

International Congress Bridging The Digital Gap Programme

Wednesday 3th June Definition & Implementation of Information Society Initiatives

08:15	<i>BUS Barceló Hotel - ESI</i>
9:00 - 9:30	Registration
OPENING	
9:30 - 10:15	<ul style="list-style-type: none"> • Manu Prego, Managing Director, European Software Institute (ESI) • Pedro Hernández, Vice-Minister of Innovation and Energy, Basque Government • Antonio Gallarreta, Director of Innovation and Economic Promotion, Provincial Government of Bizkaia
KEYNOTE	
10:15 - 11:00	<p>“Yes we did”</p> <ul style="list-style-type: none"> • Rahaf Harfoush, OBAMA’s Online Campaign Communication Strategist <p>Expert speaker in new mass media and the impact of technology on society. In 2008 she participated in President Obama’s election campaign and since March 2009 she is Associate Director of the World Cooperation in the World Economic Forum</p>
11:00 - 11:30	<i>Coffee break</i>
PANEL OF REGIONAL POLICIES OF INFORMATION SOCIETY	
11:30 - 13:30	<p>Moderator</p> <ul style="list-style-type: none"> • Jose Calleja, Information Society Director, European Software Institute <p>Presenters</p> <ul style="list-style-type: none"> • Alfonso Arbaiza, Director General Director, FUNDETEC • José Ángel García Mera, ADER Manager, Ministry of Industry, Innovation and Employment, Government of La Rioja • Miguel Ángel Pérez Costero, Director General of Information Technologies, Government of Aragón • Rafael Ariza Fernández, Director General of the Information Society and Telecommunications, Government of Castilla La Mancha
13:30 - 15:30	<i>Lunch at Gaminiz Restaurant</i>
INTERNATIONAL INFORMATION SOCIETY POLICIES	
15:30 - 18:00	<ul style="list-style-type: none"> • European E-Inclusion policy Miguel González-Sancho, Deputy Head of Unit , Information Society Directorate General; Unit H3: ICT for inclusion, Brussels • Improving the Productivity through ICT: Designing an index to assess the building of Specific Initiatives Giantsis Dimitrios, General Manager, Greek Information Society Observatory, Greece • Policies of training to face the challenges of the economic development Kathya Hart, ICT National Coordinator, INADEH, Panamá
18:05	<i>BUS ESI - Barceló Hotel</i>

20:30	<i>BUS Barceló Hotel - San Joseren Palace (Getxo)</i>
21:00	<i>Social event: Gala Diner at San Joseren Palace, Getxo</i>
24:00	<i>BUS San Joseren Palace - Barceló Hotel</i>
Thursday 4th June Initiatives and Good Practice for the Promotion of ICT for SMEs, Citizens and Social Networks	
08:30	<i>BUS Barceló Hotel - ESI</i>
09:15 - 09:30	Schedule
INITIATIVES AND BEST PRACTICES FOR THE PROMOTION OF ICT FOR SMEs OF DIFFERENT SECTORS	
9:30 - 11:00	<ul style="list-style-type: none"> • SMEs Digitalization Gu Weihua, Director Shanghai Enterprise Informatization Promotion Center, China • Incorporating IT to SMEs: increasing competitiveness Carmen Ayllón, Director of Enterprise Support Programmes, High Council of Chambers of Commerce, Spain
11:00 - 11:30	<i>Coffee break</i>
11:30 - 12:15	<ul style="list-style-type: none"> • ICT for SMEs in a rural environment David Walshe, Managing Director Gcom Nuálaíocht, Ireland
INITIATIVES AND BEST PRACTICES FOR THE PROMOTION OF ICT FOR CITIZENS AND SOCIAL NETWORKS	
12:15 - 13:00	<ul style="list-style-type: none"> • Bulgaria IT Card Project: Digital skills in the public sector George Brashnarov, Chairman of ESI Center Eastern Europe, Bulgaria
13:00 - 15:00	<i>Lunch at Gaminiz Restaurant</i>
15:00 - 17:15	<ul style="list-style-type: none"> • PC Laguntza: a combination of solidarity and competitiveness Iñaki Suarez, Director Information Society, Society for the Promotion and Restructuring of the Basque Country • Ceibal Plan: Educational connectivity for computer literacy for on-line learning Shirley Siri, Plan Ceibal Pedagogical Coordinator, Uruguay • Sure use of Internet and ICT in the educational community Paco Prieto, Manager Information Society Area, CTIC Foundation, Spain
17:20	<i>BUS ESI - Barceló Hotel</i>
19:30	<i>Social event: Cocktail at the Sheraton Hotel in Bilbao</i>
Friday 5th June Digitalization of activity sectors	
08:30	<i>BUS Barceló Hotel - ESI</i>

09:15 - 09:30	Schedule
TOURISM PANEL	
9:30 - 11:00	<ul style="list-style-type: none"> • Impact on SMEs in the tourism sector applying the Digital Maturity Model Brigitte Mayorga, Instituto Turismo, Colombia • Digitalization of tourism sector in the Basque Country Mercedes Rodríguez, Basquetour, Spain • Inter-operability in ICT in the tourism sector Aurkene Alzua, CICtourGUNE, Spain
11:00 - 11:30	<i>Coffee Break</i>
AGRICULTURE PANEL	
11:30 - 12:30	<ul style="list-style-type: none"> • B2B Exchanges in the agricultural sector Bruno Prepin, President Agro Edi Europe, France • ICT applications for the agricultural sector - experiences from Latin America Antonio Ca' Zorzi, Independent Consultant, Formerly Inter-American Development Bank
EDUCATIONAL	
12:30 - 13:30	<ul style="list-style-type: none"> • ICT Maturity Model; a guide for the digitalization in colleges Javier Calahorra, Basque Government, Spain • Digital Agenda of San Luis Province Alberto Rodríguez Saa, Governor of San Luis Province, Argentina
13:30 - 13:45	Conclusions & Closure
13:45 - 14:30	<i>Lunch</i>