

2nd World Summit of PLC Associations

**May 25-26, 2004
Brussels**

Radisson SAS Hotel
47, rue du Fossé-aux-Loups - 1000 Brussels, Belgium

**Organised by the PLCforum Association
with the support of the OPERA IST Project**

***Get a comprehensive vision
on how Power Line Communications (PLC)
can be used to develop
a profitable communications business***

Why should you attend?

- ✓ The window of business opportunities for PLC is really open and a big step forward concerning performance and attractive equipment prices can be expected from the new product generation being launched soon;
- ✓ The new product generation will be designed to handle multimedia as well as narrowband applications;
- ✓ New services are being defined and tested, which will help Service Providers to develop a more profitable PLC business;
- ✓ The European Commission started the IST FP6 OPERA Project (Open PLC European Research Alliance). OPERA is the flagship project of the PLC industry for new generation PLC integrated systems.

Who should attend?

- ✓ Managers of new business development departments (Utilities, Telecoms, ISPs, etc.)
- ✓ Institution Representatives
- ✓ National & International Regulators
- ✓ PLC Associations from Overseas
- ✓ Consultants, Analysts, Opinion Leaders, Journalists, Bank Analysts, Banks and Fund Managers, etc.

Agenda of the 2nd World Summit of PLC Associations

Tuesday - May 25

6:00 pm **Pre-Conference Session: OPERA IST Project**

Introduction and Project Summary

Paulo De Sousa, European Commission

Description of Work, Structure & Procedures

Elisa Garcia Martin, Engineer, Iberinco, Spain

& Miguel Angel Chimeno, Director Control Systems and Telecommunications, Iberinco, Spain

Get a comprehensive overview of the OPERA Project objectives and expected results!

7:30 pm **Networking Cocktail sponsored by the OPERA IST Project**

Wednesday - May 26

9:00 am **Welcome Address & Introduction**

Sergio Rogai, Chairman of the PLCforum Association

Key introductory addresses!

9:15 am **Session 1: Keynote Address**

Augusto de Albuquerque, Head of Unit "Communication & Network Technologies", European Commission

9:45 am **Session 2: New Business Opportunities**

Based on an attractive service platform covering (new) enduser needs and wants

Javier Villacampa, Director, Arthur D. Little

10:15 am *Coffee break*

10:30 am **Session 3: Regulatory Focused Status Reports**

Introduction & Moderation by Victor Dominguez, DS2, Chairman of the PLCforum Technical & Regulatory Working Group

The regulatory framework is getting more and more favorable!

10:40 am - Situation in Europe by Mark Bogers, Unit Enterprise G3, European Commission

11:00 am - Situation in North America by Steve Martin, Technical Research Branch, FCC Laboratory

11:20 am - Situation in Japan by a representative of PLC-J (speaker to be announced)

11:40 pm - Questions & Answers

12:00 am **Session 4: New PLC products (status as of spring 2004)**

Characteristics, roadmap, performance and architecture of systems
Sergio Rogai, Metering Systems Manager, ENEL Distribution SpA.

Key information on new PLC products!

1:00 pm *Lunch*

2:15 pm **Session 5: Commercial Information**

Introduction (including information about the SSE commercial project)
& Moderation by Keith MacLean, SSE,
Chairman of the PLCforum Marketing Working Group

PLC deployments now showing potential for profit and fulfilling performance expectations!

2:30 pm - Ingo Schönberg, PPC AG, Germany

2:50 pm - Franz Heinzl, Linz Strom AG, Austria

3:10 pm - Ramiro Alfonsin, Endesa Net Factory, Spain

3:30 pm - Miguel Angel Sanchez Fornie, Iberdrola, Spain

4:00 pm - EDF (Speaker to be announced)

4:20 pm - Christoph Flämig, Drewag, Germany

4:40 pm - Questions & Answers

5:00 pm *Closing of the 2nd World Summit of PLC Associations & Coffee*