Sunday, July 6th

19:00-20:30
Reception Cocktail at ESADE (Conference Venue)

Monday, July 7th

8:00-9:00
Registration

9:00-9:30
Welcome: Carlos Losada (CEO ESADE), Josué Sallent (Dtor. General de la Societat de la Informació, Generalitat de Catalunya), Patrick Farges (Orange Business Services)
(room: Platea 1)

9:30-10:30
Keynote Speaker: Nokia’s Future Vision
Leo Karkkainen, Nokia
Presented by J. Wareham
(room: Platea 1)

10:30-11:00
Coffee break

11:00-13:00
Session 1
Track 1: Ubiquitous, Pervasive and Nano-technology
Session Chair: Paul Fox
(room: Platea 1)

Session 2
Track 4: Mobile Application Development
Session Chair: Jonathan Wareham
(room: Platea 2)

Session 3
Track 8: Emergent Theory Building in Mobile Applications and Ubiquitous Computing
Session Chair: Eusebio Scornavacca
(room: Amfiteatro)

Session 4
Track 7: Government, Medicine and Education
Session Chair: Mogens Kuhn Pedersen
(room: Platea 1)

Session 5
Track 4: Mobile Application Development
Session Chair: Claudio Huyskens
(room: Platea 2)

Session 6
Track 2: Social Change, Policy, Ethics and Responsibility
Track 8: Emergent Theory Building in Mobile Applications and Ubiquitous Computing
Session Chair: George Giaglis
(room: Amfiteatro)

13:00-14:00
Lunch

14:00-16:00
Session 7
Track 3: New Business Models and Services
Session Chair: Stefan Klein
(room: Amfiteatro)

Session 8
Track 3: New Business Models and Services
Session Chair: Key Poustchi
(room: Platea 2)

Session 9
Track 3: New Business Models and Services
Session Chair: Stefan Klein
(room: Amfiteatro)

Session 10
Track 6: Mobile Applications in Logistics, Manufacturing and Services
Session Chair: Joan Rodon
(room: Platea 2)

16:00-16:30
Coffee break

16:30-18:00
Global Mobile Business Models
Luis Sánchez Rissech, IBM
Carlos Martínez Mari, CEO Europraxis
Jesús Redondo Orange Business Services
J.Busquets, ESADE
(room: Platea 1)

20:30 - ...
Gala Dinner
Restaurant Fitora

Tuesday, July 8th

9:00-10:30
Coffee break

Plenary Session: Mobile Interactive TV
Santiago Miralles, Managing Director Catalunya Interactive TV
Alberto Calero, General Manager Orange Business Solutions
(room: Platea 1)

10:30-11:00
Coffee break

Session 7
Track 3: New Business Models and Services
Session Chair: Stefan Klein
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16:00-16:30
Coffee break

16:30-18:00
Orange’s Best Paper Award
Future Trends in Mobile Business Research - Keynote Speaker: Toni Aliana (Orange Business Services)
Wareham and Busquets, Conference Chairs
(room: Platea 1)
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