

**Technology & Innovation Group Upper Austria:  
„IT - Challenging the Present, Defining the Future!“**

Information is power and Information Technology is transforming the way society, industry, and governments are communicating and collaborating. Over the last decade, information technology has revolutionized access to information, data and research, and the Internet made communication instant and global. Electronic books on digital screens are displacing paper, and access to Email is available not only at work, but also at the supermarket. With this immense opportunity comes responsibility towards society, and the use of all the data raises moral and ethical questions. This workshop highlights how new trends and directions such as cloud computing will impact our daily lives, and how inventive minds will generate new job opportunities. Equally, the presentations focus on the challenges and growing concerns of data security, as well as the impact and responsibilities towards our environment these technological innovations create.

Information Technology has connected all aspects of our lives in a manner unimaginable a few years ago, and its pace of change today is greater than ever. The rapid emergence of cloud based computing as a next generation computing paradigm, the rise of “smart” mobile devices, and intelligent sensing will further accelerate an increase in data volume and throughput. IT infrastructure including data and communication along with wireless connectivity are the roads and bridges of the future.

The enormous volume of information creates vulnerability and raises questions of security and privacy. Cyber warfare can cripple networks, compromise infrastructure, and bring all parts of an economy relying on ubiquitous access to information to a complete halt. What are the responsibilities of government, industry, and consumers to establish trust and what are the legal implications of a data breach? What standards should be implemented, and how should governments provide regulatory guidance and privacy laws without limiting innovation? It is critical that personal information including medical records, financial data, and intellectual property are properly protected and accessible with authorization only.

The rising reliance on Information Technology has increased the demand for data centers significantly. As a result, the operation of data centers has growing environmental impact. Water, air, and electricity are the “fuel” of our datacenters, and we have to learn and apply new ways of conserving and preserving. Green strategies for reducing energy consumption and carbon emissions need to be incorporated throughout all phases of the life cycle.

Over the years, innovation in Information Technology has created unexpected opportunities and is the driving force for generating large amounts of new jobs in the fields such as computer animation, ecommerce, and computer security. With so many aspects of our life connected through Information Technology, the focus for our future will be education and mentoring young minds. Fostering research and development and an ecosystem that encourages investment and entrepreneurship will generate many new and powerful innovations in our lifetimes.

**Partnerships:**



18. August bis 3. September 2011  
Europäisches Forum Alpbach  
Gerechtigkeit - Verantwortung für die Zukunft

**European Forum Alpbach 2011  
TECHNOLOGY FORUM  
„Technology as an Opportunity –  
Responsibility for the Future“**

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**Technology & Innovation Group  
Upper Austria  
“IT - Challenging the Present,  
Defining the Future!”**

**Friday, August 26<sup>th</sup>, 2011  
9.00 a.m. to 2.30 p.m.**

**Alpbach, Junior High School  
Alpbach 670, 6236 Alpbach**

# PROGRAMME



## Technology & Innovation Group Upper Austria “IT - Challenging the Present, Defining the Future!”

- 09:00-09:15**    **Opening Session**  
**Doris Hummer**, Minister of Research, Upper Austrian State  
**Viktor Sigl**, Minister of Economy, Upper Austrian State
- 09:15-09:45**    **Keynote: Grand Challenges in Information Technology**  
**Johann Eder**, Professor University Klagenfurt & Vice President of the Austrian Science Funds (FWF), Austria  
Information Technology Big Trends and Challenges
- 09:45-10:15**    **The Value of Innovation in IT**  
**Tatjana Oppitz**, IBM General Manager, Austria  
New Business Models, Rapid Innovation
- 10:15-10:45**    **Coffee Break**
- 10:45-11:15**    **IT Governance-Standards, Legal Aspects and Top-Management between Euphoria and Disillusionment**  
**Hermann Sikora**, General Manager GRZ IT Group, Austria  
Responsibilities of Government, Industry, Managers and Consumers
- 11:15-11:45**    **Information Technology above the Clouds**  
**Christofer Hoff**, Cloud Security Alliance & Director Cloud & Virtualization, Cisco Systems, USA  
Cloud Computing and Mobility, On Demand Computing

**11:45-12:45**    **Lunch Break**

**12:45-13:15**    **Staying Safe - IT Security and Threats**  
**David Lacey**, Information Security & Risk Researcher, Book Author “ Managing the Human Factor in Information Security”, UK  
Cyberwar, Critical Infrastructure Protection, Protecting Users and Privacy of Information

**13:15-13:45**    **Sustainability of IT Infrastructure**  
**Frank Koch**, Infrastructure Architect, Microsoft, Germany  
Green Datacenters and the Impact to Electricity and Carbon Management

**13:45-14:30**    **Panel Discussion: “Shaping the Future with Information Technology”**  
**Speakers from earlier Sessions**

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