



biel bienne communication days

Program of the Biel Bienne communication days

(State: 28.10.2004, Program subject to change)

Thursday 28.10.2004: "Challenge Broadband"

09.00	Check In Moderation for entire day	Coffee, etc Eva Wannemacher
10.00	Welcome	Hans Stöckli , Präsident Stiftung Bieler Kommunikationstage, Nationalrat und Stadtpräsident Biel Paul Kleiner , Präsident SICTA, VR Präsident AWK Group
10.10	Korea a success story - what is the secret?	Prof. Hansuk Kim , Senior Vice President / Head of Global Business Center KT Corporation
10.45	Broadband and IP-Convergence: focus on the user	Thomas Ganswindt , Mitglied des Vorstandes Siemens AG
11.20	Towards a new broadband business model	Jacques Dunogué , Executive Vice President Alcatel, President of Alcatel Europe & South and member of the Executive Comitee
11.55	Broadband content on all channels: TV, internet, mobile	Chuck Ellis , Chief Marketing Officer Time Warner Cable
12.30	Lunch	Buffet lunch, Gallery, Meeting Room
14.00	Swiss Intermezzo	Eliana Burki , Alphorn in Concert
14.30	What are the general conditions needed for investment?	Prof. Ingo Vogelsang , Boston Univesity
15.00	The broadband offensive from the viewpoint of the USA	Kevin Martin , Commissioner FCC (Federal Communications Commission)
15.30	Strengths and weaknesses of the information society in Europe	Jørgen Abild Andersen , Director General National IT and Telecom Agency Denmark, Future IRG President
16.00	Break	

16.30	Round table What opportunities does broadband offer Switzerland? How do we exploit these opportunities?	Christian Levrat , président central du Syndicat de la Communication, Conseiller national Andreas S. Wetter , CEO Orange Suisse Communications SA/AG Prof. Aymo Brunetti , Leiter der Direktion für Wirtschaftspolitik SECO Rudolf Ramsauer , Vorsitzender der Geschäftsleitung economiesuisse Abt Werlen , Einsiedeln Hanspeter Trütsch , Bundeshauskorrespondent SF DRS
	Moderation	
18.00	Concluding speech: Information - (much) too much for some - too little for others	Shashi Tharoor , Under-Secretary-General for Communications and Public Information of the United Nations
18.30	Aperitif	
19.45	Asian Night Prize-giving ceremony: Knights of Communication 2004	Dinner - Show with the dance group "Scrambling Feet" - Music

Friday 29.10.2004:

Public Service - between Music Star, Big Brother and Mission?

Digital TV - Technology without a future?

Do the media determine the political agenda?

08.30	Check In Moderation for entire day	Coffee, etc Eva Wannemacher
09.30	Welcome	Marc Furrer , Vizepäsident Bieler Kommunikationstage, Direktor Bundesamt für Kommunikation
09.35	Public Service - between Music Star, Big Brother and Mission	Ingrid Deltenre , Direktorin SF DRS
10.05	Digital TV - Technology without a future?	Einführungsreferat Hans Hege , Präsident Landesmedienanstalt Berlin-Brandenburg
10.35	Digital TV ist great – but is there content?	Bruce Vandenberg , Managing Director Interactive Rights Management Limited
11.05	Break	
11.40	Round table: ...and where is the advantage for TV viewers Moderation	Ruedi Fischer , COO Cablecom Markus Ruoss , Vizepäsident Telesuisse Jürg Rötheli , Leiter Group Operations & Related Businesses, Mitglied der Gruppenleitung Swisscom AG Gilles Marchand , directeur Télévision Suisse Romande Hans Hege , LMA Berlin - Brandenburg Bruce Vandenberg , Managing Director IRM Martin Dumermuth , Vizedirektor BAKOM Hanspeter Trütsch , Bundeshauskorrespondent SF DRS

12.45	Lunch	Buffet lunch, Gallery, Meeting Room
14.15	Cultural Intermezzo	Nico Brina und Lukas Weiss , Tap and Boogie
14.30	How does media technology affect information? The example of Iraq	Ulrich Tilgner , ZDF - Korrespondent für den Nahen Osten
15.00	Truth in journalism	Ignacio Ramonet , Président du Directoire du "MONDE diplomatique"
15.30	Round table Do the media determine the political agenda?	François Lachat , ancien Conseiller exécutif du canton du Jura, ancien conseiller national Walter Bosch , VR Swiss, ehem. Ringier Bernhard Weissberg , Chef Ringier Zeitungen Prof. Kurt Imhof , Universität Zürich Roger Köppel , Chefredaktor "Die Welt" Matthias Ackeret , Co-Chefredaktor "persönlich"
	Moderation	
16.45	Concluding thoughts	Bundesrat Moritz Leuenberger , Vorsteher des Eidgenössischen Departementes für Umwelt, Verkehr, Energie und Kommunikation
17.00	Coffee, concluding aperitif	
18.00	End of the event	

