

# **Cyprus ICT 2007**

## **Information Communication Technology Conference & Exhibition**

*“Bridging the gap between business and ICT- How ICT can bring  
evolution to your business”*

### **Organisers:**



**3 – 5 May 2007**  
**Cyprus International Conference Centre, Nicosia**

## **1. EVENT OBJECTIVE**

Information and Communication Technologies (ICT) are a powerful driver for economy-wide productivity, growth and jobs – and are arguably Europe’s best-bet investment for the future. Though investment and innovation in ICT generate around 45% of EU productivity growth the Cyprus Business community and general the Cyprus economy is not investing enough in Information and communication technologies leaving Cyprus well behind in comparison to most of EU countries.

The **ICT Conference and Exhibition** has emerged from the need to promote measures by which enterprises in Cyprus can grow and become more competitive by taking advantage of the opportunities offered by Information and Communication Technologies. The event is a showcase and presentation of the best worldwide examples in accomplishing growth through ICT.

The **2<sup>nd</sup> ICT Conference** is an event that will bring together top-level professionals from leading ICT and Business enterprises as they reveal opportunities and challenges raised by the emergence of next-generation ICT services and solutions. The conference will allow participants, speakers and exhibitors to involve themselves in discussions that examine the opportunities ICT provides today in bridging the ICT with business objectives. Special emphasis is placed on bringing together:

- ICT Professionals, application and Solution vendors, System Integrators, Network operators and Service Provides
- Enterprise customers and end-user professionals

The conference is focused on the business objectives, ICT infrastructure and application requirements of CEOs, CIOs, CFOs, Executives Directors, Managers, Suppliers, Consultants, Academic and Research Community, Business and Technical Professionals involved either directly or indirectly in the process of purchasing, implementing or aligning corporate strategy of their organization through ICT exploitation.

A parallel business to business **ICT Exhibition** will take place during the conference. The exhibition will be a showcase of ICT solutions including Software Applications, Networking, Wireless and Mobile Technology, Integrated Solutions and Internet Solutions and Services.

### **3. ORGANIZERS**

#### **CITEA**

The Cyprus Information Technology Enterprises Association (CITEA) was established in 1987 and is a member of the Cyprus Employers and Industrialists Federation (OEB). The Association's objective is to play a determining role in the balanced growth of information technology in the Cyprus economy acting as a vehicle of change for the development of the information society. The Association is the principal representative of information technology (IT) enterprises in Cyprus and its member companies belong to all IT related fields.

[www.citea.net](http://www.citea.net)

#### **IMH Creative Solutions Consulting Ltd**

IMH Creative Solutions Consulting Limited is a leading knowledge and skills transfer company based in Cyprus. Its services include Event Management, Conference and Exhibition Organizing, Specialized Publications and Human Resource Consultancy and Training.

[www.imh.com.cy](http://www.imh.com.cy)

### **4. VENUE**

Cyprus International Conference Center, Nicosia

### **5. DATE**

3 - 5 May - Exhibition

4 May – Conference

### **6. EXHIBITION OPENING HOURS**

3 May 1800-2200

4 May 0900-2200

5 May 1400-2200

#### **4. Conference preliminary themes and topics**

##### **"ICT Governance: The European Commission Perspective"**

Governance is an issue which attracts more and more attention as organisations begin to understand the need for ensuring alignment of activities with overall corporate objectives. ICT governance indicates how Information and Communication Technologies are managed. The specific presentation will portray how ICT governance is organised in the European Commission, who is affected by ICT governance as well as the various management and co-ordination mechanisms needed to ensure coherence in a decentralised organisation with other institutions and entities.

##### **Building Blocks of an Enterprise ICT infrastructure**

Define the must have ICT blocks within an organization mapping these blocks to future technologies and business objectives

##### **Key Trends of the Financial Industry today**

The presentation will capture topics of Regulatory /Compliance, Event Based Marketing with references to customer case studies

##### **The Network infrastructure: from present to the future**

How the converge of telephony, mobile, networking, Internet and wireless technology will empower future office workspace.

##### **Building a foundation from high performance to Business Intelligence**

Subjects includes:

- Discovering your business and your customers
- Business Intelligence for benchmarking your success
- Activity based costing and performance Management

##### **The Cyber Crime threat**

The emergence of modern information-based societies in which the exercise of economic, political, and social power increasingly depends on the opportunities to access, manipulate, and use of information and networked infrastructures has created opportunities for new crimes and new threats to global security, as well as for new law enforcement and national security responses.

##### **Activity based costing and performance Management**

Today, activity-based costing and management is widely adopted because it provides a more complete picture of the profits and costs of doing business than traditional cost accounting.

##### **Support for internal control procedures**

### **Integrating the Enterprise**

Increasing productivity and reducing operational cost

### **ICT Funding Opportunities Through Innovation, Research and Technology**

The speaker will exploit opportunities supporting enterprises ICT investments through national and European programs.

### **IP Telephony and security issues**

The session will cover issues related to security problems when using an IP telephony / VoIP infrastructure and ways by which these voice conversation can be made secure.