

Venue

Hotel Bloom
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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
- **Bahadır 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