

Structural
Funds for
European
Regional
Advancement

Improving the Deployment of Innovative Broadband Networks in European Regions

SFERA ANNUAL CONFERENCE and ICT-SF COUNCIL MEETING

DATE: 9th October 2009

PLACE: Aquitaine, Emilia-Romagna, Hessen & Wielkopolska Common House,
Avenue de l'Yser 19 - B1040 Bruxelles - [GOOGLE MAPS](#)

ORGANIZERS: SFERA Project (Structural Funds for European Regional Advancements), eris@ (European Regional Information Society Association), the European Broadband Portal.

WITH SUPPORT OF: European Commission (DG INFSO)

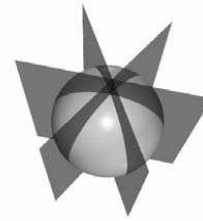
OUTLINE: ICT is one of the keys to open the Information Society door to Europe's under-served regions, such as rural and remote areas. The deployment of the most innovative broadband networks can be a competitive advantage for these Regions and contribute to accelerating its economic growth and reducing the digital divide.

WHAT IS IT ABOUT: The event offers a strategic view on existing opportunities for fast deployment of advanced access infrastructures, particularly wireless broadband and next generation ICT networks. The expected results are to encourage regional and national players to think strategically about the importance of fast ICT expansion, especially of broadband networks, as a means to achieving productivity gains, and accelerating economic recovery.

WHO SHOULD ATTEND: It is addressed to regional and national decision-makers, interested in knowing how to formulate appropriate policies, create strategic plans and research, implement innovative agendas, and identify key objectives for regional development.

HOT TOPICS: With a practical approach, the event will provide scenarios, case studies, and business models to promote discussion around:

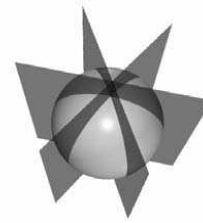
- New opportunities of growth for European aided regions through ICT R&D investments
- Efficient use of SF for definition of policies and forward thinking plans for the broadband services
- Establishing successful links between the EU recovery plan and the broadband expansion
- Successful ICT Regional Strategies in SF Programming



Structural
Funds for
European
Regional
Advancement

Tentative Agenda

	<p style="text-align: right;">MODERATORS FOR THE WHOLE DAY</p> <p style="text-align: right;"><i>Julián Seseña - ViceChair, Regulatory WG leader, ISI & Executive VP, Rose Vision</i> <i>Gareth Hughes - CEO, eris@. (The European Regional Information Society. Association)</i></p>
08:30 am	WELCOME OF PARTICIPANTS & REGISTRATIONS
09:00 am	<p>OPENING - NEW OPPORTUNITIES OF GROWTH FOR EUROPEAN REGIONS THROUGH ICT R&D INVESTMENTS</p> <p>High Representative of the Romanian Government Rainer Zimmermann, Head of Unit, DG INFSO - Future Networks</p>
09:15 am	<p>SESSION 1 - EXISTING OPPORTUNITIES FOR FAST DEPLOYMENT OF BROADBAND AND NEXT GENERATION ICT NETWORKS: A VISION FOR EUROPE</p> <p>09:15 - Rainer Zimmermann, Head of Unit, DG INFSO - Future Networks, European Commission <i>Existing Opportunities for Fast Deployment of Broadband and Next Generation ICT Networks</i></p> <p>09:30 - Beth Masterson, DG REGIO, European Commission <i>Efficient use of Structural Funds for definition of policies, strategic research and forward thinking plans for the broadband services</i></p> <p>09:45 - Kenneth Ducatel, Head of Unit, DG INFSO - Lisbon Strategy and i2010, European Commission <i>The value of the broadband investment to reach 100% broadband coverage and longer term structural benefits for the regions</i></p> <p>10:00 - Jaroslaw PIETRAS, Director General, Council of the European Union</p>
10:15 am	COFFEE BREAK & NETWORKING
10:45 am	<p>SESSION 2 - BROADBAND AS A MEANS TO ACHIEVING PRODUCTIVITY GAINS, AND ACCELERATING ECONOMIC RECOVERY: SHARING EXPERIENCE WITH INDUSTRY AND OTHER EUROPEAN INITIATIVES</p> <p>10:45 - Julián Seseña, ISI ViceChair, Regulatory WG leader & Executive VP, Rose Vision <i>A SFERA issue: Wide EU recognition on broadband high speed deployment</i></p>



Structural
Funds for
European
Regional
Advancement

11:00 - Gareth Hughes , CEO, eris@ (The European Regional Information Society Association)

11:15 - Werner Mohr, Head of Research Alliances, Nokia Siemens Networks & Board Member, the eMobility (Mobile & Wireless Communications) ETP

11:30 am

SESSION 3 - IMPROVING THE DEPLOYMENT OF WIRELESS BROADBAND NETWORKS IN EUROPEAN REGIONS: THE REGIONAL PERSPECTIVE

11:30 - Anatolio Alonzo, Member of Board for the Information Society Development, Ministry of Industry, Tourism and Commerce

Insights on the Spanish National Strategy for the broadband extension

11:40 - Regional representative,

Case studies cases that promote the fast deployment of ICT access infrastructures in underserved regions

11:50 - Emilia-Romagna regional representative

Case studies cases that promote the fast deployment of ICT access infrastructures in underserved regions

12:00 - Czech regional representative

Case studies cases that promote the fast deployment of ICT access infrastructures in underserved regions

12:10 - Q&A SESSION

12:30 pm

THE SFERA FP7 PROJECT - PROVIDING SUPPORT & GUIDANCE

12:30

Project Officer, SFERA

12:45

Project Manager, TCLM & Deputy Project Coordinator, SFERA

13:00 - CLOSING SESSION

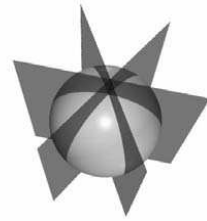
13:00 pm

BUFFET LUNCH & NETWORKING

14:30 pm

SFERA STRUCTURAL FUNDS ICT COUNCIL MEETING

15:30 - CLOSING SESSION



Structural
Funds for
European
Regional
Advancement