

## AGENDA

### FRIDAY, November 9, 2007

- 7:30 – *Registration*
- 8:00 – *Opening Session*
- 8:00 – 8:05 *Opening Speech*
- Mr. Toshiro Kawamura, 2007 GBDe Overall Chair
- 8:10 – 8:20
- Mr. Hiroya Masuda, Minister of Internal Affairs and Communications
- 8:25 – 8:40 *The Future of E-Commerce in the APEC Perspective*
- Amb. Colin Heseltine, Executive Director, Asia-Pacific Economic Cooperation
- 8:45 – 9:00 *The Future of Internet Economy: Creation, Trust, Conversion*
- Mr. Pier Padoan, Deputy Secretary General, Organization for Economic Co-operation and Development
- 9:05 – 9:35 *Keynote Speech*
- Outlook of Net Society and Issues*
- Dr. Heizo Takenaka, Professor and Director of the Global Security Research Institute, Keio University (Former Minister of Internal Affairs and Communications)
- 9:35 – 9:55 *Coffee Break*
- 9:55 – *Session 1: Web Commerce 2.0*
- “Promises for enriching and expanding e-commerce market”*
- Session Chair: Dr. Shyue-Ching Lu, President, Chunghwa Telecom
- 9:55 – 10:10 *Digital Home Issue Group Activity Report*
- Dr. Shyue-Ching Lu, President, Chunghwa Telecom
- 10:10 – 10:25 *International Micropayments Issue Group Activity Report*
- Dr. Lung-Sing Liang, President, Telecommunication Laboratories, Chunghwa Telecom
- 10:25 – 10:40
- Mr. Hideichi Okada, Director-General, Ministry of Economy, Trade and Industry
- 10:40 – 10:55 *Mobile Wallet in Japan (Osai-fu-Keitai)*
- Mr. Kiyoyuki Tsujimura, EVP, NTT DoCoMo
- 10:55 – 11:10 *Future of Smartcards*
- Mr. Greg Pote, Chairman, Asia Pacific Smart Card Association
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- 11:10 – 11:25 Digital Content Network Publishing & Distribution: Open a New Era of E-Trading in China
- Mr. Yiqun Wei, Deputy Managing Director of International Department, Chinanetwork Communications Group Corporation
- 11:25 – 11:40 Outlook for Digital Home Services
- Eric Li, Regional Director, Asia Pacific Division, Microsoft Taiwan
- 11:40 – 11:55 Q&A
- 12:00 – 12:45 *Luncheon*
- 12:45 – 13:00 Expectation Toward the E-Commerce and Ubiquitous Network World
- Mr. Kunio Ishihara, Co-Chair, Committee on Information and Telecommunication Policy, Japan Business Federation
- 13:00 – 13:15 Technology for Safe and Secure B2C E-Commerce
- Dr. Hajime Sasaki, Chairman, NEC Corporation
- 13:30 – *Honorable Guest Speeches*
- 13:30 – 13:40
- Mr. Akira Amari, Minister of Economy, Trade and Industry
- 13:45 – 14:00 APEC Cross-Border Privacy Rules and US SAFE WEB Act
- Ms. Pamela Harbour, Commissioner, Federal Trade Commission
- 14:05 – 14:20
- Mr. Antti Peltomaki, Deputy Director General, European Commission
- 14:25 – 14:40 Outlook of E-Commerce in Taiwan (tentative)
- Taiwanese Government Representative
- 14:45 – *Session 2: Reliability & Governance*  
*“Confronting issues and increasing need for international discussions and collaboration”*
- Session Chair: Dr. Takao Shiino, Counselor, Nomura Research Institute
- 14:45 – 15:00 Cyber Security Issue Group Activity Report
- Mr. Buheita Fujiwara, Chairman, Information-technology Promotion Agency
- 15:00 – 15:15 Ubiquitous Network Society Issue Group Activity Report
- Dr. Takao Shiino, Counselor, Nomura Research Institute
- 15:15 – 15:30
- Mr. Kiyoshi Mori, Vice Minister for Policy Coordination, Ministry of Internal Affairs and Communications
- 15:30 – 15:45 Collaboration between GBDe and The Open Group
- Mr. Allen Brown, President, The Open Group

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- 15:45 – 16:00 Security for Embedded Software
- Dr. Tsutomu Matsumoto, Professor, Yokohama National University
- 16:00 – 16:10 Q&A
- 16:10 – 16:20 *Coffee Break*
- 16:20 – *Session 2: Reliability & Governance (continued)*
- Session Chair: Mr. Dennis McGuire, Chairman, TPI
- 16:20 – 16:35 Consumer Confidence Issue Group Activity Report
- Mr. Toshiro Kawamura, Executive Advisor, NEC Corporation
- 16:35 – 16:50 Global ADR Collaboration
- Dr. Kotaro Tsuru, Senior Fellow, Research Institute of Economy, Trade and Industry
- 16:50 – 17:05 The Asia-Pacific Trustmark Alliance Update
- Mr. Jeh Shyan Wong, CEO, CommerceNet Singapore, and a member of Asia Trustmark Alliance
- 17:05 – 17:15 Q&A
- 17:15 – *Closing Session*
- 17:15 – 17:35 Closing Remarks
- Mr. Toshiro Kawamura, 2007 GBDe Overall Chair
- 19:00 – *Gala Dinner*  
Dinner Cruise on the Tokyo Bay

*Note: Content and Agenda are subject to change*

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