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Mr. Takashi Enomoto, 2009 GBDe Overall Chair, Senior EVP and Representative Director of NTT DATA CORPORATION, welcomed the distinguished guests and thanked them for their participation at the opening speech.



Dr. Jacques Bus, Head of Trust and Security, Directorate General Information Society and Media, European Commission, presented "Toward Trustworthy ICT Products and Services."



Mr. Erwin Schwärzer, Head of Strategic IT and e-government Affairs Division of the Federal German Ministry of the Interior, gave his keynote speech, "The State's IT and IT Investment Programme: Structures, Responsibilities and Objectives."

1. Report from GBDe Summit 2009

The Global Business Dialogue on e-Commerce (GBDe) held its memorable 11th Annual Summit and Gala Dinner at the Sofitel Munich Bayerpost on November 5th, 2009 in Munich, Germany. The Summit provided a forum for members and participants to discuss "a better future, safe and worry free, 安全 & 安心" which was our 2009 annual theme. It was a unique opportunity for interaction among e-business leaders and policymakers from corporations, governments and non-profit organizations.

Seventy-five participants gathered for the 11th Summit. GBDe members were honored to invite two Keynote Speakers from Europe, Dr. Jacques Bus, Head of Trust and Security of the Directorate General Information Society and Media of the European Commission, and Mr. Erwin Schwärzer, Head of Strategic IT

and E-Government Affairs division of the Federal German Ministry of the Interior. On behalf of the city of Munich, Mr. Alexander Reissl, Councilman of the Munich City Council, and Mr. Peter Driessen, CEO of the Chamber of Industry and Commerce for Munich and Upper Bavaria gave welcome speeches in the Opening Session. Guest speakers included central government officials from Japan, the US and Chinese Taipei. The private sector was also represented with officials in attendance from companies such as Cap Gemini, T-Systems Multimedia Solutions and Turkcell. Research institutions in attendance included the Austrian Institute for Applied Telecommunications (OIAT), Institut TELECOM, and Rikkyo University as well as non-governmental/non-profit organizations such as the European Consumer Centres Network (ECC-Net), the Global Cities Dialogue (GDC) and the Wikimedia Foundation.

The Summit had two principal sessions, *Session I: A better future for information communication technology (ICT)* and *Session II: A safe and worry free world for consumers* in order to have in-depth dialogues focusing on the GBDe 2009 annual theme. In Session I, participants discussed how ICT could be used to tackle various real-world issues such as global warming, greenhouse emissions, and the digital divide. Mr. Kul Wadhwa of the Wikimedia Foundation remarked that "everything that you do, whether you're talking about the digital divide, e-commerce, healthcare, it's still about people and we should not forget that." Participants not only saw the future of ICT but also recognized the potential of GBDe to expand its activities for many social needs. Participants in Session II focused specifically on the safe e-commerce environment including consumer confidence and NFC Micropayments. GBDe has been working on consumer confidence-related topics for many years. Based on this foundation, GBDe members started working on NFC Micropayment technologies. The European guest speakers shared their experiences and knowledge in these areas during this session.





Honorable Speakers and Business Steering Committee Members at the Summit

2. New Start 2010: GBDe Name Change

Starting in January 2010, GBDe members agreed to change its name from "Global Business Dialogue on E-Commerce" to "Global Business Dialogue on E-Society." Announced by Mr. Enomoto at the 11th GBDe Summit's Closing Speech, our new name was favorably accepted by the Summit guests and participants. When GBDe was established in 1999, the Internet era had just emerged.

GBDe members and stakeholders made efforts to propose the formulation of global rules for E-Commerce in step with the growth of the Internet. Now, people and businesses around the world appreciate the benefits of E-Commerce that have become widespread in some aspects of our lives. While information technology advancement has never stopped, we have to face new issues related to emerging technologies. GBDe members believe that our accumulated experience and knowledge in the E-Commerce area can be contributed to tackle new challenges such as cloud computing, the digital divide, privacy & security issues and Green IT. Using the word "E-Society" instead of "E-Commerce" takes GBDe to the next level.

*From now on we would like to change ourselves to grow our business dialogue on E-Society instead of E-Commerce to widen our activities in response to society's request...
Business is often changing and we also have to change*

by Mr. Takashi Enomoto,
2009 GBDe Overall Chair



(Right to left) Ms. Katharina Maimer, OIAT and 2009 GBDe Business Steering Committee Members



Mr. Henk Broeders, Member of the Group Executive Committee, Cap Gemini S.A.



Ms. Angela Spizig, Vice Mayor of Cologne, Germany, Representative of Global Cities Dialogue (GCD)



Mr. Enomoto expressed appreciation for the Summit participants at the GBDe Gala Dinner.

Organizing Committee Members:



Issue Group Members:



Affiliated groups:

