



10th GBDe Summit
Sustainable e-commerce
Business Society
Oct. 31, 2008, San Francisco

Agenda

Friday, October 31, 2008

8:00-	Registration
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Opening Session (8:30-9:20)

8:30-8:35	<i>Welcome Speech</i> Mr. Takashi Enomoto 2008 Global Business Dialogue on Electronic Commerce (GBDe) Overall Chair/ Senior Executive Vice President and Representative Director, NTT DATA
8:35-8:50	Amb. Juan Carlos Capuñay 2008 Executive Director Asia-Pacific Economic Cooperation (APEC) Secretariat
8:50-9:05	<i>Ubiquitous Networks: a need for the users, a challenge for the Society</i> Prof. Ing. Sergio Antocicco Chairman International Telecommunications Group (INTUG)
9:05-9:20	<i>Future Internet</i> Prof. Radu Popescu-Zeletin Professor, the Technical University Berlin/ Director, Fraunhofer Institute for Open Communication Systems

9:20-9:30	Coffee Break
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Session I: Next Generation e-Commerce (9:30-11:00)

Session Chair: Mr. Shaio-Tung Chang, President of Chunghwa Telecom

9:30-9:45	<i>Digital Home Issue Group</i> Dr. Lung-Sing Liang President Chunghwa Telecom Labs
9:45-10:00	<i>International NFC Payment Issue Group</i> Dr. Lung-Sing Liang President Chunghwa Telecom Labs
10:00-10:15	<i>Expanding the Human Network: the Evolution of Collaborative eCommerce</i> Mr. Guillermo Diaz, Jr. Vice President of Customer Commerce & Service Information Technology Cisco Systems
10:15-10:30	<i>Mobile Wallet Service in Japan (Osai-fu-Keitai)</i> Mr. Masaki Yoshikawa Senior Vice President NTT DOCOMO
10:30-10:45	<i>Beyond Home network</i> Prof. Kazuhiro Kitagawa Research Associate Professor, Keio University/ Vice-chair, P2P Universal Computing Consortium (PUCC)
10:45-11:00	Q&A

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11:00-11:15	Break
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Honorable Speakers Session I (11:15-12:15)

11:15-11:30	<i>IT as an economic demand creator and solution provider</i> Mr. Katsuhiko Kaji Director, Information Policy Division, Commerce and Information Policy Bureau Ministry of Economy, Trade and Industry (METI), Government of Japan
11:30-11:45	<i>Ensuring Consumer Privacy in a Digital Environment</i> Mr. Jeffrey Klurfeld Director of Western Region U.S. Federal Trade Commission
11:45-12:00	<i>ICTs and the environment: Tackling the next 98%.</i> Dr. Graham Vickery Directorate for Science, Technology and Industry Information, Computer and Communications Policy Division Organisation for Economic Co-operation and Development (OECD)
12:00-12:15	Amb. Jason C. Yuan Representative Taipei Economic and Cultural Representative Office in the United States

Luncheon (12:15-13:15)

12:15-	Luncheon
12:45-13:05	Luncheon Speaker <i>The Future of Information Technology</i> Mr. Kenneth I. Juster Executive Vice President of Law, Policy, and Corporate Strategy Salesforce.com

13:15-13:30	Break
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Honorable Speakers Session II (13:30-14:00)

13:30-13:45	<i>The APEC Data Privacy Pathfinder</i> Ms. Robin R. Layton Director, Office of Technology and Electronic Commerce U.S. Department of Commerce
13:45-14:00	Mr. Masayasu Nakano Director, Multilateral Affairs Office Ministry of Internal Affairs & Communications (MIC), Government of Japan

Agenda (continued)

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Session II: Trust and Reliability (14:00-15:45)

Session Chair: Mr. Dennis McGuire, Founder and Chairman Emeritus of TPI

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| 14:00-14:15 | <i>Consumer Confidence Issue Group</i>
Mr. Toshiro Kawamura
2008 Global Business Dialogue on Electronic Commerce (GBDe) Co-chair/
Executive Advisor, NEC |
| 14:15-14:30 | <i>Cyber Security Issue Group</i>
Mr. Yusaku Nakata
Executive Director
Information-technology Promotion Agency (IPA), Japan |
| 14:30-14:45 | <i>Trustmarks and their Role in Increasing Trust in the On-Line Economy</i>
Ms. Fran Maier
Chief Executive Officer
TRUSTe |
| 14:45-15:00 | <i>Information Security Threat & Defenses</i>
Mr. Justin Somaini
Chief Information Security Officer
Symantec |
| 15:00-15:15 | <i>GBDe and The Open Group</i>
Mr. Allen Brown
President and Chief Executive Officer
The Open Group |
| 15:15-15:30 | <i>Protecting Consumers Interests in e-Commerce</i>
Ms. Indrani Thuraisingham
Head, Asia Pacific and Middle East Region
Consumers International |
| 15:30-15:45 | Q&A |
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| 15:45-16:00 | Coffee Break |
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Agenda (continued)

Friday, October 31, 2008

Keynote Session

16:00-16:30 **Keynote Speaker**
E-Commerce & Transportation
 The Honorable Norman Y. Mineta
 Former U.S. Secretary of Commerce,
 Former U.S. Secretary of Transportation
 Vice Chairman, Hill & Knowlton

16:30-16:45 VIP Photo Ceremony & Break

Session III: Sustainable Business Society (16:45-18:15)

Session Chair: Dr. Jyh-Sheng Ke, Senior Fellow and Board Member of the Institute for Information Industry (III)

16:45-17:00 *Ubiquitous Network Society Issue Group*
 Dr. Takao Shiino
 Counselor
 Nomura Research Institute (NRI)

17:00-17:15 *Digital Opportunity Issue Group*
 Mr. Chien-Chiu Lin
 Advisory Planner
 Institute for Information Industry (III)

17:15-17:30 *ICT Applications in Merchant Ship Fleet -Expectation for Ubiquitous Network at Sea-*
 Mr. Yutaka Yasunaga
 Adviser to the President
 NYK Line

17:30-17:45 *Grow Smartly: How to Leverage Storage in a Global Environment*
 Mr. Claus Mikkelsen
 Chief Scientist
 Hitachi Data Systems

17:45-18:00 *People First: Building a Sustainable Business Society*
 Mr. Kul Wadhwa
 Head of Business Development
 Wikimedia Foundation

18:00-18:15 Q&A

Closing Session

18:15- Closing Session

Gala Dinner

18:30-

(As of October 27, 2008)

Note: Content and agenda are subject to change