



WCIT 2010 full speed ahead

With less than 250 days to go, more and more professionals are preparing for the 17th edition of WCIT. Starting May 25th, business leaders, public officials and opinion leaders from all global regions will come together to share their vision of a connected planet and the long term impact of Information Technology.



Participation of the European Union

It is with great pride that WCIT 2010 announces the formal participation of the European Union into WCIT 2010. Content wise the relationship builds on a two-way exchange of information on future IT strategies, best practices and point of views. After October 2nd more details about the participation and cooperation will be available.



Challenges of Change

The theme "Challenges of Change" is divided in [nine tracks](#) in which IT plays a critical role in the near future. These specific topics will initiate discussions about the ways IT can be applied to enable innovation in the main sectors of our economy and society. These tracks are all about cooperation between IT companies, user organisations, government institutions and academia.

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Track committees

Each track has its own track committee, headed by a key-player from one of the main stakeholders in the respective areas.

These track leaders are:

[Creative Industries](#): Peter van Gorsel, Amsterdam University of Applied Sciences

[Cyber Security & Safety](#): Tjark Tjin-A-Tsoi, Netherlands Forensic Institute

[E-Government](#): Steven Luitjens, GBO Overheid

[E-Health](#): Marijke van Hees, Health Innovation Platform

[E-Inclusion](#): Arie van Bellen, ECP*EPN

[Energy](#): Ronald Verbeek, Ministry of Economic Affairs

[Mobility](#): Nico Westpalm van Hoorn, Rotterdam Port Authority

[Sharing Space](#): Dorine Burmanje, Kadaster

[Water](#): Jeroen van der Sommen, Netherlands Water Partnership



The movie

Click on the image above to watch the movie.



No WCIT without partners

WCIT 2010 offers great opportunities for all parties. Meet potential customers, future investors or like-minded partners. At WCIT 2010 decision makers from all over the world will come together. Partnerships are diverse and offer great business opportunities. We invite you to [contact us](#) for detailed partner information.

WCIT 2010 Partners

Major IT companies like KPN, IBM, Microsoft and Cap Gemini were among the first to join WCIT 2010 as partners. Microsoft has taken up an option to participate in E-health, E-Government and Cyber Security & Safety. IBM has chosen Energy, Water and Mobility as their focus areas for WCIT 2010.

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Behind the scenes

In the past few months, kick-off meetings for six out of ten tracks have been attended by nearly 150 representatives of user organisations, IT-vendors, governments and knowledge institutions. At this moment, track committees are being formed, giving WCIT 2010's partners the opportunity to develop the program outline and select speakers and delegates from around the world who will receive an invitation for the event. The tracks use a so-called open access formula.

Energy sparks with energy

During the energy meetings, the members of the track committee focused on defining how IT can help solve the challenges the energy business is facing. The first step would be to make IT more sustainable. IT could make energy smarter and greener and facilitate energy reduction and transition. However, we should bear in mind that human behavior is important as a deciding factor.



Calendar of September

- 21-25 - ITS World Congress Stockholm
- 22 - National e-Procurement Congress Netherlands
- 23-25 - Picnic Amsterdam
- 24 - Nationaal Wegencongres Netherlands
- 25 - Kick off Creative Industries, hosted by the Mayor of Amsterdam



Participation of countries

Next to the participation of IT vendors and major user organizations, smaller innovative companies can be part of country delegations. Delegations are welcome to host a pavilion at the WCIT 2010 Village, among Thema Pavilions and other Country Pavilions.

More than fifteen countries from outside Europe, including Canada, South Korea and Mexico, have shown interest to come to Amsterdam and bring a delegation.

WCIT 2010 is a bi-annual congress of the World Information Technology and Services Alliance ([WITSA](#)) and an official event of the Spanish Presidency of the European Union. It is organized by [WCIT 2010 BV](#), supported by the [European Commission](#), hosted by [ICT-Office](#), and co-hosted by the [Ministry of Economic Affairs](#) and the [City of Amsterdam](#).



Ministry of Economic Affairs

