

9.00 - 9.15

Welcome Xavier Busquets (Barcelona)
Director, Department Information Systems Management, ESADE
Mateu Hernández (Barcelona)
CEO Economic Promotion Barcelona City Council

Openness

9.15 - 9.30 **Keynote Carlos Domingo** (Barcelona)
Director Internet & Multimedia R&D, Telefonica

9.30 - 10.30 **Panel Matthaus Krzykowski** (Berlin), **Moderator**
Mobile Correspondent, VentureBeat
Pat Phelan (Dublin)
founder and President of Cubic Telecom (MAXroam)
Andreas Constantinou, Ph.D. (London)
Research Director at VisionMobile
Christian Sejersen (CopenHagen)
Director of Mobile Engineering, Mozilla
David Wood (London)
Catalyst & Futurist, Leadership Team, Symbian Foundation
Jacob Lehrbaum (San Francisco)
Senior Product Manager at Sun Microsystems

10.30 - 10.45 **Start up Launch pad**

10.45 - 11.00 **Off-track Tom Rafferty** (Sevilla) **on mobile sustainability**
Lead Analyst GreenMonk, the Energy & Sustainability practice of RedMonk

11.00 - 11.30 **Coffee**

11.30 - 11.45 **Off-track Katrin Verclas** (New York) **on mobile & developing countries**
Co-Founder and Editor at MobileActive.org

Context

11.45 - 12.00 **Keynote Ted Morgan** (Boston)
CEO & Founder at Skyhook Wireless

12.00 - 13.00 **Panel Raimo van der Klein** (Amsterdam) **Moderator**
Co-founder at SPRXmobile
Xavier Carrillo Costa (Barcelona)
CEO / Founder Digital Legends Entertainment
Tommy Ahlers (Copenhagen)
Founder of Zyb, Head of LBS at Vodafone / CEO at Wayfinder Systems
Felix Petersen (Berlin)
Founder at Plazes.com, Head of Product Strategy Social Location at Nokia
Greg Skibiski (San Francisco)
CEO of Sense Networks

13.00 - 13.15 **Start up Launch pad**

13.15 - 14.50 **Lunch**

14.50 - 15.00 **Welcome Joan Riera** (Barcelona)
Managing Director of Esade Creapolis

15.00 - 15.15 **Off-track Regine Debatty** (Berlin) **on mobile & culture & arts**
Founder we-make-money-not-art.com

Beyond free

15.15 - 15.30 **Keynote Priya Prakash** (London)
Creative Director for Consumer Experience at Nokia

15.30 - 16.30 **Panel Inma Martinez** (London), **Moderator**
Digital Media Strategist and Investment Advisor at Stradbroke
Dr. Lai Kok Fung (Singapore)
Chief Executive Officer, Co-Founder BuzzCity
Harald Neidhardt (New York)
CMO & Co-Founder, Smaato Inc.
Fee Beyer (Berlin)
Product & Innovation Team at T-Mobile International
Ian Ginn (Amsterdam)
Programme Director TransmediaLab Amsterdam / Founder Hubbub Media

16.30 - 16.45 **Start up Launch pad**

16.45 - 17.15 **Coffee**

17.15 - 17.30 **Off-track José Luis de Vicente** (Barcelona) **on citizens as sensor**
Medialab Prado, Madrid

Play

17.30 - 17.45 **Keynote Prof. Atau Tanaka** (Newcastle)
Chair of Digital Media, Acting Director of Culture Lab

17.45 - 18.45 **Panel Robin Wauters, Moderator**
writer at TechCrunch
Gustav Soderstrom (Stockholm)
Director of Portable Solutions, Spotify
Tom Hume (London)
Managing Director of Future Platforms
Akhil Monappa (London)
Associate, Atlas Venture
Michael Breidenbruecker (Bizau)
Founder Reality Jockey Ltd. / Co-Founder Last.fm Ltd.

18.45 - 19.00 **Conclusions**

19.00 - 20.30 **Networking cocktail**

20.30 **End**