



## Agenda - Business Event

7 October 2008 - Congress Center Lamot Mechelen

9h00 - 10h00 Registration and coffee

10h00 - 12h00 **Presenter: Sylvie Verleye**

**Welcome**

*Bart Van Den Meersche, Country General Manager, IBM Belgium/Luxembourg*

**Welcome to Mechelen**

*Bart Somers, Mayor of Mechelen*

**Innovation and globalization**

*Professor Mark Eyskens*

**Corporate Social Responsibility**

*Stanley S. Litow, Vice President, Corporate Citizenship and Corporate Affairs, IBM*

**Global CEO Study: The Enterprise of the Future**

*Michel Vlasselaer, Partner IBM Global Business Services*

*Case study by Benoit Scheen, CEO Mobistar*

12h00 - 13h00 Lunch and Networking

13h00 - 14h00 Break-out sessions on 5 themes

### Future Clients

**Building a Customer Focused Enterprise**

*Sunny Banerjee, Global Solution Leader Front Office, IBM Financial Services Sector*

### Social Innovation

**See the Light - Thinking out of the Box**

*Luis Suarez, Community Builder and Social Software Evangelist, IBM*

### Green

**Real Estate, Green Building - Delivering Results with Virtual Worlds**

*Oliver Goh, Paradigm Pioneer, Implenia*

### Mobility

**Why today's mobility is becoming an issue and how to overcome this. Vision towards 2020 and beyond**

*Willy Winkelmans, Professor Emeritus, University of Antwerp*

### Business Model Innovation

**Driving Value and Innovation in the B2B utility market : how legislation changes the business model of electricity sales.**

*Hendrik Van Asbroeck, Renewable Procurement & Partnerships Manager Markets & Sales, Electrabel, GDF Suez*

14h00 - 15h00 Break-out sessions on 5 themes

### Future Clients

**Innovative Reputation and Brand Protection with COBRA**

*Marc van der Rest, On Demand Innovation Services Leader, IBM South West*

### Social Innovation

**Mergers and acquisitions have a tremendous impact on the organisation. Learn how "Jams" can facilitate transformation**

*Richard Mound, Partner IBM Global Business Services*

### Green

**Zero emission Antarctic station project**

*Thierry Touchais, Executive Director of the International Polar Foundation, founded by polar explorer Alain Hubert*

### Mobility

**Mobility is more than cars or trucks, it is environment, safety, economy,....**

*Michel Martens, Febiac*

### Business Model Innovation

**Panel discussion: Are you ready for the Enterprise of the Future?**

**Implications of the CEO Survey 2008 for your senior management team**

*Bernard Coullie, Rector UCL*

*Ignace Combes, CEO Euroclear*

*Eric Dienst, CFO Delvaux*

*Moderated by Michel Vlasselaer, Partner IBM Global Business Services*

15h00 - 15h30 Networking Break

15h30 - 16h15 Plenary session

*Bob Delbecque, Your Company Court Jester*

**Wrap-up and Closing**

*Bart Van Den Meersche, Country General Manager, IBM Belgium/Luxembourg*

16h15 - 18h00 Closing Cocktail