

Business Forum Agenda

**New Horizons: Business Innovation and the
Evolving Role of the Internet in
Driving Economic Growth and
Providing Social Benefit**



**OECD Ministerial Meeting
on the Future of the Internet Economy**

Seoul, Korea, 17-18 June 2008

Hosted by **방송통신위원회**
KOREA COMMUNICATIONS COMMISSION

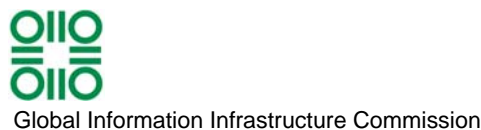
New Horizons: Business Innovation and the Evolving Role of the Internet in Driving Economic Growth and Providing Social Benefit

Business Stakeholders' Meeting to the OECD Seoul Ministerial Meeting on the Future of the Internet Economy

Draft Agenda
(as of June 13, 2008)

16 June 2008
09:15 – 18:00

COEX Grand Ballroom
Seoul, Korea



Global Business Dialogue on Electronic Commerce



Meeting Chairman: Mr. Peter Robinson
President and CEO
United States Council for International Business
(USCIB)

08:30 - 09:15 Registration

09:15 - 09:40 Welcoming Remarks:

- H.E. Youn-Ho Lee
Korean Minister of Knowledge Economy, Korea
- Mr. Jin Roy Ryu
Chairman & CEO, Poongsan Corporation
Vice Chairman, Federation of Korean Industries (FKI)
- Mr. Tadahiro Asami
Secretary General
Business and Industry Advisory Committee to the OECD (BIAC)
- Dr. Susanne Huttner
Director, Directorate for Science, Technology and Industry (DSTI)
OECD

09:40 - 11:10 Session One:
A Business Vision for the Future of the Internet Economy

Purpose: To address the business vision for the future of the Internet beyond the Seoul Declaration, including the development of innovative approaches in ICT application that not only drive Internet development but have far reaching impact and positive potential for economic growth and development, and the improvement of societal welfare.

This session will also address the interplay between convergence, creativity and confidence in enabling the vision of the Internet. Speakers will illustrate how business models are cutting across all of these factors, and how both businesses and policymakers must address how confidence is promoted in converged environments as well as new outlets for creativity that result from convergence.

Moderator: Mr. Joseph Alhadeff, Vice President Global Public Policy, Oracle
Chairman, BIAAC Committee on Information, Computer and
Communications Policy (ICCP)

Speakers: Mr. Joong-Soo Nam
President
KT

Dr. Herbert Heitmann
Senior Vice President Global Communications SAP
Chairman, ICC's Commission on E-Business, IT and Telecoms (EBITT)

Mr. Mikael Hagström
Executive Vice President
SAS Europe, Middle East, Africa and Asia Pacific

Dr. Botaro Hirosaki
Senior Executive Vice President
NEC Corporation

Mr. Howard Charney
Senior Vice President and Office of the Chairman
Cisco

Mr. Oliver R. Bell
Regional Technology Officer
Microsoft Asia Pacific

11:10 - 11:20 Break

**11:20 - 12:00 Session Two:
Private Sector and Government Cooperation in Driving
ICT Innovation**

Purpose: To highlight the important role of private public partnership and cooperation in driving ICT development and its application as well as illustrate how business and government are working together in strategic partnerships to promote growth and societal benefit from ICT.

Moderator: Ms. Audrey Plonk
Information Security and Global Public Policy
Information Technology Association of America (ITAA)

Speakers: Mr. Dan E. Khoo
Chairman of WITSA and CEO of WCIT 2008
Vice President of Business Strategy, Malaysian Multimedia Development Corporation

Mr. Bernard Courtois
President and CEO, Information Technology Association of Canada (ITAC)

**12:00 – 13:00 Session Three:
Convergence and the Information Society – Connectivity of
Networks, Platforms and Devices**

Purpose: To address the convergence of networks, platforms, and devices, and how it has progressed since the 1998 OECD Ministerial on Electronic Commerce in Ottawa. Speakers will discuss the high level benefits and the path forward that are afforded by convergence.

Moderator: Mr. Leonard J. Cali
Senior Vice President, External Affairs - Wireless Services, International Relations, and Strategy
AT&T

Speakers: Mr. Leonard J. Cali
Senior Vice President, External Affairs - Wireless Services, International Relations, and Strategy, AT&T

Mr. Shin-Bae Kim
President, SK Telecom

Ms. Kathryn C. Brown
Senior Vice President for Policy Development, Verizon

Mr. Carlos López Blanco
Director, International Office, Telefónica

13:00 - 14:30 Joint Stakeholders Lunch Hosted by the Korean Government

**14:30 - 15:30 Session Four:
Creativity and Innovation – Creative Business Solutions for
Economy and Society**

Purpose: This session will explore how business can use ICT to address some key global issues, such as climate change, and in the provision of new interactive and creative services in the online environment. The panel will also highlight conditions required for innovation and creativity to flourish using the Internet.

Moderator: Ms. Chloe Munro
Executive Director Innovation Projects for the Digital Future, Telstra

Speakers: Mr. Kyung-ik Kim
CEO, Pandora TV

Ms. Shira Perlmutter
Executive Vice President, Global Legal Policy, IFPI

Ms. Chloe Munro
Executive Director Innovation Projects for the Digital Future, Telstra

**15:30 - 16:30 Session Five:
Confidence: Trust 2.0 – Business Approaches Enabling Trust
Online**

Purpose: To address issues of policy, technology, usability, knowledge, outreach, and education as they relate to developing a “Culture of Trust” for the Internet.

Moderator: Mr. Michael Mudd
Director Public Policy, Asia Pacific, CompTIA

Speakers: Mr. Pierre Georget
CEO GS1 France, Chairman, GS1 Europe

Mr. Paul Misener
Vice President, Global Public Policy, Amazon.com, Inc.

Mr. Michael Gill
Chief Executive Officer, Fairfax Business Media

Mr. Mozelle Thompson
Advisory Board Member and Policy Consultant, Facebook

16:30 - 16:45 Break

**16:45 - 17:45 Session Six:
Enabling the Vision for the
Future of the Internet: Policy Objectives**

Purpose: To highlight the role of the OECD and policymakers in further enabling business innovation in support of the business vision for the future of the internet. Speakers will pull together themes from the previous panels of the forum and illustrate the link with these themes to the business message that will be delivered to the OECD Ministerial meeting.

Moderator: Mr. Peter Robinson
President and CEO, United States Council for International Business
(USCIB)

Speakers: Mr. Jin-Ho Hur
Chairman, Korea Internet Corporations Association
CEO, Neowiz Internet Corp.

Mr. Takashi Enomoto
Executive Vice President and Representative Director, NTT Data
Corporation
Overall Chair, GBDe

Mr. Juha Ronkainen
Director Technology Officer, Nokia, China

17:45 - 18:00 Concluding Remarks

Concluding Remarks by Meeting Chairman and Business Rapporteur to
the Ministerial