



INTERNATIONAL TELECOMMUNICATION UNION
**ITU/MIC WORKSHOP ON SHAPING THE
FUTURE MOBILE INFORMATION
SOCIETY**

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Original: English

ITU NEW INITIATIVES PROGRAMME — 4-5 MARCH 2004
GRAND COEX INTERCONTINENTAL HOTEL, SEOUL

DRAFT AGENDA

Day One – Thursday 4th March 2004

9:30 – 9:50	Welcome and Opening Address	1. Assistant Minister, MIC 2. Deputy Secretary General of the ITU
9:50 – 9:55	Nomination of Chairman	
9:55 – 10:00	Chairman's Remarks Adoption of Agenda	Svend Kraemer (Head of Sector, European Commission)
10:00 – 10:30	<i>Broadband mobile communications towards a converged world</i>	Ki-Chul Han (Vice-President, ETRI, Korea)
10:30– 11:00	<i>Social and human considerations for a more mobile world</i>	Lara Srivastava (Telecom Policy Analyst, ITU)
11:00 – 11:15	COFFEE BREAK	
11:15 – 12:00	<i>How will our life change in the mobile information society?</i>	Takeshi Shinohara (Chief Consultant, NRI, Japan) Ashok Jhunjunwala (Professor, IIT, India)
12:00 – 12:30	Questions and Discussion	
12:30 – 14:00	LUNCH	
14:00 – 15:00	<u>Panel:</u> <i>Country Case Studies - Korea, Japan, Norway, Morocco</i>	Lara Srivastava (ITU) - Japan Taylor Reynolds/Jin-Kyu Jeong (ITU) - Korea Claudia Sarrocco (ITU) - Morocco Eric Lie (ITU) - Norway
15:00 – 15:30	<i>Country experiences</i>	All Workshop Participants
15:30 – 16:00	<i>Korean Market Trends</i>	Jay Bok (Manager, SK Telecom, Korea) Sunghwan Kim (Director, KT, Korea)
16:00– 16:15	COFFEE BREAK	
16:15 – 16:45	<i>Key mobile applications:</i> <i>1. M-Shopping</i> <i>2. M-Health</i>	Jeffrey L. Funk (Professor, Hitotsubashi University, Japan) Akihisa Kodate (Professor, Waseda University)
16:45 – 17:30	<i>The relevance of local and cultural factors in service design</i>	George Witwer (President and CEO, Humanizing Technologies) Yan Xu (Professor, Hong Kong University of Science and Technology)
17:30 – 18:00	Questions and Discussion	
18:00	Summary of First Day and Close	Chairman
18:30	COCKTAIL RECEPTION	



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DRAFT AGENDA (cont'd)

Day Two – Friday March 5th 2004

9:00	Welcome	Chairman
9:05 – 10:00	<i>Market Drivers and Inhibitors</i>	K.V. Seshasayee (Director, Hinduja TMT, India) John Kim (Managing Director, Ovum Korea) Akinori Shibuya (Platform Architect, Cybird Japan)
10:00 – 10:30	<i>The Psychology of Mobility</i>	Derrick de Kerckhove (Director, McLuhan Programme in Culture and Technology, Canada)
10:30 – 10:45	COFFEE BREAK	
10:45 – 11:30	<i>Mobile at heart – opportunities and threats for the youth market</i>	Janette Toral (President, Digital Filipino) Lara Srivastava (Telecom Policy Analyst, ITU)
11:30 – 12:15	<i>Priorities for regulation and public policy in the mobile information society</i>	Willy Jensen (Director General, NPT, Norway) Yoshiyuki Takeda (Director General – Radio Department, MPHPT, Japan) Ravindra Nath Prabhakar (Senior Deputy Director General, DoT, India)
12:15 – 12:30	Discussion	
12:30 – 14:00	LUNCH	
14:00 – 15:00	<i>Privacy and Identity in a more mobile world</i>	Ewan Sutherland (Director, INTUG, Belgium) Richard Harper (Professor, University of Surrey, United Kingdom)
15:00 – 15:45	<i>Riding the mobile wave in the developing world</i>	Madanmohan Rao (Author-consultant, India) Mohamed El Kadiri (Technical Director, ANRT, Morocco)
15:45 – 16:00	COFFEE BREAK	
16:00 – 17:30	Discussion of Chairman's Report	All workshop participants
17:30	Closing Remarks	Chairman
