



eStrategies

LIVE

Driving the technology agenda for Europe

Supported by



British Embassy
Prague

CO-Organiser



May 14, Mamaison Riverside Hotel, Prague

On May 14th government ministers, regulators, CIOs, CTOs, CEOs and managing directors from many of Europe's leading ICT companies and organisations will meet in the majestic surroundings of the five-star Mamaison Riverside Hotel in Prague to take part in roundtable discussions, one-to-one meetings and formal presentations.

eStrategies Europe Live 2009 brings together leading ICT public and private sector decision makers and influencers, to discuss the current issues facing the sector and foster valuable new relationships and business opportunities.

By bringing vendors into direct formal and informal contact with public sector decision makers, we offer our delegates the chance not only to set the agenda for discussion, but influence those responsible for spending budgets.

British Publishers has also developed a unique multi-media programme for the dissemination of roundtable material, using video, dedicated websites, magazines and news alerts, while a roadmap for future action is also produced for each event.

Debate agenda

Transformational Government

Examining the latest thinking on transforming government by joining up public services through IT

Communication means business

How the modernisation of IT infrastructure and its increased efficiency and transparency is improving customer service delivery

Invitees

The following are just some of the VIPs invited to take part in eStrategies Europe Live in May.

Vlasta Parkanova - Minister of Defence - Czech Republic

Norbert Darabos - Minister of Defence - Austria

Civil Aviation Authority - Czech Republic

Ilkka Laitinen - Executive Director - Frontex

Andre Auer - CEO - Joint Aviation Authorities

Jiri Kunert - President - Czech Banking Association

Ondrej Liska - Minister of Education - Czech Republic

Katarsyna Hall - Minister of Education - Poland

Serge Ravet - CEO - European Institute for eLearning

Jiri Pospisil - Minister of Justice - Czech Republic

Karel Schwarzenberg - Minister of Foreign Affairs - Czech Republic

Jeremy Roche - Chairman - European Software Association

Oldrich Vlasak - President - Union of Towns and Municipality of Czech Republic

Doris Bures - Minister of Communications - Austria

Matthias Kurth - President - European Regulators Group

David Hartshorn - Secretary General - Global VSAT Forum

Mark Macgann - Director General - EICTA

Bogdan Klich - Minister of Defence - Poland



Overview of the roundtable programme

British Publishers has developed a unique format for its roundtable forums that brings together leading public and private decision makers for intimate dialogue and networking with the aim of developing a clear understanding of eStrategies as well as fostering meaningful relationships that lead to real business.

eStrategies Live 2009 in Prague will bring together vendors, ministers and other senior policy makers, regulators and appropriate authorities and, as well as the roundtable discussions, there are also opportunities for one-to-one meetings and more formal presentations.

Through our unique multi-media dissemination of the event and exclusive roadmap for future development, all the event material is distributed to a wide and influential audience in the appropriate region, giving delegates the widest possible exposure to relevant potential clients.

Itinerary

May 14

Transformational Government

ICT means business

Morning Roundtable

08.30: Registration
09.00: Roundtable begins
11.00: Break
11.30: Roundtable continues
– Q&A from audience
12.30: Roundtable concludes
12.45: Lunch

Afternoon Roundtable

14.30: Registration
15.00: Roundtable begins
17.00: Break
17.30: Roundtable continues
– Q&A from audience
18.30: Roundtable concludes
19:00: Cocktail Reception

Same format for each of the roundtables

The roundtable agenda in brief

Transformational Government

Examining the latest thinking on transforming government by joining up public services through IT.

This crucial debate is a development of previous British Publishers' roundtable discussions focussing on eGovernment as it extends the agenda to look at how existing government services can be brought together for the benefit of the citizen using the latest technology and web-based user interfaces.

By taking this approach, we will be able to see how all aspects of technology development, from eHealth and eID to eLearning and the future internet fit in with the wider eGovernment developments and how all these strands should be incorporated into any overall strategy.

The debate will provide those involved in developing government eServices the opportunity to explain the various systems, core services, technologies and quality standards adopted, which best facilitate advanced electronic government in Europe, while it will also give the public sector policy makers involved the chance to share best practices, knowledge and ideas.

Of course, the role of the European Commission in its drive to achieve high-speed internet connectivity for all European citizens by 2010 will be crucial to the success of eGovernment in Europe and its 1 billion euro investment into infrastructure development is a vital component of the debate. What we will also need to consider, however, is how both the public and private sectors can take advantage of this development and to ensure that the right regulatory environment exist for PPPs to thrive in order to create the necessary services.

Communication means business

The modernisation of IT infrastructure in Europe is an ongoing process that is essential to the creation of the knowledge economy. Our second debate of the day will look at the impact this development is having on the efficiency of telecommunication services offered to the citizen and business, how these services can be best delivered and the opportunities they present.

Key to ICT development and its potential for cost and efficiency savings is the regulatory framework in which it is occurring as well as the public sector policies that direct and enable it. Again, it is the opportunities that exist in Europe for PPPs that need to be considered.

Finally, we will be considering the role telecommunications and mobile technology play in creating sustainable economic growth and their roles in a single market without regulatory borders, particularly in light of the global economic downturn.

Influence the DEBATE

As a registered delegate you have a chance to influence these crucial debates by adding key questions to the agendas. Contact British Publishers' Editorial Director William Davis, who will be chairing the sessions, with your suggestions. wdavis@bpl.uk.com

Grzegorz Schetyna - Minister of Home Affairs - Poland

Representative - Civil Aviation Authority - Czech Republic

Representative - Szczecin and Swinoujscie Seaports Authority

Representative - Prague Airport Passport Control

Max-Peter Ratzel - Director - Europol (European Police Force)

Tatjana KOKE – Minister, Ministry of Education Latvia

Gintaras STEPONAVICIUS – Minister, Ministry of Education Lithuania

Larisa SAVGA – Minister, Ministry of Education Moldova

Dr Arnold Bieber – Chairman, CEE Schools Association

David Cobb - Executive Director, CEE Schools Association

Jean-Noel Colin - Technology Senior Advisor, European School Net

Marc Durando - Executive Director, European School Net

Roger Blamire - Senior Manager Policies and Practice, European School Net

Marc Van Coillie – CTO, European Institute for eLearning

Maureen Layte - Development Director, European Institute for eLearning

Ivo Ivanovich - Minister for Information Society, FYROM

● This list is not exhaustive and more names will be added to it over the coming weeks

i n f o r m a t i o n



The venue

This exclusive event will take place at Prague's MaMaison Riverside Hotel in the heart of the city's business district and a fitting venue for our high-level delegation. The intimate surroundings of this boutique hotel will inspire debate and aid conversation that will lead to real business.

For more information visit: www.riversideprague.com

Flights and accommodation

British Publishers has arranged special delegate rates for flights and accommodation. Please contact our agent Monika Sorfova in Prague for full details of these arrangements and she will be happy to help you with your travel to and stay in Prague.

Contact Monika Sorfova at Pragia Incoming Agency on +42 (0) 234 704 731 or email monika.sorfova@pragia.cz

Contacts at British Publishers

British Publishers' events staff will be happy to help all delegates with any queries about the event and the forthcoming debates.

For details about the event organisation, contact:

Andrew Bell on +44 (0)117 916 6544 or email abell@bpl.uk.com
or Sarah Anderson on +44 (0)117 916 6549 or email sanderson@bpl.uk.com

For details about the agendas and debate topics, contact:

William Davis on +44 (0)117 916 6546 or email wdavis@bpl.uk.com

To contact the British Embassy in connection with the event call

Leos Jirasek on +42 (0)224 800 116 or email leos.jirasek@fco.gov.uk

British Publishers 
media with influence

Networking

British Publishers understands the value of networking and will work with all delegates to facilitate one-to-one meetings for those you wish to talk with. Visit our website for details of how you can book these meetings over the course of the event in Prague.

All delegates will also be welcomed at our special networking luncheon, while we will also be organising a very special cocktail evening for all delegates at the hotel after the day of debates. Full details will be available on the event website.

www.estrategiesworld.com

Useful links

The event in Prague is the latest in a series of global dialogue events in our eStrategies Live programme. To see videos of the last event, as well as examples of the post-event dissemination visit our Cape Town site at:

www.estrategies.za.com

To find out more about British Publishers and our publishing and events portfolios, visit:

www.britishpublishers.com

