

21st COMMUNICATIONS CONGRESS

Date: 23 AND 24 NOVEMBER
Place: LISBON CONGRESS CENTRE

PROGRAMME

23 NOVEMBER

09:00	OPENING SESSION			
10:00	<i>Official Opening Innovation Lounge</i>			
11:00	QUANTIFYING THE FUTURE			
12:00	"THE 11,000 MILLION REASONS..."			
13:30	<i>Lunch</i>			
15:00	EXPORTING	Aud.1	REGULATION	Aud.2
16:30	<i>Networking Moments</i>			
17:00	MEDIA AND CONVERGENCE			
18:30	CLOSING OF DAY 1			

24 NOVEMBER

09:30	PUBLIC SERVICE	Aud.1	HEALTH AND DEMOGRAPHY	Aud.2
11:00	<i>Networking Moments</i>			
11:30	THE NETWORKED WORLD	Aud.1	TALENT AND GLOBALISATION	Aud.2
13:00	<i>Lunch</i>			
14:30	INNOVATION AND PRODUCTIVITY	Aud.1	CONSUMPTION, BRANDS AND BUSINESS MODELS	Aud.2
16:00	<i>Networking Moments</i>			
16:30	THE STATE OF THE NATION			
18:30	CLOSING SESSION			

21st COMMUNICATIONS CONGRESS APDC

Date: 23 AND 24 NOVEMBER
Place: LISBON CONGRESS CENTRE

PROGRAMME

23 NOVEMBER (Wednesday)

09:00 OPENING SESSION

10.00 Official Opening Innovation Lounge - Coffee-Break

11.00 QUANTIFYING THE FUTURE

Portugal is experiencing an unprecedented crisis and has well defined and ambitious targets, under the agreement signed with the “Troika”. Therefore, the time has come to “QUANTIFY THE FUTURE”. The implementation of the measures agreed with the IMF and EU will lead to profound alterations in all activity sectors, whether public or private, requiring more intelligent and productive investment capable of generating effective and sustained economic growth. Only in this way will Portugal be able to emerge from this crisis with renewed strength. What are the key factors required for the financial re-equilibrium of public accounts and for sustained economic recovery, and how may the Information and Communication Technology and New Media industry contribute decisively to this process?

12:00 “THE 11,000 MILLION REASONS....”

“The Portuguese Economy faces considerable challenges. The indicators on competitiveness have been affected, economic growth has proved to be weak and the current account deficit stands at 10% of GDP”. And this is how the Portuguese version of the Memorandum of Economic and Financial Policies begins, dated 17 May 2011.

The objective is to reduce **an approximate total of 11 thousand million euros over a period of 3 years**. “**Portugal cannot fail**”, warn the President of the Republic and President of the European Commission.

In this session, APDC will present its contribution. A document proposing the adoption of six strategic and priority initiatives which may mark the difference between defeat and success, performing a crucial role in the reforms required for Portugal to have a future of innovation and growth.

13:30 Lunch



QUANTIFICAR O FUTURO

15:00 EXPORTING

In Portugal there are various examples of success in the export of technological solutions. But there is no tradition of the industrialisation of national technological solutions and of their marketing abroad. Although it is a pioneering market in the adoption of technologies and has unique conditions, with the development of information and communication technology infrastructures which are particularly noteworthy in the European context. And today all companies may be global, because they are networked with the world. How can we stimulate entrepreneurship? How can we create excellent companies? What is the best strategy to support the internationalisation of Portuguese companies and solutions made in Portugal? What are the most promising areas and of the highest potential in the global market?

15:00 REGULATION

The agreement with the “Troika” establishes various measures affecting the information and communication technologies, a sector which is increasingly more transversal and determinant for all areas of the economy and society. Strengthening the quality of the regulation and autonomy of the regulator, bringing more competition to the communications market in all segments, permitting greater benefits for the final consumer are the major objectives. The introduction of mobile high speed networks and the provision of the universal communications service are two fundamental dossiers for 2011. In what direction is sectorial regulation moving? What is the best regulation to promote a competitive market? What are the best options in terms of regulation?

16:30 Coffee-Break – Networking Moments

17:00 MEDIA AND CONVERGENCE

The rapid technological changes, mobility and the digital world are revolutionising the media business. In an increasingly more multi-platform, interactive and convergent market, it is imperative to define new strategies and search for new business models. The traditional groups must respond successfully to the challenges of a new world, with the multiplication of new players and increasingly more demanding consumers, who control the contents. How to respond to this change of paradigm? What will be the positioning of the media in the value chain? What revolutions can be foreseen? How can they contribute to the sustained development of the economy and society? And what will be their role in social inclusion and in the training and full integration of citizens?

18:30 CLOSING OF DAY 1



QUANTIFICAR O FUTURO

24 NOVEMBER (Thursday)

09:30 PUBLIC SERVICE

Doing More with More

The economic recession and social crisis, combined with the profound changes that are occurring at all levels, are placing in question the role of the State and require the definition of a new model for the provision of public services. Since people are at the very core of all changes, the focus must involve cultural change inside the Public Administration, through the excellent training and the motivation of human resources. Having an "Open Gov" means the commitment to ensure that all the management and operation of Public Administration services are open to public scrutiny. But not only, it also means identifying how private initiative may use assets of the public sector in order to create and boost the offer of new services.

09:30 HEALTH AND DEMOGRAPHY

Are we dying of old age?

One of the greatest challenges of current times is the aging of the population. Especially in Europe. All the demographic forecasts point to the lack of sustainability of current societies in view of the growing aging of the population. Which leads to the prediction of the increased weight of chronic diseases and continuous healthcare, along with the reduction of the ratio between employed citizens and non-employed citizens. Added to which is the need to streamline and cut costs in the public sector. The health sector currently faces enormous challenges. And the information and communication technologies, in particular the social networks, assume a crucial role in the transformation of these challenges into opportunities. Only through the information and communication technologies will it be possible to reduce the weight of health in public accounts, improve the quality of life and wellbeing of senior citizens and make them productive. What new businesses can be foreseen? How can we make these opportunities feasible? How can we create a network of solidarity between generations? What new vision must we have on the subject of aging? How can we combine technological innovation and social innovation?

11:00 Coffee-Break – Networking Moments

11:30 THE NETWORKED WORLD

After the fixed networks, it is now the time to construct mobile high speed networks in the national market. This will enable Portugal to have next generation communications infrastructure at the standard of the best of Europe. But having the networks alone is not sufficient. It is necessary to provide products and services based on next generation networks that contribute effectively to the development of the information and communication technologies, the economy and society as a whole. How can we ensure that these infrastructures comprise a real platform for the public and private sector? How can we use its full potential to develop new skills and new businesses, towards the internationalisation of the Portuguese economy, to meet the challenges we currently face? How can we take full advantages of the digital era, in the context of the objectives recommended by the European Digital Agenda?



QUANTIFICAR O FUTURO

11:30 TALENT AND GLOBALISATION

Portuguese talent is spread over the entire world. And the difficult economic circumstances are accelerating the exodus of Portuguese in search of new opportunities in other markets. At a time when Portugal needs all of its national talent to be able to overcome the unprecedented crisis currently being experienced, it is absolutely crucial to define strategies to attract and retain talent. In the current economic context, it is also important to know how to make the most of the Portuguese diaspora to create value for the country. Namely through networks for the sharing of knowledge, fostering and establishing strong and positive connections with national reality. Mobilising an entire generation of talent to contribute to a sustained future. What is the role of the information and communication technologies in this context? What education policies are required to generate more talent? How can we foster innovation through networks of talent? What new forms of working will be necessary?

13:00 Lunch

14:30 INNOVATION AND PRODUCTIVITY

The information and communication technologies might and must be the catalysts of Innovation and Productivity. These concepts are increasingly more inseparable and relevant. In a period when Portugal is forced to increase competitiveness, it is necessary to define new models of sustainable development which are capable of meeting multiple challenges. Competitive requalification of the traditional industrial sectors, reformation of public services or mobility at work are examples of areas that have most to benefit from the strengthening of innovation and increase of productivity. Understanding the new dynamics of the generation of value is a key factor to create quality employment, increase productivity and promote social cohesion. How can we find the best solutions in terms of investment? At what point are we, where do we want to go and what point must we reach? How can Innovation create new business areas and increase productivity in traditional sectors? How can we massify success stories?

14:30 CONSUMPTION, BRANDS AND BUSINESS MODELS

Consumption represents about two thirds of GDP, and its retraction has exerted strong pressure on the growth of the Portuguese Economy. In view of the very significant changes in consumer behaviour and company strategies, in the near future the Digital World will be a key arena as an area of growth, as an area of conquest of new markets and as an area of innovation of business models. It will also be a perfect context for the appearance of new companies and new brands. What new role might the Digital play as a Channel, as an Enabler of Business Models and as Media? How might Brands be relevant in this Arena for increasingly more informed and demanding consumers, how should they operate in the era of the Social Networks?



QUANTIFICAR O FUTURO

16:00 Coffee-Break – Networking Moments

16:30 THE STATE OF THE NATION

The targets defined through the agreement with the “Troika” are very ambitious. And they pose enormous challenges to Portugal, which must be met. In this context communications take on a crucial role, of enormous potential in the process of modernisation, competitiveness and innovation in public services, in the Portuguese economy and society. How are the communications groups preparing to meet this challenge? What strategies will contribute to a sustained upswing? What is their potential for the country to gain competitive capacity and create sustained and quality employment? How can they contribute to the new responses imposed by these major Portuguese social and economic challenges?

18:30 CLOSING SESSION
