
Business Forum on Electronic Commerce:

**ICTs: UNTAPPED RESOURCES
AND
OPPORTUNITIES FOR CONTINUED GROWTH**

Organised by the
Business and Industry Advisory Committee
to the OECD (BIAC)

January 14, 2003
2:00 p.m.-6:00 p.m.

The Sheraton Waikiki, Honolulu, Hawaii

In Conjunction with the
OECD-APEC Global Forum : Policy Frameworks for the Digital Economy

**Business Forum on Electronic Commerce:
ICTs: UNTAPPED RESOURCES AND OPPORTUNITIES FOR CONTINUED GROWTH
January 14, 2003, Honolulu, Hawaii**

The Business Forum's purpose is to explore on the potential of ICT as a driver of economic growth and determine what policy framework is necessary and thus harness ICT to maximise the growth. In this context, the two main areas of focus for the discussion will be:

- ◆ *ICT as a driver of economic growth and innovation and how e-commerce is facilitated by trade liberalisation*
- ◆ *Security and trust as essential elements of a commercial infrastructure*

DRAFT PROGRAMME

(as of January 6, 2002)

1:30-2:00 p.m. Registration

2:00-2:30 p.m.

- *Opening Remarks by the Business Forum Chair:*
Mr. Douglas C. Worth, BIAC Secretary General
- *Welcoming Remarks:*
Mr. Takayuki Matsuo, Director for Science, Technology and Industry, OECD (tbc)
- *Keynote Address:*
Mr. Donald Johnston, Secretary General, OECD

Session I: ICT as a Driver of Economic Growth and Innovation

2:30-3:25 p.m.

Introduction by the Chair:
Dr. Bruno Lamborghini, Chairman, Olivetti Tecnost

Speakers:

- **The Benefits of Putting the “e” in Business: Business Case Studies on Productivity and Efficiency Gains**
Ms. Lauren Hall, Director, Advanced Strategies and Policy, Microsoft Corporation
- **The Role of Broadband -- Presentation of the BIAC Broadband Manifesto**
Dr. Andrea Camanzi, Senior Vice President – Regulatory Affairs, Telecom Italia
- **Putting the "i" back in Innovation: Business and IT in the New Economy**
Mr. Tudor Clee, CEO, Superchai, Australia

3:25-3:55 Panel 1 Open Discussion

3:55-4:15 p.m. Coffee Break

Session II: Security and Trust – Identifying flexible Solutions that Ensure Trust and Allow for Business Opportunities and Economic Growth

4:15-5:10 p.m.

Introduction by the Chair:

Mr. Joseph H. Alhadeff, Vice President for Global Public Policy and Chief Privacy Officer, Oracle Corporation

Speakers:

- **The Role of Business In Promoting a Culture of Security and its importance in an e-Business infrastructure**
Ms. Liesyl I. Franz Director, Global Government Affairs, EDS
- **Enhancing Consumer Confidence in Online Environments: Identifying Flexible and Effective Solutions for Privacy and Consumer Confidence**
Mr. Raimond Trierscheid, Executive Director, Technology and Support, T-Mobile Deutschland GmbH
- **Bridging the Gap: How Industry and Governments Can Work Together to Create A Culture of Security and E-Confidence**
Mr. Harris N. Miller, President, Information Technology Association of America (ITAA) and World Information Technology and Services Alliance (WITSA)

5:10-5:40 p.m. Panel 2 Open Discussion

5:40-6:00 p.m.

- *Conclusions by the Business Forum Chair:*
Mr. Douglas C. Worth, BIAC Secretary General

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Please note that all presentations will be posted on the BIAC website at www.biac.org following the Business Forum