2014 MCA ANNUAL CONFERENCE

PROGRAMME

Friday, **21st November 2014** | Westin Dragonara Resort

Mobilisation

Monetisation

Innovation

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De Digital Economy

ANTICIPATING TOMORROW

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The Digital Economy

Mobilisation, Monetisation, Innovation –
Anticipating tomorrow's demands, today!

Draft programme		
Introduction		
08.30	09.00	**Registration**
09.00	09.10	**Welcome Note** The Hon. Josè Herrera, Parliamentary Secretary for Competitiveness and Economic Growth
09.10	09.45	**Keynote Address** Mr Jörgen Gren, Head of Growth and Jobs Unit DG CONNECT, EUROPEAN COMMISION
Panel 1: What's new on the ground? THE NETWORK LAYER		
09.45	10.00	**Introduction by Session Chair** Prof. Juanito Camilleri, Rector, UNIVERSITY OF MALTA.
10.00	10.30	**'High speed networks: the socio-economic impact'** Mr Matt Yardley, Partner, ANALYSYS MASON
10.30	**11.00**	**Coffee Break**
11.00	11.30	**'Major shifts driven by high-speed networks'** Prof. Reinhard Posch CIO, Federal Government of Austria
11.30	12.00	**Panel Discussion** The panel discussion will also include representatives from the three major network operators: GO, Melita and Vodafone (Malta)
12.00	**13.30**	**Lunch & Networking Session**

Panel 2: What's new in the air? A JOURNEY INTO THE CLOUD		
13.30	13.45	**Introduction by Session Chair** Mr Godfrey Vella Digital Champion
13.45	14.15	**'Cloud computing – revolutionising the application layer'** Dr Tobias Höllwarth Director, EUROCLOUD
14.15	14.45	**'Monetisation of content services'** MICROSOFT (TBC)
14.45	15.15	**Panel discussion**
15.15	**15.45**	**Coffee Break**
Panel 3: What's in it for us? THE SOCIAL MEDIA PHENOMENON		
15.45	16.00	**Introduction by Session Chair** TBC
16.00	16.30	**'Social media – an unstoppable force?'** Mr John Shewell, Founding Director, COLAB UK
16.30	17.00	**'The Internet – an ongoing revolution in our life'** Mr Walid Al Saqaf Anti-censorship activist, Lecturer, Journalist and Enterpreneur
17.00	17.30	**Panel discussion**
17.30	17.45	**Conference round up** Dr Edward Woods, Chairman, MCA