



# eSOLUTIONS FOR A GLOBAL ECONOMY

## 4th CONFERENCE ON eCOMMERCE

eHEALTH  
PAPERLESS TRADING  
eLOGISTICS  
TACKLING SPAM  
eLEARNING



HOSTED BY MIKE O'BRIEN MP

**dti**

HOSTED BY THE UNITED KINGDOM'S DEPARTMENT OF TRADE AND INDUSTRY

# SETTING THE INTERNATIONAL AGENDA FOR eCOMMERCE

eCommerce is transforming the way we live, work, trade, learn, shop and do business.

Countries need to work together on building a truly global framework for eCommerce through sharing knowledge, ideas and best practice, and by agreeing common technology standards and protocol.

Following the enlargement of ASEM, agreed in Hanoi, October 2004, the 4th ASEM conference brings together 38 countries from Asia and Europe.

The conference will be held at ExCeL Conference Centre, London on 21-22 February 2005. Mike O'Brien, the UK Minister of State for Energy and eCommerce, will open the conference, followed by a line up of high profile industry, government and academic speakers.

## THE CONFERENCE

This conference is an unrivalled opportunity for anyone keen to be at the forefront of eCommerce development to take part in an event where the future will not only be discussed... but shaped.

In a series of seminars and workshop demonstrations, delegates will be learn about the latest developments in online technologies, discuss how these can be rolled out around the world and consider what industry and government should do to exploit the opportunities this will present.

The conference provides an unprecedented networking opportunity for participants. It will bring together leading experts from industry, government and academic institutions in the 25 European and 13 Asian countries who are partners in ASEM. There will also be senior level participants from the European Commission, the OECD and other international institutions and agencies.

## THE SEMINARS

### eHealth

eHealth is changing the landscape of healthcare access and driving health delivery interface out into the retail environment and directly into the home. The eHealth seminar will present and discuss examples of how eHealth is being successfully implemented on a local and a national scale in Europe and in Asia.

**eHEALTH IS CHANGING THE LANDSCAPE OF HEALTHCARE ACCESS AND DELIVERY FOREVER, AND DRIVING HEALTH DELIVERY INTERFACE POINTS OUT INTO THE RETAIL ENVIRONMENT AND INTO THE HOME.**

### eLogistics

The global market of RFID carriers, already around \$1 billion, is expected to grow by 20 - 40% annually, becoming an ubiquitous technology as the range of applications expands. The eLogistics seminar will discuss emerging global standards,

consider convergence issues and demonstrate some of the novel applications now being rolled out.

**eLOGISTICS IS A \$1 BILLION INDUSTRY AND SET TO GROW BY UP TO 40% ANNUALLY. THE SEMINAR WILL LOOK AT NOVEL APPLICATIONS NOW BEING ROLLED OUT AROUND THE WORLD.**

### eLearning

Developing a learning resource that has no boundaries and which breaks down social barriers can create new, complex network societies, unrestricted by geography or even culture. This seminar will explore international standards as the gateway to breaking down the digital divide and widening economic prosperity.

**eLEARNING WILL EXPLORE THE RELATIONSHIP BETWEEN INTERNATIONAL STANDARDS AS A WAY OF OPENING DOORS TO ECONOMIC PROSPERITY AND CHALLENGE THE THINKING SURROUNDING THE DIGITAL DIVIDE.**

### Paperless Trade

Globally, the total potential savings through converting paper documentation to digital communication could be as much as \$500 billion - or 10% of total product cost. This seminar will demonstrate ways in which data can be exchanged between international business partners and will look at how stepping stones between Asia and Europe are leading to greater interoperability between trading communities and governments.

**GLOBAL SAVINGS BY CONVERTING PAPER DOCUMENTATION TO DIGITAL COMMUNICATION COULD BE AS MUCH AS \$500 BILLION.**

### Tackling Spam

Spam has evolved from simply being an annoyance into a genuine threat to the information economy. Increasingly, spam is of an illegal and criminal nature. The Tackling Spam seminar will examine ways in which international co-operation can manage the growing threat to consumer confidence in electronic business and to network integrity.

**INTERNATIONAL CO-OPERATION IS NEEDED TO REMEDY THE GROWING THREAT OF SPAM TO CONSUMER CONFIDENCE IN ELECTRONIC BUSINESS AND TO NETWORK INTEGRITY.**



# PROGRAMME

## Sunday 20th February 2005

0830-16.00	Optional half day/full day social trips
1600-1700	Optional advanced registration
1730-21.30	Welcome buffet river cruise (Departing from Canary Wharf)

## Monday 21st February

0815	Registration / Coffee
1000	<b>PLENARY</b> – Mike O'Brien, the UK Minister of State for Energy and eCommerce. :: Mr Natsuno, NTT Docomo, Japan
1025	Break
1100	<b>Conference Seminars :</b> <b>Paperless Trading</b> importance of international standards and electronic documents in facilitating trade; Speakers include: :: Gordon Cragge, SITPRO :: Kevin Franklin, HM Customs & Excise :: Hakhee Han, Director of Planning & Marketing Team, Korea Trade Network (KTNET) <b>eLogistics</b> global radio frequency identification (RFID) technology standards, applications and electronic tagging solutions; :: Professor Tony Furness :: Professor Paul Chartier :: e.centre UK speaker <b>eLearning</b> - addressing the digital divide, market developments and opportunities for cooperation; :: Brenda Gourley OU <b>eHealth</b> - national programmes, global applications and evolving technologies :: Professor Ricky Richardson, Chairman, UK eHealth Association :: Professor Richard Kitney, OBE, Professor of Biomedical Systems Engineering, Imperial College :: Professor Stephen Smith, Dean of Medicine, Imperial College, London
1230	Lunch
1400	<b>Conference seminars – Session 2</b> <b>Paperless Trade</b> Speakers include: :: Mike Doran, CERN and Plenary Member of UN CEFAC, the Centre for Trade Facilitation and E-Business :: Markus Pikart, UN Economic Commission for Europe <b>eLogistics</b> Speakers include: :: Professor Tony Furness <b>eLearning</b> Speakers include: :: Henry Warren – Futurelab <b>eHealth</b> Speakers include: :: Korea - Professor Myoung-Ho Lee :: Malaysia - Tan Sri Dat – Dr Abu Bakar bin Suleiman :: Peoples Republic of China – Prof. Wang Caiyou, Deputy Director of the Centre for Health Statistics and Information, Department of Health :: Dr Kazem Behbehani; Assistant Director-General - External Relations and Governing Bodies, World Health Organisation
	1700 Seminars finish
1930-2300	Dinner at The Royal Naval College

## Tuesday 22nd February

0830	Arrival, coffee and exhibitions
0900	<b>Conference Seminars – Session 3</b> <b>Paperless Trading</b> - importance of international standards and electronic documents in facilitating trade; Speakers include: – Gordon Cragge, SITPRO – Kevin Franklin, HM Customs & Excise – Hakhee Han, Director of planning & Marketing Team, Korea Trade Network (KTNET) <b>eLogistics</b> Speakers include: :: Ian G Smith AIM UK <b>eLearning</b> Speakers include: :: Mike Collett, Schemata :: Helen Spencer-Oatey the eChina initiative (a joint initiative between HEFCE and the Chinese Ministry of Education and Chinese and English HEIs) :: Gordon Joyes - University of Nottingham <b>eHealth</b> Speakers include: :: Professor Richard Kitney (OBE), Dean of Engineering, Imperial College :: Richard Granger, Director General of IT for the NHS :: Matts Larsen, President ETEL :: Ken Lacey - Global Managing Partner Health & Life Sciences, Accenture :: Jo Wright - Head of BT Syntegra :: David Cartley - CEO, Fujitsu <b>Tackling Spam</b> emerging responses to an increasingly criminal threat to the global information society; :: Jean-Jacques Sahel, DTI :: Philippe Gerard, European Commission
1230	Lunch
1400	<b>Conference Seminars – Session 4</b> <b>Paperless Trading</b> - importance of international standards and electronic documents in facilitating trade; Speakers include: – Gordon Cragge, SITPRO – Kevin Franklin, HM Customs & Excise – Hakhee Han, Director of planning & Marketing Team, Korea Trade Network (KTNET) <b>eLogistics</b> Speakers include: :: Mark McGlade, Savi Technology <b>eLearning</b> – Speakers include: – Mike Collett, Schemata – Helen Spencer-Oatey the eChina initiative (a joint initiative between HEFCE and the Chinese Ministry of Education and Chinese and English HEIs) – Gordon Joyes - University of Nottingham <b>e-Health</b> - Speakers include: :: Professor Ricky Richardson, Chairman, UK eHealth Association :: Paul MacDonald - MicrosulisMedical Ltd :: Rifat Atun, Vodofone :: Tan Sri Dató, Dr Abu Bakar bin Suleiman <b>Tackling Spam</b> Speakers include: :: Eric Walter, French Prime Minister's Office :: Jean-Christophe LeToquin, Attorney, Microsoft Europe, Middle-East, Africa, Charter Member of the Institute for Spam and Internet Public Policy (ISIPP)
1600	Coffee break
1630	<b>PLENARY</b> Chairman's summary and co-ordination of feedback Q&A / Feedback Closing keynote
1800	Close
1830-2030	Closing networking reception

# YOUR NEXT STEP

To attend this high profile international conference and take a proactive role in developing the global potential of eCommerce, you should register your interest in participating as soon as possible, as the number of places is strictly limited to 450.

To register for the conference, either fill in the reply paid card attached, or register online at **[www.asemec-london.org](http://www.asemec-london.org)**.

Full details of the event and the latest updates on speakers and the programme can be found on the conference website ([www.asemec-london.org](http://www.asemec-london.org)). If you wish to speak directly with the conference organisers, please call Amy Kibby on **++ 44 (0)1275 850 900**.

## COSTS

Through the support of the UK Government and the generosity of our commercial sponsors, we are able to offer conference places without charge - including access to the networking events - although delegates are expected to cover the cost of their own travel and accommodation. Assistance is available from the event organisers to arrange hotel accommodation and additional weekend social activities.

## ACCOMMODATION

There are 8 hotels located on the ExCeL Complex, ranging from 5-star luxury to 2-star budget accommodation within just a few minutes walk from the Platinum Suite, ExCeL.

Additionally, we have reserved hotel rooms in Central London ranging from deluxe to budget hotels, including the Four Seasons, Crowne Plaza and Holiday Inn.

To find out details and book hotel accommodation and transport, please visit: **[www.asemec-london.org](http://www.asemec-london.org)**

**SPEAKERS INCLUDE MANY OF THE MOST RESPECTED AND KNOWLEDGEABLE PEOPLE IN THEIR FIELDS**

**AN AMBITIOUS AGENDA TO ESTABLISH COMMON GROUND BETWEEN THE ONLINE COMMUNITIES OF ASIA AND EUROPE**

**AN UNRIVALLED OPPORTUNITY TO TAKE A PROACTIVE ROLE IN DEVELOPING THE GLOBAL POTENTIAL OF eCOMMERCE**



The conference organisers are Ontrac. Please call Amy Kibby +44 1275 850 900.  
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