

Programme schedule: 1st day, 25th of June 2007

Workshop language is English

- 10.00 a.m. Conference Opening**
Dr. Andreas Goerdeler
 Head of Division Multimedia; German Federal Ministry of Economics and Technology (BMWi)
- 10.15 a.m. The impact of RFID for Europe**
Gérald Santucci
 Head of Unit, e-government-Applications relating to Administrations-Directorate General Information Society, European Commission
- 10.40 a.m. Conference Introduction and Organizational Remarks**
Dr. Andreas Goerdeler
 Head of Division Multimedia; German Federal Ministry of Economics and Technology (BMWi)

10.50 a.m. Changing to Session Rooms

	<p>Session I Market-driven Innovations Moderation: Prof. Elgar Fleisch ETH Zurich, University of St. Gallen Co-Director Auto-ID Labs Rapporteur: Prof. Thomas Heimer Frankfurt School of Finance & Management, Dean</p>	<p>Session II Technology-driven Innovations (Advanced Applications) Moderation: Patrick Pype NXP Semiconductors Director European Affairs Rapporteur: Prof. Oliver Günther HU Berlin Institute of Information Systems, Director</p>	<p>Session III Technology-driven Innovations (Mid- and Long-term Research Roadmaps) Moderation: Prof. Matthias Jarke Fraunhofer Institute for Applied Information FIT, Director; RWTH Aachen; President of Gesellschaft für Informatik e.V. Rapporteur: Prof. Herbert Reichl TU Berlin/ Fraunhofer Institute for Reliability and Microintegration IZM, Director</p>	<p>Session IV Societal Issues and Concerns Moderation: Dr. Sarah Spiekermann HU Berlin Berlin Research Center on Internet Economics, Managing Director Rapporteur: Prof. Lorenz Hilty EMPA St. Gallen Head of Technology and Society Laboratory</p>
11.00 a.m.	<p>Workshop I.1 Innovative Solutions Impulse Speech: Prof. Lutz Heuser SAP, Head of Research and Chief Development Architect Moderated Discussion</p>	<p>Workshop II.1 Applied Research Impulse Speech: Prof. Michael ten Hompel Fraunhofer Institute for Material Flow and Logistics IML, Managing Director Moderated Discussion</p>	<p>Workshop III.1 Visions for the Future: Applications and Demands Impulse Speech: Dr. Gerd Wolfram MGI METRO Group Information Technology GmbH Management Board/Advanced Technologies Moderated Discussion</p>	<p>Workshop IV.1 Consumer Rights/Privacy Impulse Speech: Patrick von Braunmühl Deputy Executive Director of the Federation of German Consumer Organisations (Verbraucherzentrale Bundesverband) Moderated Discussion</p>
12.15 a.m.	Lunch Break			
01.45 p.m.	<p>Workshop I.2 Users Impulse Speech: Dr. Kurt Jäger Euro Pool System International B.V., Managing Director Moderated Discussion</p>	<p>Workshop II.2 SMEs and Innovation Impulse Speech: Dr. Werner Knop Deister Electronic GmbH Head of Engineering Moderated Discussion</p>	<p>Workshop III.2 Visions for the Future: Technological Milestones Impulse Speech: Dr. Karlheinz Bock Fraunhofer Institute for Reliability and Microintegration IZM Head of Division Polytronic Systems Moderated Discussion</p>	<p>Workshop IV.2 Retail/Consumer Goods Industries Impulse Speech: Marisa Jiménez GSI/EPCglobal, Public Policy Director Europe Moderated Discussion</p>
03.00 p.m.	Coffee Break			
03.30 p.m.	<p>Workshop I.3 New Business Models Impulse Speech: Dr. Heinz Kobelt European Association of Euro-Pharmaceutical Companies (EAEPCC) Secretary General Moderated Discussion</p>	<p>Workshop II.3 Standards/Regulation/ Patents Impulse Speech: Ultan Mulligan European Telecommunications Standards Institute ETSI Director Strategy and New Initiatives Moderated Discussion</p>	<p>Workshop III.3 Challenges & Chances for European Research Policy Impulse Speech: Dr. Hughes Metras CEA-Leti, Vice President Strategy and Marketing for Applications Moderated Discussion</p>	<p>Workshop IV.3 Corporate Strategies and Responsibilities Impulse Speech: Dr. Andrea Huber Informationsforum RFID, Director Moderated Discussion</p>

07:30 p.m.

Social Event/Conference Dinner

Programme schedule: 2nd day, 26th of June 2007

Simultaneous interpreting in DE, FR, EN, IT, ES

09:00 a.m. **Welcome Address**

Peter Hintze

Parliamentary State Secretary in the Federal Ministry of Economics and Technology (BMWi)

09:20 a.m. **Charting the Course for an RFID Policy Framework in Europe**

Viviane Reding

European Commissioner for Information Society and Media

09:40 a.m. **The Vision for an Internet of Things**

Martin Jetter

IBM Deutschland GmbH, General Manager and Chairman of the Board

10:00 a.m. **Coffee Break and Visit of Exhibition**

Public round tables in the plenum with requests by the audience

10:45 a.m.

Round Table I: Market-driven Innovations

Moderation: Chernob Jobatey

Dr. Bernd Pfaffenbach

State Secretary in the Federal Ministry of Economics and Technology (BMWi)

Zygmunt Mierdorf

Metro AG, Member of the Management Board

Dr. Frank Appel

Deutsche Post, Member of the Management Board

Prof. Carlo Maria Medaglia

RFIDLab del CATTID - Università La Sapienza di Roma, Head of Research RFID

Michael P. Rose

Johnson & Johnson, Vice President Global Value Chain/Healthcare Sector

Prof. Thomas Heimer (Rapporteur)

Frankfurt School of Finance & Management, Dean

12:00 a.m. **Lunch Break/Press Conference**

01:30 p.m.

Round Table II: Technology-driven Innovations

Moderation: Chernob Jobatey

Dr. Wolf-Dieter Lukas

Director General "Key Technologies - Research for Innovation", Federal Ministry of Education and Research (BMBF)

Dr. Klaus Schymanietz

EADS Deutschland GmbH, Chief Technical Officer of Defence & Security Systems, Chairman EPOSS

Prof. Dr. Ryo Imura

Hitachi Ltd, Mu Solutions VC, President & CEO

Wolfgang Mildner

PolyIC GmbH & Co. KG, Managing Director

Prof. Dr. Lutz Heuser

SAP, Head of Research and Chief Development Architect

Prof. Herbert Reichl (Rapporteur)

TU Berlin/Fraunhofer Institute for Reliability and Microintegration IZM, Director

Prof. Oliver Günther (Rapporteur)

HU Berlin, Institute of Information Systems, Director

02:45 p.m. **Coffee Break**

03:15 p.m.

Round Table III: Societal Issues and Concerns

Moderator: Chernob Jobatey

Johann Hahlen

State Secretary in the Federal Ministry of the Interior (BMI)

Heinz Paul Bonn

Vice President BITKOM, CEO GUS Group AG & Co

Prof. Wolfgang Wahlster

Managing Director German Research Center for Artificial Intelligence - DFKI

Cornelia Kutterer

European Consumer's Organisation BEUC, Senior Legal Advisor

Peter Hustinx

European Data Protection Supervisor

Prof. Lorenz Hilty (Rapporteur)

EMPA St. Gallen, Head of Technology and Society Laboratory

04:30 p.m.

Closing Remarks and Outlook:

Passing over the Process to the Following Presidencies of the Council of the EU

Dr. Bernd Pfaffenbach, State Secretary in the Federal Ministry of Economics and Technology (BMWi)