



# Interoperability: Key to International Business

## The role of ICT Standards

### Intercontinental Hotel Warsaw

EMILII PLATER 49  
WARSAW, 00-125 POLAND

6 – 7 February 2008



## Sponsorship file

Conference co-financed by



Hosted by



# GENERAL INFORMATION

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Venue:	<b>InterContinental Hotel WARSAW</b>  EMILII PLATER 49 WARSAW, 00-125 POLAND
Exhibition:	Conference Lobby exclusively reserved for conference partners and main sponsor
Dates and Conference Hours:	6 - 7 February 2008  <u>Day 1</u> : 9.00 – 18.00  <u>Day 2</u> : 9.00 – 12.00
Cocktail:	6 February 2008  Starting at 18.30
Management of Sponsors	Sarah Penny 35 Rue de Stassart 1050 Brussels Belgium  Tel: +32 2 519 68 89 Fax: +32 2 519 69 19  E-mail: <a href="mailto:info@cenelec.org">info@cenelec.org</a>
Web:	Under construction

# PRESENTATION OF THE CONFERENCE

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Interoperability is the ability to exchange and use information between networks, systems, devices, applications or components. Nowadays, all interested parties – governments, industries, consumers and other social partners – have acknowledged the need for interoperability. As a matter of fact, the benefits interoperability could bring to European and international competitiveness, productivity, GNP growth and employment are significant.

Given the increasing diversity of systems and applications, interoperability makes the development of a mass market possible and avoids the inconvenience of fragmentation. But interoperability would not be viable without standards. Standardization is an essential tool to foster interoperability.

Hence interoperability standards are a primary objective for all standardization stakeholders, be it policy-makers, industrial players or users. The European and American standardization organisations, with close links to their global counterparts, offer open, transparent environments for standards making. They can guarantee a sustainable solution for an interoperable competitive environment.

Jointly organised by CEN, CENELEC, ETSI and ANSI – the European and American standardization bodies – the Conference on Interoperability will provide a first-class opportunity for delegates to understand, discuss and share their views on this challenge. Both American and European stakeholders will come together and address global issues on interoperability and standards.

## **Why join the partners of the Conference?**

Warsaw, Poland, will host the Conference. Located in the heart of Europe, Poland has an enormous development potential and plays an increasingly important role in the construction of Europe. Poland's energy will attract a significant number of interested parties from the Region, and international actors will be present.

We offer you a unique opportunity to create and develop contacts with the 200 high-ranking guests who will take part during the 2 days of the Conference: officials of the European Commission, representatives of the Polish and American governments, top representatives of the standardization arena and representatives of the Industry.

This Conference enables you to address stakeholders committed to a pro-active development of the Industry. You will be granted a primary visibility on a European and international platform that will provide you with an exclusive chance of reaching new markets and enlarging your vision.

# PROVISIONAL CONFERENCE PROGRAM

Day One – 6 February 2008			
9.00-10.25	<ul style="list-style-type: none"> <li>- Introduction by Dr Spindler (CENELEC President)</li> <li>- Address by:                             <ul style="list-style-type: none"> <li>o the European Commission</li> <li>o a Polish MEP</li> <li>o an American government representative</li> <li>o a Polish government representative</li> </ul> </li> </ul>		
10.45-12.00	<ul style="list-style-type: none"> <li>- Industry overview                             <ul style="list-style-type: none"> <li>o US industry representative</li> <li>o EU industry representative</li> </ul> </li> <li>- Introduction to the break-out sessions</li> </ul> <p style="text-align: center;">QUESTIONS AND ANSWERS</p>		
12.00- 13.50	Lunch		
Afternoon	Break-out Session		
13.50-15.40	Theme 1: Home and Building Electronic Systems	Theme 2: eBusiness Interoperability	Theme 3: Radio Frequency Identification Devices
16.05-18.00	Theme 4: Entertainment applications	Theme 5: Case studies on interoperability - eHealth, eLearning, eSkills, eGovernment	Theme 6: Technical Interoperability and Quality of Standards
18.30	Cocktail		
Day Two – 7 February 2008			
Morning	Round table on Break-Out Session Findings and Results		
9.00-12.00	<ul style="list-style-type: none"> <li>- Reporting on findings and results</li> <li>- Panel Discussion and conclusions</li> <li>- Questions &amp; Answers</li> <li>- Closing remarks</li> </ul>		
12.00- 13.30	Lunch		
End of day 2 and Conference			

# TOPICS LINKING WITH STANDARDIZATION

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## **1. Home Building Electronic Systems (HBES)**

The integration of a wide spectrum of applications in and around houses and buildings and their control is a concept that has steadily grown to become part of our daily lives. Network providers, manufacturers and users are working together to develop the necessary media to ensure the interoperability of product-oriented solutions.

## **2. eBusiness Interoperability**

Lack of interoperability of eBusiness standards has for a long time prevented the successful uptake of eBusiness software solutions, especially by SMEs and those trading with different sectors. Efforts are under way to improve interoperability through standardized solutions, and to ensure the availability of these solutions is understood.

## **3. Radio Frequency Identification Devices (RFID)**

RFID systems, which are mainly used for tracking goods, are still based on proprietary standards. These problems prevent interoperability and the development of RFID applications outside the limits of a single company system. The use of RFIDs for public safety, e.g. in passports and border controls, also raises issues such as security and protection of data privacy.

## **4. Entertainment applications**

Electronic devices are part of our lifestyle. Although nowadays many more households own a computer, the television set still rallies the family. The recent introduction of digital TV conveys a lot of technological changes and our entertainment devices need to interoperate correctly.

## **5. Case studies on interoperability – eHealth, eLearning, eSkills, eGovernment**

Application software needs to be interoperable if the data it contains needs to be shared by more than one organisation. We need to ensure that the necessary standards are in place or, if they are, that they can be used in an interoperable manner. But interoperability in ICT also means “interoperability of people”, i.e. ensuring that the necessary skills for the information society to thrive are recognised across European frontiers.

## **6. Technical Interoperability and Quality of Standards**

Interoperability between pieces of equipment or software implementing the same standards is the ultimate goal and proof of success of standardization. But often ambiguities and options included in the standard block interoperability. Validation of the standards may be made through the development of interoperability testing strategies.

# SPONSORSHIP

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**Please note that the list of suggestions below is only provisional.  
If you have other suggestions for sponsorship, please contact us.**

## **1. SPONSORS**

We give you the possibility to become one of the sponsors for the whole event.

We offer you:

- Overall visibility
- Your logo with a special mention as conference sponsor on communication materials – banners, etc.
- Possibility to display your publications in the lobby
- Your logo on the Internet site with a link to your Homepage
- Your logo on the Conference programme
- A special thanks on the Conference documentation and on the platform
- Logo projected on screen before the conference and during change of sessions
- One conference fee waiver

## **2. NETWORKING SPONSORS**

### **2.1. Sponsoring of the Cocktail**

Participation in the Cocktail on 06 February 2008

We offer you:

- Your logo placed on signs at various locations during the Cocktail
- Personalisation with your colours on the menus
- Your logo on the Internet site with a link to your Homepage
- Your logo included on the co-sponsors banner on the conference programme

- And projected on the screen (co-sponsors banner) before the conference and during change of sessions
- Possibility to display your publications in the lobby
- One conference fee waiver

## **2.2. Sponsoring of the Lunch**

Lunch for 200 people

We offer you:

- Your logo placed on signs at the various locations of the lunch break
- Special mention on the programme timetable
- Personalisation with your colours on the menu
- Your logo on the Internet site
- Your logo included on the co-sponsors banner on the conference programme
- And projected on the screen (co-sponsors banner) before the conference and during change of sessions
- One conference fee waiver

## **2.3. Sponsoring of the Coffee Breaks**

Coffee breaks include: coffee, tea, juice, mineral water, biscuits for 200 people

We offer you:

- Your logo placed on signs at the various locations of the coffee break
- Special mention on the programme timetable
- Personalisation with your colours on the menu
- Your logo on the Internet site
- Your logo included on the co-sponsors banner on the conference programme
- And projected on the screen (co-sponsors banner) before the conference and during change of sessions
- One conference fee waiver

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The procedure applicable to any service rendered by CENELEC to an external company applies:

- an invoice will be addressed by CENELEC to the sponsor, mentioning the subject and the amount without VAT.
  
- if the sponsoring company is located in a **country of the European Union, except Belgium**, and if the company has a VAT number, this VAT number must be mentioned on the invoice and no VAT will be charged;
  
- if the sponsoring company is located **in Belgium** (with or without VAT number) or if the company is located in **another country of the European Union and has no VAT number**, VAT of 21% must be charged onto the amount of the invoice;
  
- if the sponsoring company is located **outside the European Union**, no VAT must be applied ("service to a company external to EU").



## APPLICATION FORM

### Interoperability: Key to International Business

Warsaw, 6 – 7 February 2008

Intercontinental Hotel - Warsaw

To be duly filled in and returned before 30 September 2007, to the address below:

CENELEC  
Sarah Penny  
35 Rue de Stassart  
1050 Brussels  
Belgium

Telephone: +32 (0)2 519 68 89 - Fax: +32 (0)2 519 69 19

E-mail: [info@cenelec.org](mailto:info@cenelec.org)

Company name:

Contact name:

Address:

Postal Code:

City:

Country:

Telephone (Company):

Direct:

Fax (Company):

Direct:

E-mail (Company):

Direct:

Address for invoicing (if different from the above address):

Sponsoring which interests your company:

Date,

Signature with Company stamp

## CONFERENCE PARTNERS

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The European Committee for Standardization (CEN) is a business facilitator in Europe, removing trade barriers for European industry and consumers. Its mission is to foster the European economy in global trading, the welfare of European citizens and the environment. Through its services it provides a platform for the development of European Standards and other technical specifications.

CEN's 30 National Members work together to develop voluntary European Standards (ENs) in various sectors to build a European Internal Market for goods and services and to position Europe in the global economy. More than 60.000 technical experts as well as business federations, consumer and other societal interest organizations are involved in the CEN network that reaches over 460 million people.

For further information please visit: [www.cen.eu](http://www.cen.eu)



The European Committee for Electrotechnical Standardization - is officially responsible for standardization in the electrotechnical field.

In an ever more global economy, CENELEC fosters innovation and competitiveness, making technology available not only to major businesses but also to SMEs through the production of voluntary standards. CENELEC creates market access at the European level but also at the international level through its cooperation agreement with the International Electrotechnical Commission (IEC).

Through the work of its 30 Members together with its experts, the industry federations and consumers, electrotechnical European Standards are created in order to help shape the European Internal Market, to encourage technological development, to ensure interoperability and to guarantee the safety and health of consumers, as well as the environmental protection.

Detailed information available at [www.cenelec.org](http://www.cenelec.org)



ETSI, the European Telecommunications Standards Institute, is officially recognized for the standardization of Information and Communication Technologies (ICT), with a particular emphasis on telecommunications, broadcasting and related electronic communications.

An independent organization based in Sophia Antipolis, France, ETSI unites almost 700 member companies from 62 countries inside and outside Europe, including manufacturers, network operators, administrations, service providers, research bodies and users – in fact, all the key players in the ICT arena. ETSI's focus extends well beyond Europe, as the Institute plays a major role in developing a wide range of standards and specifications including conformance testing methods as a European contribution to world-wide ICT standardization.

For more information: [www.etsi.org](http://www.etsi.org)



The American National Standards Institute (ANSI) is a private, non-profit organization that administers and coordinates the U.S. voluntary standardization and conformity assessment system. ANSI provides a neutral forum for organizations from both the U.S. private and public sectors to come together and work cooperatively to enhance the global competitiveness of U.S. business and the American quality of life. ANSI accredits organizations that develop voluntary national consensus standards and American National Standards guided by the Institute's cardinal principles of consensus, due process and openness. ANSI is the sole U.S. representative to the International Organization for Standardization (ISO) and the International Electrotechnical Commission (IEC), via the U.S. National Committee.

Additional information is available at [www.ansi.org](http://www.ansi.org)