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8:00- Registration

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**Opening Session (8:30-9:25)**

8:30-8:40 **Opening Speech**  
Mr. Takashi Enomoto  
2009 Global Business Dialogue on Electronic Commerce (GBDe) Overall Chair  
Senior Executive Vice President and Representative Director, NTT DATA CORPORATION

8:40-8:55 **ICT-Cluster Munich: Regional network for global success**  
Mr. Peter Driessen  
CEO (Chief Executive Officer),  
Chamber of Industry and Commerce for Munich and Upper Bavaria

8:55-9:10 **The realization of smart world by E-Innovation**  
Mr. Kensuke Tomita  
Deputy Director-General, Commerce and Information Policy Bureau,  
Ministry of Economy, Trade and Industry (METI), Japan

9:10-9:25 **Words of Welcome from the City of Munich**  
Mr. Alexander Reissl  
Councilman,  
Munich City Council

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9:25-9:45 Coffee Break

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**Session I: Better future with ICT (9:45-11:15)**

Session Chair: Dr. Takao Shiino, Counselor of Nomura Research Institute Ltd.(NRI)

9:45-10:00 **Digital Home Issue Group**  
Mr. River Lee  
Senior Researcher,  
Business Customer Solutions Lab., Chunghwa Telecom Co., Ltd.

10:00-10:15 **Ubiquitous Network Society Issue Group**  
Dr. Makoto Yokozawa  
Senior Consultant,  
Nomura Research Institute Ltd.(NRI)

10:15-10:30 **Digital Opportunity Issue Group**  
Mr. Chien-Chiu Lin  
Advisory Planner, Planning & Evaluation Office,  
Institute for Information Industry (III)

10:30-10:45 **The Power Shift: User Driven Systems**  
Mr. Kul Wadhwa  
Managing Director,  
Wikimedia Foundation Inc.

10:45-11:00 **Digital Opportunity through Future Internet**  
Mr. Semih Incedayi  
General Manager,  
Turkcell

11:00-11:15 Q&A

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11:15-11:40 Break

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## Honorable Speakers Session I (11:40-12:25)

- 11:40-11:55     ***Protecting Consumer Privacy in Cross-Border Data Flows through APEC Cross-Border Privacy Rules.***  
Mr. Markus B. Heyder  
Counsel for International Consumer Protection Office of International Affairs,  
U.S. Federal Trade Commission
- 11:55-12:10     ***Toward a Safe, Worry-Free, Intelligent Taiwan***  
Amb. Dr. Wu-lien Wei  
Representative,  
Taipei Representative Office in the Federal Republic of Germany
- 12:10-12:25     ***Buying from abroad online -  
Advice and help offered by the ECC-Net, the E-commerce Contact Point and ODRs***  
Mr. Felix Braun  
Director of the E-commerce Contact Point Germany  
Representative of the European Consumer Centres Network (ECC-Net)

## Lunch (12:30-13:25)

## Honorable Speakers Session II (13:30-14:30)

- 13:30-13:45     ***GCD bright ideas - Sharing members' experience***  
Ms. Angela Spizig  
Vice Mayor of Cologne, Germany  
Representative of Global Cities Dialogue (GCD)
- 13:45-14:00     ***ICT Policy in Japan - A better future, safe and worry free -***  
Mr. Shoji Mihara  
Director for Multilateral Economic Affairs Office, Global ICT Strategy Bureau,  
Ministry of Internal Affairs & Communications (MIC), Japan
- 14:00-14:15     ***Japanese and Asian Challenges for Safe and Worry Free E-commerce Transactions***  
Prof. Yoshihisa Hayakawa  
Professor of Law,  
Rikkyo University
- 14:15-14:30     ***Innovation is about making money, and not ICT only***  
Mr. Henk Broeders  
Member of Group Executive Committee,  
Cap Gemini S.A.

## Keynote Session (14:30-15:10)

- 14:30-14:50     ***Keynote Speaker I***  
***Towards trustworthy ICT products and services***  
Dr. Jacques Bus  
Head of Unit - Trust and Security (ICT Programme)  
DG Information Society and Media,  
European Commission
- 14:50-15:10     ***Keynote Speaker II***  
***The State's IT and the IT Investment Programme: Structures, responsibilities and objectives.***  
Mr. Peter Batt  
Deputy-CIO(Chief Information Officer),  
Federal German Ministry of the Interior

- 15:10-15:30     **VIP Photo Ceremony & Coffee Break**

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## Session II: Safe and worry free world for consumer (15:30-17:30)

Session Chair: Dr. Yuan-Kuang Tu, President of Telecommunication Laboratories, Chunghwa Telecom Co., Ltd.

- 15:30-15:45     **Consumer Confidence Issue Group**  
Mr. Toshimitsu Iwanami  
Senior Vice President and Member of the Board,  
NEC Corporation
- 15:45-16:00     **International NFC Payment Issue Group**  
Dr. Chih-Shoung Huang  
Senior Researcher,  
Multimedia Applications Lab., Chunghwa Telecom Co., Ltd.
- 16:00-16:15     **Processes of Creating Economic Value in a Digital World**  
Mr. Uwe Spiegel  
Business Unit Director,  
T-Systems Multimedia Solutions GmbH
- 16:15-16:30     **Clouds in the Sky**  
Prof. Radu Popescu-Zeletin  
Professor, the Technical University Berlin  
Director, Fraunhofer Institute for Open Communication Systems (FOKUS)
- 16:30-16:45     **ITEA projects results impact on NFC Micropayment**  
Dr. Philippe Letellier  
Deputy Research Director, Institut TELECOM  
Vice-Chairman of ITEA 2
- 16:45-17:00     **Brand Protection Services**  
Dr. Orestis Terzidis  
Director of the CEC Karlsruhe,  
SAP AG
- 17:00-17:15     **Euro-Label - the European Trust Mark**  
Mr. Franz Haslinger  
Head of e-commerce  
Austrian Institute for Applied Telecommunications (OIAT) : Telecommunications  
Representative of Euro-Label Austria
- Internet Ombudsmann - the ADR-system of Euro-Label**  
Ms. Katharina Maimer  
Legal Staff  
Austrian Institute for Applied Telecommunications (OIAT)  
Representative of Euro-Label Austria
- 17:15-17:30     Q&A

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## Closing Session (17:30-17:35)

- 17:30-17:35     **Closing Speech**  
Mr. Takashi Enomoto  
2009 Global Business Dialogue on Electronic Commerce (GBDe) Overall Chair  
Senior Executive Vice President and Representative Director, NTT DATA CORPORATION

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## Gala Dinner

18:00-