

## e-Business W@tch 2006 Workshop on Convergence in High-Tech Industries

### Challenges for Industry and Policy

**Brussels, 15<sup>th</sup> June 2006**

<b>Time</b>	15 <sup>th</sup> June 2006 10:00 – 16:00 hrs.		
<b>Location &amp; Venue</b>	<b>European Commission, DG Enterprise &amp; Industry</b> <b>BREYDEL Building, Meeting Room 5 B</b> Avenue d'Auderghem 45, 1040 Brussels Closest Metro station: Schuman		
<b>Chair</b>	<b>Georgios Karageorgos</b> , European Commission, DG Enterprise & Industry		
<b>Background and objectives</b>	<p><i>e-Business W@tch</i> is an observatory implemented by the European Commission in late 2001. Its mission is to monitor and assess the uptake and use of ICT among enterprises in the EU and beyond.</p> <p>At this workshop, <i>e-Business W@tch</i> will discuss issues related to convergence for the three high-tech industries studied this year, i.e. telecommunication services, ICT manufacturing and consumer electronics. Convergence of platforms and technologies is, in fact, a cross-sectoral issue with significant impacts on market structure and competition. The workshop will discuss implications for the industries and the role of policy to overcome related challenges.</p> <p><b><i>e-Business W@tch</i> and the European Commission invite representatives of the respective industries to attend this workshop and to discuss the preliminary findings for the three ICT-related industries with members of the study team.</b> We are looking forward to receiving your feedback and comments, for example regarding important aspects of convergence to be considered in sector studies. We would like to <b>encourage debate</b> between industry and the <i>e-Business W@tch</i> study team and regard this workshop as a good opportunity to pursue this goal.</p>		
<b>Confirmation</b>	To confirm your participation, and for further information about the workshop, please contact either:		
<b>Contact</b>	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none; vertical-align: top;"> <p><b>Berlecon Research GmbH</b> Attn. <b>Dr. Andreas Stiehler</b> Tel: +49 30 285296 0 Fax: +49 30 285296 29 <a href="mailto:as@berlecon.de">as@berlecon.de</a></p> </td> <td style="width: 50%; border: none; vertical-align: top;"> <p><b>European Commission</b> DG Enterprise &amp; Industry Unit D-4 'Technology for Innovation, ICT industries and e-business' Attn. <b>Ms Jill Hughes</b> Ref: <i>e-Business W@tch</i> ICT Workshop 2006 Tel : +32-2-299 2918 / Fax: +32-2-296 7019 E-mail : <a href="mailto:Jill.Hughes@cec.eu.int">Jill.Hughes@cec.eu.int</a></p> </td> </tr> </table>	<p><b>Berlecon Research GmbH</b> Attn. <b>Dr. Andreas Stiehler</b> Tel: +49 30 285296 0 Fax: +49 30 285296 29 <a href="mailto:as@berlecon.de">as@berlecon.de</a></p>	<p><b>European Commission</b> DG Enterprise &amp; Industry Unit D-4 'Technology for Innovation, ICT industries and e-business' Attn. <b>Ms Jill Hughes</b> Ref: <i>e-Business W@tch</i> ICT Workshop 2006 Tel : +32-2-299 2918 / Fax: +32-2-296 7019 E-mail : <a href="mailto:Jill.Hughes@cec.eu.int">Jill.Hughes@cec.eu.int</a></p>
<p><b>Berlecon Research GmbH</b> Attn. <b>Dr. Andreas Stiehler</b> Tel: +49 30 285296 0 Fax: +49 30 285296 29 <a href="mailto:as@berlecon.de">as@berlecon.de</a></p>	<p><b>European Commission</b> DG Enterprise &amp; Industry Unit D-4 'Technology for Innovation, ICT industries and e-business' Attn. <b>Ms Jill Hughes</b> Ref: <i>e-Business W@tch</i> ICT Workshop 2006 Tel : +32-2-299 2918 / Fax: +32-2-296 7019 E-mail : <a href="mailto:Jill.Hughes@cec.eu.int">Jill.Hughes@cec.eu.int</a></p>		

## Workshop Programme

09:30	<b>Registration</b>
10:00	<b>Introduction</b> <ul style="list-style-type: none"> <li>• <b>Welcome and introduction to the e-Business W@tch</b> <i>Georgios Karageorgos, European Commission, DG Enterprise &amp; Industry</i></li> <li>• <b>Introduction to the 2006 ICT-related sector studies</b> <i>Andreas Stiehler, Berlecon Research</i></li> </ul>
10:30	<b>e-Business W@tch: Empirical findings and key issues analysed</b> Presentations by study team members <ul style="list-style-type: none"> <li>• <b>ICT and e-business key issues in the Consumer Electronics Industry</b> <i>Philipp Bohn, Berlecon Research</i></li> <li>• <b>ICT and e-business key issues in the Telecommunications Industry</b> <i>Andreas Stiehler, Berlecon Research</i></li> <li>• <b>ICT and e-Business key issues in the ICT Manufacturing Industry</b> <i>Daniel Nepelski, DIW Berlin</i></li> </ul> 10-15 min. presentation, 15-20 minutes discussion
11:30	Coffee Break
11:45	<b>Industry Perspectives on Convergence</b> Contributions from industry representatives to chances and challenges related to convergence <ul style="list-style-type: none"> <li>• <b>Convergence challenging business models: IPTV and Triple Play</b> <i>Andreas Karanas, Director Product Development, Telefónica Deutschland</i></li> <li>• <b>Convergence driving product innovations: Networked CE devices</b> <i>Peter Christensen, Senior Director, KiSS Networked Entertainment (DK)</i></li> <li>• <b>Management of converged supply chains and the role of standards</b> <i>Hermann Lagreze, Platform &amp; Integration Solutions, Motorola</i></li> <li>• <b>Convergence challenging ICT measurement: The new NACE scheme</b> <i>Martii Lumio, European Commission, Eurostat</i></li> </ul> 15-20 min. presentation, 15 minutes discussion
13:30	Lunch break, Networking, Discussion
14:15	<b>Policy Challenges: What has been done? What should be done?</b> Roundtable discussion of policy implications with introductory presentations by the following organisations <ul style="list-style-type: none"> <li>• <b>What should be done? Requirements for Policy</b> <i>Georg Lueteteke, EICTA (European Information, Communications and Consumer Electronics Industry Technology Association) / Philips</i> <i>Michael Bartholomew, ETNO (European Telecommunications Network Operator's Association)</i> <i>Steen Clausen, ECTA (European Competitive Telecommunications Organisation)</i></li> <li>• <b>What has been and will be done? Policy issues on European Level</b> <i>Steve Rogers, European Commission, DG Enterprise &amp; Industry</i> <i>Laura Pontiggia, European Commission, DG Information Society</i></li> </ul> 10-15 min. for introductory presentations and ca. 30 minutes for discussion
15:45	<b>Concluding remarks and summary</b> <i>Georgios Karageorgos, European Commission, DG Enterprise &amp; Industry</i>
16:00	<b>End</b>