



The 3rd Annual Internet of Things Europe 2011

Bridging the divide between policy and reality



28th & 29th June 2011

The Management Centre Europe . Brussels

Speakers Include

Neelie Kroes, *Vice President and 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)*

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

Sang-Chan Park, *Professor, Kyung Hee
University, South Korea*



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Bridging the divide between policy and reality

The Internet of Things is finding its way into real applications and services. It is driven by smart city concepts, energy and mobility management and the quest for data to bring better foresight to scenarios for industry, government and citizens. The 3rd Annual Internet of Things Europe Conference will explore the major trend towards M2M and the merging of online and offline worlds. This event will facilitate the debate among all stakeholders on the discussion of the future of the Internet of Things and how it will re-shape our interactions with the real and virtual worlds in the coming years and how it will affect citizens in everyday life.

Day 1 – 28th 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:

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

10:20 – 10:40 Morning break

Session 2

Societal challenges and applications for a smart and green planet

This session will address the socio-economic benefits for citizens created by the IoT. What global challenges can be solved by the IoT? What is the potential and how can consumers be empowered with technologies? How can we harness IoT technologies to create a better life in cities, with smart and sustainable applications? What will it do to humans if the environment and things get 'smart'? What novel services and applications will facilitate environmental responsibility as 'IoT for a green planet'? What future sustainable technologies will link the physical and virtual world?

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10:40 – 10:55

Gérald Santucci, Head of Unit, RFID, European Commission

10:55 – 11:10

Internet of Things as a key Technology Accelerator for SmartGrids targets 2020:

Dr Maher Chebbo, Chairman of DigitalEurope SmartGrids group, Vice President, Head of the EMEA Utilities & Services Industries, SAP

11:10 – 12:30

Panel Discussion:

Marilyn Arndt, Vice-Chairman, Technical Committee M2M, ETSI
Iskander Smit, info.nl

Adrian Hanussek, Director, Corporate Research and Advance Engineering Software, Bosch

Mike Nelson, Professor, University of Georgetown (tbc)

12:30 – 13:30 Lunch

Afternoon Chair

Florian Michahelles, Associate Director, Auto-ID Labs Zurich, Switzerland

Session 3

Where are we today? – The International Experience

This session will address the Internet of Things from a global perspective. What is the development of IoT across the globe? Through knowledge sharing, what lessons can be learned from Europe, China and South Korea? What new business models are emerging for developments in the future? How much are citizens protected?

13:30 – 13:50

International overview

Representative, Analysys Mason (tbc)

13:50 – 15:20

Panel Discussion:

Ovidiu Vermesan, Senior Research Scientist, SINTEF ICT, and IERC Cluster Coordinator, Norway

Sang-Chan Park, Professor, Kyung Hee University, South Korea

Wei Zhao, Chief Scientist of 973 National Project & Macau University President (tbc)

Rahim Tafazolli, Professor, Centre for Communication Systems Research, University of Surrey, UK

Jose Roberto Amazonas, Associate Professor, University of Sao Paulo and Partner, CASAGRAS2 Project

15:20 – 15:40 Afternoon break

Session 4

Technological developments and business applications

This session will explore the business and commercial aspects and the impact of IoT on value chain players. What emerging business models, innovations, technologies and applications are developing from innovative start-ups and entrepreneurs? What is the evolution of technological and application trends and architectures for IoT? What are the real applications on the ground and who are they for? What sort of companies will contribute most to the IoT and what value they will capture?

15:40 – 15:55

Alessandro Bassi, Technical Coordinator, IoT-A project, Hitachi

15:55 – 16:10

Joseph Alhadef, Vice President of Global Public Policy and Chief Privacy Officer, Oracle

16:10 – 16:25

Pilgrim Beart, Founder, AlertMe

16:25 – 16:40

Political, Business and Technical Challenges of tapping into the \$0bn Smart City Market

Ignasi Vilajosana, CEO, Worldsensing

16:40 – 16:55

Exploring business models for Internet-connected consumer products

Ignasi Vazquez, CEO, Symplio Lifestyle Technologies

16:55 – 17:30

Panel Discussion

17:30 – 19:00

Networking cocktail reception

Day 2 – 29th June

08.30 – 09:00 Morning Coffee

09:00 – 09:15

Keynote Presentation:

Alec Ross, Senior Advisor for Innovation, Office of Secretary of State Hillary Clinton, U.S. Department of State (tbc)

09:15 – 09:30

Professor Julian Kinderlerer, President, European Group on Ethics in Science and New Technologies

Session 5

Sources of funding for the IoT

How can IoT stimulate economic growth and investment? Is investment for the IoT available and accessible? Who invests and what value is gained? If not how do we promote investment? If application/content players capture the value, who will finance the investment in the networks? What is the role of Venture Capital schemes? Will new policy mechanisms be able to move with the current flow of IoT development? What Public vs. Private investment is there in view of the current fiscal crisis in many countries?

09:30 – 9:45

Dharmesh Thakker, Investment Director for Embedded Software and M2M Investments, Intel Capital (tbc)

09:45 – 11:00

Panel Discussion:

Dr Florent Frederix, Head of Sector, Information Society and Media, European Commission Usman Haque, Founder, Pachube

Miguel Trujillo, The European Trade Association for Business Angels, Seed Funds, and other Early Stage Market Players (EBAN)

Wim de Waele, CEO, The Interdisciplinary Institute for BroadBand Technology (IBBT)

11:00 – 11:20 Morning break

Session 6

Governance, privacy and security

How is identification structured, who assigns ID, who is accountable, what are the decentralised architecture, socio economic implications such as access and exclusion? Under naming and addressing, what defining set of principles and regulation underly the governance of IoT? Should private companies continue to take the lead in the day-to-day management of the operation of the internet? With the recent discussions on naming and addressing schemes what is the difference in the East and West in terms of enthusiasm into going into these new ontologies? With the 'right to the silence of the chips' at what level do we de-activate personal information? Are there different levels of privacy for different identities/context? With the fight for control of the value between application/content layers and operators, what is the best option for the future?

11:20 – 12:45

Panel Discussion:

David Olive, Vice President, Policy Development, ICANN

Bernard Benhamou, Delegate on the Internet Usage, Ministry of Research and Ministry of Industry

Frédéric Donck, Director, European Regional Bureau, The Internet Society (ISOC)

Massimiliano Minisci, Director EU Public Policy, GS1 Global

Dan Caprio, Managing Director, McKenna Long & Aldridge LLP

12:45 – 13:45 Lunch

Afternoon Chair

Rob van Kranenburg, Founder, Council

Session 7

Standards to support policy

How will standardisation affect the development of the IoT? How will commercial and regulatory aspects, lack of standardisation and conflicts between players in the value chain affect development? Given the new emerging IoT, will interoperable standards speed up the development of a common European standard for RFID? Will standardisation lower entry barriers to newcomers and allow industry to compete at International level? Are additional standards mandates necessary? What physical and software standardisation is there now?

13:45 – 15:30

Panel Discussion:

Hein Gorter de Vries, Director of Innovation, GS1 Netherlands

Dr Sebastian Lange, VDI/VDE-IT

Christian Nold, Designer, Sofhook

Henri Barthel, Chairman, CEN TC 225 (Technical Committee in Charge of Automatic Identification and Data Capture Standards), The European Committee for Standardization (CEN)

Representative, BEREC (tbc)

Duncan Wilson, Member, IoT Expert Working Group

15:30 – 15:50 Afternoon break

Session 8

Tackling resource challenges rased by the IoT

The technology for the IoT is there, but what key resources are required to enable its development? What is the role of regulators and administrators to help ensure that the critical resources in the context of IoT are available? With the fast increase in connected devices, how can we access scarce resources such as radio spectrum and IP addresses? Do we need IPv6 and will the IoT make it a necessity? What new features are implemented? What does the IoT mean for the regulation of spectrum? Will more reassignments be needed?

15:50 – 16:05

Ruprecht Niepold, Advisor to the Director General on Radio Spectrum Policy, DG INFSO, European Commission

16:05 – 16:20

Thomas Weber, Frequency Management, ECA and Satellites, the Working Group Numbering and Networks, ECO, CEPT

16:20 – 17:05

Interactive Discussion:

Usman Haque, Founder, Pachube

Dr Sebastian Lange, VDI/VDE-IT

John Curran, CEO, ARIN

17:05 – 17:15

Summary from conference chair and the view ahead

Rob van Kranenburg, Founder, Council

17:15 End of conference

❁ Video presentation

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