Draft Agenda

2013 ICES Conference and Meeting

What Does Industry Expect from Standards Education?

ETSI, 650, Route des Lucioles, Sophia-Antipolis, FRANCE
(Location: http://www.etsi.org/about/visiting-etsi)
12-13 June 2013

DAY 1- Wednesday, 12 June 2013

8:00 am - 9:00 am  Registration

9:00 am – 9:20 am  WELCOME SESSION
- Welcome by Henk de Vries, Rotterdam School of Management, Erasmus University & Chair of ICES

‘The dark side of standards'
Mr. Luis Jorge Romero
Director General, ETSI

9:20 am – 10:00 am  KEYNOTE SESSION
- Introductions by Hermann Brand, Director Innovation of ETSI

Keynote 1: Industry perspective
Industry Executive, to be confirmed

Keynote 2: Vision for this 2013 conference: a milestone along the road towards standardization education globally
Henk J. de Vries, Chair of ICES

10:00 am – 10:20 am  INDUSTRY NEEDS SESSION 1: INDUSTRY VOICES

Company needs for standardization education
Industry Speaker

10:20 am – 10:50 pm  COFFEE BREAK

10:50 am – 12:00 am  INDUSTRY NEEDS SESSION 1: INDUSTRY VOICES (continued)

Company needs for standardization education
Industry Speakers
Q&A

12:00 am – 01:30 pm  LUNCH BREAK

01:30 am – 03:30 pm  INDUSTRY NEEDS SESSION 2: RESEARCH FINDINGS

Functional areas within companies for which standardization knowledge is needed
Laurant Oberlé, Chairman IFAN Working Group Education, also Products Standardization & Influences Manager and Competitive Intelligence Manager at Socomec Innovative Power Solutions, Benfeld, France / President of the French standards users organization Acanor, and Chairman of the CEN/CENELEC/ETSI Working Group on Education about Standardization (to be confirmed)

Standardization skills – results from a Japanese study
Speaker involved in this project (to be confirmed)

Industry need for standards engineers – Results from a global inventory
Speaker to be confirmed

Industry need for standardization education – Results from a Korean study
Donggeun Choi, Korean Standards Association and Vice-Chair of ICES

Roundtable Discussion

03:30 pm – 03:50 pm  COFFEE BREAK

03:50 pm – 05:40 pm  INDUSTRY NEEDS SESSION 3: BREAKOUT GROUPS

07:00 pm – 09:30 pm  DINNER
DAY 2- Thursday, 13 June 2013

9:00 am – 11:30 am  **SESSION 1: RECENT REGIONAL DEVELOPMENTS IN STANDARDIZATION EDUCATION & NATIONAL STRUCTURES FOR IT**

Europe: Masterplan and Implementation Plan for Education about Standardization in Europe

Doede Bakker, Vice-President of CENELEC and Leader CEN/CENELEC/ETSI Task-Force Masterplan Education about Standardization (FME Association, Zoetermeer, the Netherlands, Chairman WG on Standardization of the European Engineering Industries Association Orgalime, Chairman of Education about Standardization Netherlands)

Asia: Follow-up of the APEC Standards Education project

Donggeun Choi, Korean Standards Association and Vice-Chair of ICES

USA: Industry need for standards engineers – Results from a global inventory

Erik Puskar, National Institute of Standards and Technology NIST and Vice-Chair of ICES

11:30 am – 01:00 pm  **POSTER PRESENTATIONS**

01:00 pm – 02:00 pm  **LUNCH BREAK**

02:00 pm – 03:30 pm  **DISCUSSION**

Discussion with diverse experts from industry, university professors and representatives of standards institutes

03:30 pm – 04:30 pm  **WRAP-UP OF THE CONFERENCE**

Moderator. Henk de Vries, Chair of ICES

04:30 am – 05:00 pm  **COFFEE BREAK**

05:00 pm – 06:30 pm  **ICES PLENARY & MEMBERSHIP MEETING**

Moderated by the ICES Board
2013 WSC Academic Day Conference

*Education in Standardization for Future Managers - Needs and Prospects*

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**DAY 3 - Friday, 14 June 2013**

*Conference Chair Prof. Masami Tanaka, President of the Japanese Standards Association (to be confirmed)*

09:00 am – 09:20 am

**SESSION 1: WHAT COMPANY MANAGERS AND PROFESSIONALS EXPOSED TO OR INVOLVED IN STANDARDIZATION NEED TO KNOW**

*Keynote Speech*

The view of a standards leader at the forefront of a number of initiatives that have helped shape media technology and business as we know them today

*Leonardo Chiariglione, CEO of CEDEO.net and Chair of MPEG (ISO/IEC JTC 1/SC 29/WG 11 – Coding of moving pictures and audio)*

09:20 am – 10:30 am

**ROUNDTABLE DISCUSSION**

Discussion with diverse experts from industry, university professors and representatives of standards institutes

10:30 am – 11:00 am

**COFFEE BREAK**

11:00 am – 11:45 am

**SESSION 2: ISO, IEC, ITU CONTRIBUTIONS TO UNIVERSITY PROGRAMMES COVERING STANDARDIZATION**

Update on initiatives of ISO, IEC and ITU aiming at supporting and promoting education about standardization in universities and involvement of academia in standardization

*Daniele Gerundino (ISO), Jack Sheldon (IEC), Alessia Magliarditi (ITU)*
11:45 am – 12:45 pm  **ROUNDTABLE DISCUSSION**
Discussion with diverse experts from industry, university professors and representatives of standards institutes

12:45 pm – 02:00 pm  **LUNCH BREAK**

02:00 pm – 02:20 pm  **SESSION 3: HOW UNIVERSITIES CAN PROVIDE EDUCATION ABOUT STANDARDIZATION**
**Presentation**
Reflections after two years of experience with a post-graduate, interdisciplinary program including standardization as a core element

Michel Jaccard, Senior Scientific Advisor to the Presidency and Director of International Affairs and Accreditation, École Polytechnique Fédérale de Lausanne (EPFL)

02:20 pm – 04:00 pm  **PANEL DISCUSSION**
Discussion with diverse experts from industry, university professors and representatives of standards institutes

04:00 pm – 04:15 pm  **CLOSURE OF THE CONFERENCE**