

IT@work

THE CONTRIBUTION OF STANDARDS

Information technologies (IT) are pervasive in the daily working lives of people in all sectors, all over the world. Global supply chains, cross-border trade in goods and services, banking and finance depend on them. Use of IT in the health sector and in technologies to improve sustainability of the environment is another crucial aspect that helps business and society operate efficiently. Compatibility and interoperability between IT hardware, software and systems is therefore crucial to the development of global markets and to address global challenges.

ISO, whose efficient system for achieving global consensus between countries and throughout business sectors, is one of the principal actors for the development of global IT standards. But IT is at work in almost all of ISO's 18000 plus Standards and it is this pervasiveness that is one of the central themes of the open session.

Standards provide a framework for the modern world of work, but it is an invisible one as many people are unaware of this huge contribution. This open session is therefore intended to highlight the influence and impact of standards "at work."

It will address multiple aspects of IT in action, including its growing use in the health sector (to take the form of a round table) and for "building smart" – with a particular emphasis on the use of the ISO standard-based Building Information Model (BIM). The open session will also explore the environmental aspects and implications of "green IT", as well as the IT challenges facing developing countries. A second round table discussion will examine the future evolutions in the IT industry and their implications for the way we work.

Programme

VENUE :
RADISSON BLU SCANDINAVIA HOTEL, OSLO



FACILITATOR: **Mr. Paul Chaffey**
*Managing Director, Association
of Norwegian knowledge- and
technology-based companies (Abelia)*

09:00 **Keynote address**

Prof. Soumitra Dutta
*Roland Berger Professor of Business
and Technology, Founder and Academic
Director, eLab, Institut Européen
d'Administration des Affaires (INSEAD)*

09:20 **IT @ Health** *(round table)*

- ✓ **How IT is transforming healthcare**
Ms. Debbie Chin
*Chief Executive, Standards New Zealand
(SNZ)*
- ✓ **Specific use of IT in health care
administration**
Name to be confirmed
- ✓ **IT in the medical device industry**
Dr. Georg Heidenreich
*Manager, Healthcare IT Standards,
Siemens, Germany*

10:20 Coffee / Tea break

10:50 **IT @ Building and construction**

- ✓ **International architectural
competition for the new National
Museum in Oslo**
Mr. Øivind Christoffersen
*Director general, Public Construction
and Property, Statsbygg's head office,
Norway*
- ✓ **Building smart**
Mr. Patrick MacLeamy
*President, buildingSMART International
HOK Inc.*
- ✓ **Development of the role of
contractor**
Mr. Petter Eiken
President, Skanska Norge AS

11:50 Lunch



OPEN SESSION
16 SEPTEMBER 2010



14:00 **IT @ IT** *(round table)*
✓ Future evolutions in the IT industry and implications for the way we work
Mr. Stephen McGibbon
Senior Director, Microsoft EMEA
Technology Office*
** Europe, Middle East and Africa*
Mr. Adam Jollans
Program Director, IBM Software Group

*Name of third panelist
to be confirmed*


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15:00 **IT @ developing countries**
✓ Future challenges
Dr. Yaseen Khayyat
*Director General, Jordan Institution for
Standards and Metrology (JSMO)*


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15:30 **IT @ Green**
✓ Green IT and the environment
Prof. Henrik Madsen
*DTU Informatik, Technical University of
Denmark*


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16:00 **Wrap-up and closing remarks**
Mr. Paul Chaffey

16:15 Closure

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