

# 2<sup>nd</sup> 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 Nobuo Matsuo, PLC-J

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 - Djamel Chekroun, EDF, France

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*