19th – 21st October 2005,
Grand Hotel Union, Ljubljana, Slovenia
www.eChallenges.org

For Immediate release

eChallenges e-2005 Focuses Innovation Spotlight on Slovenia

Global applied ICT research community comes together for 72 hours in October, to discuss and research current and future ICT related challenges

29 August 2005 – The eChallenges e-2005 Conference and Exhibition (www.eChallenges.org), which takes place in the Grand Hotel Union, Ljubljana 19 – 21 October, will put innovative Slovenia under the research spotlight. Over 500 delegates from leading commercial, government and research organisations around the world will spend an intense three days reacting to and discussing over 270 presentations from 38 countries in five continents focused on applied ICT research. Participation in eChallenges provides a wonderful opportunity to gain a better appreciation of some of the cultural, technological and training issues impacting on global eAdoption today.

As well as selecting from 70 thematically focused paper and workshop sessions over three days, and networking at a Gala Reception and a Gala Dinner, conference delegates will have the opportunity to share strategic ICT thinking with Keynote Speakers from Belgium, Ireland, the Netherlands, Slovenia, the USA and Japan.

e-2005 delegates will also be able to network in the Exhibition, which features over 30 demonstration stands from 16 countries, including a unique ICT Slovenian pavilion.

Government Keynote Speakers include Jure Zupan (Minister of Higher Education, Science & Technology, Slovenia), Janez Potocnik (European Commissioner for Science and Research); João da Silva (Director, DG Information Society and Media, European Commission), Mark Frequin (Director General Telecommunication and Post, Ministerie van Economische Zaken, Netherlands) and Rosalie Zobel (Director, DG Information Society and Media, European Commission).

Industry Keynote Speakers include Chris Horn (Vice-Chairman, IONA Technologies), Ingo Juraske (VP EMEA, Hewlett-Packard Europe), Todd Ramsey (General Manager, IBM Corporation) and Noriyuki Yonemura (Counsellor, Fuji Xerox, Japan),

The Final Programme also features parallel sessions focused on issues, applications and case studies related to eBusiness, eGovernment & eDemocracy, Knowledge Management, Media, Mobility, Networked, Smart & Virtual organisations, New Working Environments and ICT adoption by SMEs. Major horizontal issues addressed include challenges to eAdoption, collaborative innovation, interoperability and standardisation, international cooperation and opening up the European Research Area (ERA).

Welcoming eChallenges presenters and delegates to Ljubljana, Jure Zupan, Minister of Higher Education, Science and Technology, Slovenia, noted *"On behalf of the*

Government of Slovenia I am glad to welcome you to a country strategically placed at the crossroads of two major European mobility corridors. Slovenia has pioneered the adoption of ICT in this region, and it is very important for us to host the European applied ICT research community at this event. For Slovenia, the contemporary concept of mobility and interoperability is not only a matter of competitiveness and development, but is key to European cooperation. I believe that your discussions at eChallenges will propel the developments of the fully integrated European knowledge based society."

Encouraging participation at eChallenges e-2005, Mark Frequin, Director General Telecommunication and Post of the Dutch Ministry of Economic Affairs noted *"Whether you are a researcher or an industry delegate, your presence at eChallenges demonstrates that cooperation is important to you and that you are willing to share your ideas. Cooperation at European level and elaborating ideas are necessary to contribute to the success of i2010, the overall ICT strategy of the EU. Therefore, I challenge you to challenge the policy maker. Don't go Dutch, but cooperate!"*

Special Delegate rates are available for participants from New Member States, Candidate Countries and Developing Countries, reflecting the international perspective of eChallenges. Details are provided on the Conference Portal (www.eChallenges.org).

Commenting on the importance of applied ICT as a social and economic driver, Ingo Juraske, VP EMEA, Hewlett-Packard Europe noted *"ICT has the potential to dramatically alter how, when and with whom we interact - in business, government and in social settings. HP has been at the forefront of adaptive enterprise and government in new member states with innovation both in technology and finance. In this light, HP welcomes the decision to have eChallenges e-2005 in Slovenia - one of the most innovative and active players in ICT in business and government."*

Reflecting on the nature of the eChallenges Conference Community, Chris Horn of IONA Technologies said *"The European ICT industry faces many opportunities, and challenges, in bringing its benefits to European society and to the global market. The eChallenges e-2005 Conference, supported by the European Commission, will bring together key players and professionals in the commercial, government and research sectors across Europe, and indeed from North America, Asia and Africa, and as a result will be amongst the most significant industry events in Europe this year."*

Todd Ramsey, General Manager, IBM noted that *"Governments, business, academia and industry must work together to create a climate and a culture that facilitates cross-border, cross-organizational and cross-disciplinary collaboration. That is an environment in which innovation will thrive. The eChallenges conference plays an important role in this collaboration and I look forward to participating in this years event"*

An enticing Social Programme includes a Networking Reception sponsored by IBM on Wednesday 19th October and a Gala Reception sponsored by the Slovenian Ministry of Higher Education, Science and Technology on Thursday 20th October. The weekend programme provides the opportunity for delegates & partners to network in a relaxed setting while enjoying visits in and around Ljubljana.

Sponsors for eChallenges e-2005 include the European Commission, the Slovenian Ministry of Higher Education, Science and Technology, HP Europe and IBM.

857 words
###

For further information in relation to the Conference Programme, please contact:
Paul Cunningham, IIMC Ltd, +353-1-8170607, paul@iimg.com

Accreditation for eChallenges e-2005 Press Conference – 19th October
For Accreditation to attend the Opening Plenary and participate in the Press Conference at 17:30pm on 19th October, please contact the Conference Secretariat
Mireille Edin, Adera Service + 33 5 56 11 99 edin@adera.fr

For the most up to date information, please visit www.eChallenges.org.