

CSBA DAY

May 16/2002

Understanding the Wireless Universe:
wireless services and your business



Speakers



Chris Bannister
CEO
Hi3G Access



Margaret Bloodworth
Deputy Minister,
Transport Canada
and Investment
Champion for Sweden



Bernt Ericson
Vice President
Ericsson Foresight



Sundara Murthy
CEO
Sigpro Wireless



David Ticoll
Chief Innovation Officer
Digital 4Sight



Charles Meyer
Vice President
Research In Motion



Grand Hotel Stockholm Sweden



Per From
CSBA Chairman
President and CEO, AstraZeneca AB

Join us May 16th for CSBA Day!

New wireless infrastructures are being built and services developed, at the same time business models and consumers behaviours are changing. How will these new services and applications change the way you do business? Will wireless technologies compete against each other or develop into compatible services? Who will pay for costly infrastructure and who will benefit? This years CSBA Day **Understanding the Wireless Universe: wireless services and your business**, will bring together leading speakers from service providers, device manufacturers, and application companies from Canada and Sweden. Our speakers will be joined by delegates from a wide range of industries in discussing these issues and Canada and Sweden's roles in the development of the global wireless sector.

During the last seven years the Canadian Swedish Business Association has built a network of business leaders, policy makers and researchers - all with a keen interest in the Canada - Sweden business relationship. Our annual CSBA Day is our largest event and an excellent opportunity to connect your company into the CSBA network.

We look forward to welcoming you to CSBA Day at the Grand Hotel in Stockholm, May 16th!

Speakers

Chris Bannister
CEO
Hi3G Access

Chris Bannister has fifteen years experience in the mobile telecommunications industry, having started and managed mobile telephone companies in Europe and Asia. Prior to Hi3G, Chris held a position at the American broadband operator ntl, where he lead the development of ntl's 3G operations. Prior to his time at ntl, Chris held leading positions with Swisscom, Cable & Wireless, Mercury One2One and Motorola.

Margaret Bloodworth
Deputy Minister,
Transport Canada
and Investment
Champion for Sweden

Margaret Bloodworth received a Bachelor of Arts from the University of Winnipeg and a Bachelor of Law from the University of Ottawa. She was called to the Bar in 1979. Mrs. Bloodworth began her professional career in 1979 with the former Canadian Transport Commission (CTC). She was assigned Acting Assistant General Counsel in 1984 and one year later, she was appointed to the position of General Counsel. In 1988, she became the Director General of the Dispute Resolution Branch of the NTA where she remained until her appointment to the Privy Council Office (PCO) in 1989. In 1996 she was appointed Associate Deputy Minister of Transport. In January 1997, Mrs. Bloodworth was appointed Deputy Minister of Transport.

Bernt Ericson
Vice President
Ericsson Foresight

Ericsson Foresight, Telefonaktiebolaget L M Ericsson is a new Common Corporate Unit analysing long term (beyond 10 years) issues such as changing trends in society, new ways of working and disruptive technologies. Bernt Ericson received his Master of Science from the Royal Institute of Technology in Stockholm in 1969 and joined Ericsson directly after graduation. In 2000 he received his Honorary Doctorate from Uppsala University. He is a member of the Royal Swedish Academy of Engineering Science and Advisory Board member at Tokyo University. Bernt is also an active member of a number of Swedish boards including; Linköpings University, The Institute of the Future, The Interactive Institute and The Institute for Management of Innovation and Technology.

Sundara Murthy
CEO
Sigpro Wireless

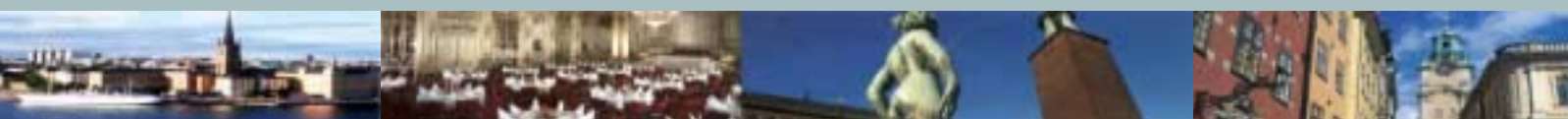
Dr. K. M. Sundara Murthy is the founder, Chairman, President and Chief Executive Officer of SIGPRO Wireless Inc. Dr. Murthy has over 20 years of Telecommunications industry experience. Starting as a Senior Engineer in 1982 at Miller Communications (now Calian) in Kanata, Ontario, he has held a number of positions at Telesat, Vistar and COM DEV. He joined Research In Motion (RIM) as Vice President of the CDMA Group. He moved on in late 1999 to set up SIGPRO. He has received a number of awards of excellence including Telesat Canada's prestigious Award of Excellence for Superlative Performance for three consecutive years. Sundara Murthy has earned four university degrees (BSc, MSc from University of Madras, MTech from the Indian Institute of Science, Bangalore, and a Ph.D from the University of Essex, United Kingdom). He has published 70 technical papers, and 47 industrial reports. He has contributed to six major and twelve minor product/technology developments, and invented 19 engineering designs and algorithms.

David Ticoll
Chief Innovation Officer
Digital 4Sight

David Ticoll is a co-founder (with Alex Lowy and Don Tapscott) of Digital 4Sight and serves as the company's research leader and Chief Innovation Officer. David Ticoll is a recognized global authority, consultant and speaker on business strategy. He is co-author of Digital Capital: Harnessing the Power of Business Webs a best seller that has been translated into 12 languages, and Blueprint to the Digital Economy. He is a contributor to Harvard Business Review, Business 2.0, Industry Standard, tele.com and USA Today, among others.

Charles Meyer
Vice President
Research In Motion

Charles Meyer is Vice President, Europe and Corporate Secretary of Research In Motion (RIM), a leading designer, manufacturer and marketer of innovative wireless solutions for the mobile communications market. RIM provides solutions for seamless access to time-sensitive information including email, messaging, Internet and intranet-based applications. Charles holds degrees in engineering, operations research and law and joined RIM in 1996 as its Chief Legal Officer and Corporate Secretary. As Director of RIM's European subsidiary, he currently is responsible for managing RIM's European Operations and directing RIM's expansion into the European marketplace.





Programme

May 16th, Grand Hotel, Stockholm
Winter Garden Room

11:00 - 11:30
11:30 - 12:00
12:00 - 13:30

Registration
Reception
Lunch

Welcome and Opening Remarks:
**Per From, CSBA Chairman and
Canadian Ambassador to Sweden, Philippe Kirsch**

Lunch Speaker:
**Margaret Bloodworth, Deputy Minister, Transport Canada
and Investment Champion for Sweden.**

Hall of Mirrors Room

13:30 - 14:00

David Ticoll, Chief Innovation Officer, Digital 4Sight
The Hypernet:
How the Next Internet and the Next Information Architecture Will Transform Your Industry

14:00 - 15:00

Session 1: Making Sense of Wireless Technology:
One Network Solution or Complementary Technologies

Moderator:
Phil Hood, CEO, Digital 4Sight

Speakers:
**Chris Bannister, CEO, Hi3G Access
Sundara Murthy, CEO, Sigpro Wireless**

Panel:
**Andrew Ruckemann, CEO, Arkipelago
Thomas Lindgren, CEO, Gamefederation**

15:00 - 15:30

Coffee Break

15:30 - 16:30

Session 2: Wireless Services:
Changing The Way You Do Business

Speakers:
**Charles Meyer, Vice President, Research in Motion
Bernt Ericson, Vice President, Ericsson Foresight**

Panel:
**Sigrun Hjelmquist, Partner BrainHeart Capital
Johan Schlasberg, CEO, IDmessage**

16:30 - 17:00

CSBA Annual General Meeting and Chairman's Closing Remarks

19:00

Delegates' Dinner, Canadian Ambassador's Official Residence



Registration

When: Thursday, May 16th, 2002.
Where: Grand Hotel, Stockholm.
Price includes: Conference fees, lunch, coffee break and delegates' dinner
Last day of registration: **May 10th, 2002.**

Price:	CSBA member 1 200 kr per person. Non member 1 600 kr per person
CSBA members Group Rate	3 to 5 - 1 000 kr per person. 6 or more - 900 kr per person.
Non members Group Rate	3 to 5 - 1 400 kr per person. 6 or more - 1 200 kr per person.

CSBA members Non members Register No. persons

Participants: Name: Tel: E-mail:

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Payment: VISA MASTERCARD AMEX INVOICE

Please invoice:

Company:

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E-mail:

Card Number: Exp Date: ____/____

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Cancellation: Cancellations accepted up to May 10th, 2002.
Return this form to: CSBA
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