

TRENDKONGRESS NET ECONOMY IT-TRENDS FOR A NETWORKING WORLD

At the **TRENDKONGRESS NET ECONOMY** taking place the 20th November 2009 big players of the net economy branch will come together to discuss trends and actual developments in the information and communication technologies, their chances and risks for the society and the possibilities for a fast and successful use in the economy.

Get a general idea!

TRENDKONGRESS - the whole world of the net economy

Meeting point of international big players: socialise with top referees from successful business worldwide like IBM or Google and discuss with leading IT-scientists, providers and users.

Use the advance of information: get to know the results of red-hot studies at the Trendkongress in Karlsruhe first.

Meet networks: You and your community/your network are invited to use the Trendkongress as a platform for your own events and as a chance, to get into contact with other communities and networks.

Get to know Newcomers: The Hightech. Business. Network. CyberForum has again initiated the competition of **CYBERCHAMPIONS** which regards upcoming High-tech.Business in two categories: NewComer (start up phase) and HighPotentials (growth phase).

The competition **CYBERCHAMPIONS** is meant to enhance entrepreneurs, business concepts and business development. It was looked out for business with a high degree of innovation, strong market potential and a good quality of management out of the HighTech-sector in the widened technological region of Karlsruhe for both categories.

In the evening following to the congress program

20.11.2009 from 17.15
The award ceremony of the competition
CYBERCHAMPIONS and afterwards
GET-TOGETHER

With all finalists of 2009 which present themselves in the exhibition accompanying the congress over day.

E 12-summit 2009 [19th of November 2009]

The most important E-business-conference of the year will take place the 19th of November as a visitor in Karlsruhe! We invite you to discuss digital trends with renowned German decision makers of the economy and research sectors!

Main focuses 2009 amongst others:

Social Media Marketing

How to push you interactive added value and to increase efficiency!

Enterprise 2.0

How to optimise business processes and product development and furthermore how to reduce costs with e-recruiting!

Mobile Business

How to open up a fount of revenues and how to generate advantages in competition!

Further information regarding the E 12-summit 2009 you can find here:
www.ieb.net/e12-gipfel



Journey

Did you already think about your stay in Karlsruhe?

Our tourism team would be pleased to assist you in all kinds of questions concerning your journey - if it concerns your accommodation or a reduced price for your travel with German railways of Deutsche Bahn.

Do not hesitate to contact us:

Stephanie Sivic | Phone: +49 721 3720-5393 | Mail: stephanie.sivic@kmg.de

We would be pleased to welcome you and wish you a pleasant stay in Karlsruhe!

As to October 2009 | Subjects to alterations

Media partner:

brandeins  **business-wissen.de**
Wirtschaftsmagazin Werkzeuge für Organisation und Management



NET ECONOMY

IT-TRENDS FÜR EINE VERNETZTE WELT.
TRENDKONGRESS. KARLSRUHE.

Under the auspices of:
Ernst Pfister
Minister of economics,
Land Baden-Württemberg



Baden-Württemberg

www.trendkongress.com

20.11.2009 Messe Karlsruhe

Organiser:



In cooperation with:



CONNECTING IDEAS.
Karlsruhe-
Messen und Kongresse

09.30	Attendee registration
10.00	<p>Welcome</p> <p>Welcome by Prof. Dr. Rudi Studer, Spokesman of the Executive board of FZI, Research Centre for Information Technology Martin Hubschneider, Executive board of the Development Association of FZI and CyberForum e.V.</p>
10.15	<p>Greeting</p> <p>Greeting by Ministerialdirigent Günther Leßnerkraus, Ministry of economics Land Baden-Württemberg Oberbürgermeister Heinz Fenrich (Lord Major), chairman of the TechnologyRegion Karlsruhe</p>
10.30 - 11:00	<p>Keynote 1</p> <p>Smarter Planet - Technology & Innovation for the challenges in the 21st century</p> <p>Martin Jetter, General Manager and Chairman of the Board IBM Germany / IBM Deutschland GmbH</p>
11.00 - 11.25	Coffee Break
11.25 - 12.15	<p>Keynotes 2 + 3</p> <p>The vision of the Karlsruhe Institute of Technology</p> <p>Prof. Dr.-Ing. Detlef Löhe, Prorektor for Research at Karlsruhe University, KIT</p> <p>A region networked with the world: Software engineering in Karlsruhe- Software engineering from Karlsruhe</p> <p>Matthias Grund, Executive Board andrena objects ag</p>
12.15 - 13.00	Lunch Break
13.00 - 14.00	<p>Keynotes 4 + 5</p> <p>Development on clouds - cloud computing for everybody</p> <p>Gregor Hohpe, Google USA</p> <p>Cloud Service Engineering: Services in the cloud and for the cloud</p> <p>Prof. Dr. Stefan Tai, Director at the FZI & KIT</p>

13.00 - 14.00	Trends and Visions (Parallel Sessions)
Session 1	
How much IT will be needed for the future energy markets?	
Moderation: Prof. Dr. Christof Weinhardt , Direktor Director at the FZI & KIT	
From the economical, ecological and political point of view the future energy markets require a reduction of energy needs, an increasing efficiency as well as an augmentation of renewable resources. An outstanding role to reach these objectives has been assigned to intelligent grids (Smart Grids), bidirectional communicating meters (Smart Meters) and users sensible with regard to consumption (Smart Consumers, Smart Homes). A vital element of these ideas is modern Information and Communication Technology which allows consumers and producers to harmonise their operations.	
Session 2	
Service Innovation - Supporting The Transformation Towards Service-Oriented Businesses	
Moderation: Prof. Dr. Gerhard Satzger , Director at Karlsruhe Service Research Institute, KIT	
Generating competitive advantages in and via services will be key for enterprises and economies. However, still many questions on how to best handle innovation in services are unresolved. The workshop should contribute to spread ideas, methods and tools that can be applied within the "net economy"- with two distinct focuses: using the information that is collected throughout service processes and using information sources outside of the company.	
Session 3	
Secure Services	
Moderation: Prof. Dr. J. Müller-Quade , Director of the Institute for Cryptographie and Security, KIT	
With cloud computing software and computer performances in the future will be offered and used increasingly as a service. Thus service providers will get access to data and access to knowledge about processes of their customers. Data privacy will be an important condition for the acceptance of service orientation and cloud computing. In order to guarantee data protection a simple network protection saving against attacks from outside is not more sufficient. This workshop will address whether data privacy in cloud computing systems is feasible. A simple data encryption is not satisfying because it is intended to work with the data on the server. Can this paradox be resolved in the future?	

13.00 - 14.00	Trends and Visions (Parallel Sessions)
Session 4	
Living Labs - Accelerate innovation in cluster	
Moderation: Ralf Eichhorn , CLOE-Clusters linked over Europe, Department of economic development, City of Karlsruhe	
Actors of different European cluster regions (e.g. Stockholm Living Lab, i2Cat Living Labs Barcelona, FZI Living Lab AAL) refer as „best-practice“ on the functionalities of their Living Labs and their experiences to promote innovation and to speed-up the development of products ready for the market.	
Session 5	
Future prospects of satellite navigation and mobile IT with the ESNC prize of the land Baden-Württemberg awarded by "Wirtschaftsministerium"	
Moderation: Dr. Bringmann , divisional Head of FZI	
Applications of satellite navigation are nowadays already widely-used. Especially in the sectors of automobiles, logistics, building and construction industry, agricultural and forest economy processes are being supported by signals of position out of space. There will be once more an increased demand of innovative applications with the launch of the global system of satellite navigation Galileo planned for 2013. Therefore it is essential to strengthen the expertise in the sectors of satellite navigation and the mobile IT in a well-directed way. Different actors will refer consolidated and qualified about their practical experiences.	
15.45	Coffee Break
16.00 - 17.00	<p>Keynotes 6 + 7</p> <p>About the force of habits and new morals. Journalism during the Age of digitalisation</p> <p>Roland Tichy, editor in chief of "Wirtschaftswoche"</p> <p>Prospects of media: audience, profits, problems</p> <p>Prof. Peter Weibel, Executive Board of ZKM</p>
17.15	CyberChampions Award
17.45	<p>European Satellite Navigation Competition Award</p> <p>Laudatory speech: Ministerialdirigent Günther Leßnerkraus, Ministry of Economics Land Baden-Württemberg</p>
Get together with buffet All-day in the foyer exhibition of sponsors and finalists of CyberChampions award	

Participation fee

Participant:	390,00 Euro
Members of CyberForum e.V., FZI or FöFZI e.V.:	90,00 Euro
Members of cooperating associations and federations:	150,00 Euro
Prices include 19% tax	

Online registration:

www.trendkongress.com