

on end user functional specifications. Open source applications – available even on satellite systems – encourage user communities to interact and add new features (e.g. more than 40'000 apps on an iPhone). Industrial technologies are likely to become more attractive if individuals contribute to overall value creation and transparent revenue sharing (e.g. eBay) becomes part of the business model.

Summary of closing remarks

Innovation is everywhere. Open source space is a good foundation for innovation.

Moderator

- * **Dr Didier Fass**, Associate Professor, ICN Business School and LORIA INRIA, France

Panellists

- * **Mr Laurent Haug**, Founder & Director, Lift lab SARL, Switzerland
- * **Dr Mark I. Krivocheev**, Professor, Chief Scientist, Radio Research Institute (NIIR), Russian Federation
- * **Dr Yoshihiro Fujita**, Executive Research Engineer, Science & Technology Research Laboratories, NHK (Japan Broadcasting Corp), Japan
- * **Dr Hung Song**, Vice President, Global Marketing Group, Telecommunication Systems, Digital Media & Communications, Samsung Electronics Co., Ltd., Korea (Rep. of)

CEO ROUNDTABLES

CEO.1 – GLOBALIZATION AND LOCALIZATION

Global markets allow economies of scale and scope, enabling low prices as well as making devices and services affordable and more widely accessible. In response, consumers are adopting many innovations but also rejecting others. Increasingly consumers create and define their own markets, at the extreme down to a customized market of one. Consumers are altering their expenditure