani, SE Consult, Managing Director

#### Discussant:

Enrico Gibellieri, European Steel Technology Platform

Discussion

#### 12:30 – 13:30 Lunch break

### **ICT** and industrial policy

# 13:30 – 14:00 Keynote: Perspectives of ICT-related industrial policy in the EU

· Alexander Alvaro, Member of the European Parliament

## 14:00 – 15:15 ICT-related industrial policy

*Chair:* Manfred Bergmann, DG Enterprise and Industry, Head B.2, Development of Industrial Policy

#### Speakers:

- Policies for the ICT industry in the EU and in other parts of the world.
   Graham Vickery, OECD, Directorate for Science, Technology and Industry
- Assessment of ICT-related industrial policy in the EU.
   Stefan Lilischkis, empirica GmbH, SeBW Project Manager

#### Discussant:

 Peter Johnston, European Policy Centre, Senior Adviser on information and knowledge society

#### Discussion

#### 15:15 - 15:30 Coffee break

## 15:30 – 16:45 Panel discussion: ICT-related industrial policies in difficult economic times

*Chair:* Peter O'Donnell, Assistant Editor, European Voice

#### Panellists:

- Leo Baumann, Digitaleurope,
  Public Affairs Director
- Manfred Bergmann, DG Enterprise and Industry, Head B.2, Development of Industrial Policy
- Peter Johnston, European Policy Centre, Senior Adviser on information and knowledge society
- · Bahadir Kaleağasi, Turkish Industry and Business Association, Brussels
- · Antti Eskola, Ministry of Employment and the Economy, Finland

### 16:45 – 17:00 Conference conclusions and outlook

Jean-Noël Durvy, DG Enterprise and Industry, Director, D - Innovation Policy