

EUROPEAN REGIONS FOR BETTER ICT CONNECTIONS

B3 Regions Launch Conference April 2, 2009

- 9:30 -10:00** **Registration and welcome coffee**
- 10:00–13:00** **B3 Regions Project: Regions for Better Broadband Connection**
- Chair: Akos Bona – National Communication Authority (Hungary),
Telecommunication Advisor
- 10:00-10:10 Welcome Speech
Andrea Bairati - Piedmont Region, Regional Minister of University,
Research, Innovation and Internationalization
- 10:10-10:30 Eight European Good Practices for a Common Goal
Roberto Moriondo - Piedmont Region and B3 Regions Project
- 10:30-10:50 Sharing Experiences towards a Successful Action Plan
Marcin Nowacki - Lodz Region and B3 Regions Project
- 10:50-11:10 Turning Local Good Practices into a Winning Project
Giuseppe Amoruso - Regione Calabria, National Contact Point Interreg IVC
- 11:10-11:30 New Developments in EU Broadband Policy
Guido Acchioni - European Commission, DG Information Society and Media
- 11:30-11:45** **Q&A**
- 11:45-12:05 Benchmarking Broadband Development in Europe
Miguel Gil Tertre - European Commission, DG Information Society and
Media
- 12:05-12:25 Sharing Knowledge among Regions
John Walsh - European Commission, DG Regional Policy, Deputy Head of
Unit
- 12:25-12:45 The Role of the European Broadband Portal
George Hall - ERIS@
- 12:45-13:00** **Q&A**
- 13:00-14:30** **Lunch**

14:30-16:50 Thematic Workshops

14:30-15:10 EGovernment

- The Piedmontese Consortium for Information System
- Regional e-Services
- Digital Identity

Guido Albertini - CSI-Piemonte, International Projects Directorate
Gerard Pietrykiewicz - Lower Silesian Voivodeship

15:10-16:00 Demand Aggregation

- Aggregation for Public Administrations
- Aggregation for Mixed Use
- Demand Aggregation for Satellite/Wireless
- A bottom up Initiative

Chair: George Hall - ERIS@
Andy Lister – NYnet, Marketing Director
Kees Rovers – Close the Gap Initiative
Rafael Mompou - SFERA Project, Member of the SFERA ICT Structural Funds Council
Vittorio Vallero - CSI-Piemonte, Infrastructures Directorate

16:00-16:50 State Aid Issues

- State Aid Criteria and their Application
- Understanding State Aid: Points of View from a Regional Authority

Chair: Miguel Gil Tertre - European Commission, DG Information Society and Media
Filomena Chirico - European Commission, DG Competition, Case Handler
Richard Walters - Project ACCESS
Jaap Doeleman - Amsterdam Broadband Project
Eduard Falcó - Generalitat de Catalunya

16:50-17:00 Closing of the Conference

Erica Gay, Piedmont Region

Broadband and the EU Action in the Recovery Plan April 3, 2009

9:30-10:00 **Registration and welcome coffee**

10:00-11:05 **NEW BROADBAND CHALLENGES AND OPPORTUNITIES IN THE
FORTHCOMING EU BROADBAND STRATEGY**

Chair: George Hall - ERIS@

Welcome speeches

Sergio Deorsola - Piedmont Region, Regional Minister for Federalism,
Decentralisation and Local Institutions

Francesco Brizio - CSI-Piemonte, President

Paolo Romani - Italian Ministry of Economic Development, Secretary of
State for Communications

Giuseppe Blasi - Italian Ministry of Agricultural, Alimentary and Forest
Politics, General Director Rural Development, Infrastructures and Services

Gianluca Susta - Italian Member of European Parliament

10:20-10:30 **New Visions of Development: the Role of ICT**
The Role of ICT in Re-Structuring to a Low Carbon Economy
Paolo Campoli – CISCO, Senior Director, Architectures and Business
Development

10:30-10:40 Openness and Neutrality of Internet
Massimiliano Magrini – Google

10:40-10:55 **Setting the Scene for an EU Broadband Policy**
Why High Speed Internet is Essential for Growth
Ken Ducatel - European Commission, DG Information Society and Media,
Head of Unit

10:55-11:05 Investing in Rural Areas
Christian Constantin - Nokia Siemens, Head of Business Development
Broadband Connectivity Solutions

11:05-12:20 CURRENT AND FORTHCOMING BROADBAND CHALLENGES

Chair: Ken Ducatel - European Commission, DG Information Society and Media, Head of Unit

Access to High Speed Internet

- 11:05-11:15 Investment Challenges for Next Generation Networks
Marco Burzio - Telecom Italia, Network Planning - Head of Next Generation Network Project
- 11:15-11:25 A Future-proof Wireless Solution for Rural Areas
Silvia De Fina, "3"
- 11:25-11:40 Building a Fibre Nation: the Role of Local Communities
Gabrielle Gauthey - Alcatel-Lucent (Video)
- Broadband for All: Setting the Target of 100% Coverage**
- 11:40-11:50 An Example of National Broadband Strategy (EU Member State)
Juha Parantainen - Finnish Ministry of Transport and Communications, Vice Chairman of the National Broadband Advisory Committee
- 11:50-12:00 Providing Fibre Solution to Underserved Areas
Giorgio Proietti Silvestri, FASTWEB, Head of Design & Implementation, Network & Systems Department
- 12:00-12:10 The Role of Satellite in Increasing Coverage
Stefano Agnelli – Eutelsat, Head of Business Development for Value-Added Services; ESOA, Coordinator of Space Policy
- 12:10-12:20 Citizens Rights in Internet
Marco Pierani - BEUC

12:20-13:00 Panel Discussion

13:00-14:30 Lunch

14:30-17:30 INCREASING INVESTMENT IN BROADBAND WITHIN THE CONTEXT OF THE ECONOMIC RECOVERY: INFORMATION AND GOOD PRACTICE SESSION

Chair: Ken Ducatel - European Commission, DG Information Society and Media, Head of Unit

Roadmap and Issues at Stake

- 14:30-14:40 Process and RD Regulation
Josefine Loriz-Hoffmann - European Commission, DG Agriculture and Rural Development, Head of Unit
- 14:40-14:50 Clarification about the Investment Categories
Ken Ducatel - European Commission, DG Information Society and Media, Head of Unit
- 14:50-15:00 Information on State Aid Simplified Procedure
Wouter Pieke- European Commission, DG Competition, Head of Unit
- 15:00-15:10 Coordination and Synergy with Structural Funds
John Walsh - European Commission, DG Regional Policy, Head of Unit

15:10-15:40 Q&A

Good practices: Alternative investment models

- 15:40-15:50 Investment Model with a Focus High Bandwidth in Rural Areas
B.J. Bierma - Dutch Farmers Association (LTO)
- 15:50-16:00 Investment Model with a Focus on Demand Aggregation in Rural Areas
Andy Lister - NYnet, Marketing Director
- 16:00-16:10 Investment Model with a Focus on Technology Neutrality
Massimo Gotti – Motorola, Director Wireless Broadband Business, EMEA & Italy Country Manager
- 16:10-16:20 Investment Model with a Focus on Upgrading and Broadband Investment in Grey Areas
Richard Walters - Project ACCESS
- 16:20-16:30 Investment Model-with a Focus on Upgrading in Urban/Suburban Areas
Jaap Doeleman - Amsterdam Broadband Project
- 16:30 – 16:40 Investment Model-with a Focus on Upgrading in Urban/Suburban Areas
Kees Rovers - MyCity 2010 project NL

16.40-17:15 Q&A

17:15-17:30 Closing of the Conference

for further information :

www.regione.piemonte.it/regions4ict.html