



– First GCD nationwide conference series –

“City transformation in a changing world”

Kick-off conference - City transformation in an ageing society -	
1 July 2010	Meeting place: Customer Briefing Centre – Cisco Eschborn/Frankfurt
10:00 a.m. – 10:20 a.m.	Welcome to the Cisco Customer Briefing Centre by Dr. Klaus Juffernbruch providing insight into special applications e.g. Collaboration Theatre – Connected Homes – Health Presence as short guided tour.
10:20 a.m. – 10:30 a.m.	Welcome to “GCD Executive Briefing Forum for Cities” by Mayor Spizig .
10:30 a.m. – 11:00 a.m.	The main session will be moderated by Mr. Frank Schöneberg who will introduce the participants and open the discussion by giving the floor to: <ul style="list-style-type: none"> ▪ Mr Ole Wintermann, Bertelsmann Foundation, presenting a worst case scenario; ▪ Best case scenarios will be presented by Mr. Diogo Vasconcelos, Cisco, newly appointed by the European Commission as expert for the research programme on ageing society.
11:00 a.m. – 12:45 p.m.	The discussion will continue as a round table addressing the worst/best case scenarios and providing some local answers by the participants supported by the two experts.
12:45 p.m. – 1:00 p.m.	Wrap-up by the moderator.
1:00 p.m. – 2:15 p.m.	Networking luncheon providing a discussion between the participants as well as a keynote view on e-health community in Europe. Closing words by Mayor Spizig.
	- End of the first “GCD Executive Briefing Forum for Cities” -



- Under the leadership of Mayor Angela Spizig, city of Cologne, within the GCD framework, supported by white balance GmbH -



- In collaboration with Cisco Systems Germany – Europe -