



# International Lower Saxony's Broadband Days

Organisation: ProArbeit kAÖR

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## 1. Attendance List

The admission was free so there is no attendance list we can present. There were the following groups present on the Broadband Days:

- BIRD Project Partners
- Politicians
- Enterprises which wanted to present them selves
- Visitors

## 2. Agenda

22.05.2006

09:00 Admission and registration

09:30 press conference

10:00 Opening of the International Lower Saxony Broadband Days in  
Osterholz-Scharmbeck  
Osterholz County Mayor Dr. Jörg Mielke

10:30 The importance of Broadband Internet access for the  
competitiveness of SMEs in the "Elbe-Weser" area  
Dr. Hans Peter Kolzen, President of the Chamber of Industry  
and Commerce-Stade

10:45 Opening and Trade Fair Tour  
Osterholz County Mayor Dr. Jörg Mielke, Walter Hirche,  
Minister of Economy, Employment and Transport of Lower  
Saxony  
Dr. Hans Peter Kolzen, President of the Chamber of Industry  
and Commerce-Stade





# International Lower Saxony's Broadband Days 28.04.2008

11:00-12:00 company presentations

Vodafone

11:00 Claudia Homberg, key account manager medium-sized businesses

EWETel

11:20 Tomas Eilers, manager

11:40 Cisco-Systems – Dr. Erwin Schmietow, member of the managing board

12:00 - 13:00 lunch break

13:00 Innovation motor broadband – central field of action: “The service of tomorrow”  
Dr. Martina Krogmann, Member of Federal Parliament, manager of the CDU/CSU parliamentary group

Prospects of broadband future - view of the federal net agency

13:30 Dr. Iris Henseler-Unger, deputy chairwoman federal net agency

Broadband supply as a locational factor – Germany's performance within the EU

14:00 Bernd Weismann, Federal Ministry of Economy and Technology

Broadband communication in Lower Saxony from the view point of a central association for municipalities  
Manfred Malzahn, Lower Saxony county conference

14:30 Break

14:50 BITKOM – German Association for Information Technology, Telecommunications and New Media e.V  
Manfred Breul, divisional director telecommunication

15:10 eco - Association of German internet enterprises  
Klaus Landefeld, board member infrastructure and networks

15:30 coffee break

16:00 4 parallel forums:

16:30 - 18:00

1st forum Demands for Broadband connections for Local authorities and enterprises, introducing solution examples  
presenter:  
Dipl.-Ing. Marco Brunzel, Fraunhofer institute for open communication systems FOKUS

2nd forum Broadband Services  
presenter:  
Dr. Derek Meier, IT Adviser, Chamber of Industry and

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Commerce-Stade

3rd forum Cost and benefits of internet connection  
presenter:  
Dieter Boumans, updata Deutschland GmbH

4th forum Broadband connection and data security  
presenter:  
Andreas Huber, divisional director inter-municipal cooperation;  
Zeppelin University

18:00 end of the 1st conference day

20:00 Informal Get Together

23.05.2006

09:00 Information and communication technologies as instruments for regional development – opportunities for interventions within the INTERREG programme and the new objective 3 of the European Fund for Regional Development

Mathias Woiwode von Gilardi, Senior Spatial Development Officer at the INTERREG III B North Sea Secretariat, Viborg (Denmark)

Internet access as a citizen's right – political concepts and their implementation in Estonia

09:30 Hannes Astok, programme director Municipal and Regional Government Development Programme eGovernance Academy, Tallinn (Estonia)

10:00 – 12:30 2 parallel forums: examples for regional and municipal broadband concepts

Models for setting up and running broadband networks

Archipelago Net – municipal internet from island to island (Finland)

Forum 1: The project "One Region" – regional intranet in the Groningen region (The Netherlands)

"Ask for broadband" – promotion of broadband connections in East-England (UK)

Forum 2: "Dalanebredband" a regional concept for broadband supply from the rural regions of South-West-Norway (Norway)

Application of broadband based new services in regional and municipal context

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Broadband connection at the Business Park A27 – a best practice example from the “ICT for SMEs” project of the county of Osterholz (Germany)

Better services for companies through eGovernment – experiences from the “Log In” project (Belgium)

New ways for public participation – a trend report from the “eVoice” project (Germany)

Djursland Net – internet as a bottom-up process. Report from a voluntarily organised citizen's network (Denmark)

12:00 -  
13:30

Lunch break

13:30

Broadband connections in rural areas- A(n) (un)clarified question!?  
panel discussion presenter:

15:30

Michael Petz, Chamber of Industry and Commerce-Stade  
Conclusion  
Osterholz County Mayor Dr. Jörg Mielke

### 3. Reports

While large-scale enterprises have already completely transferred to broadband local area networks many small and medium sized enterprises often still have to catch up with the developments. However the absence of comprehension by the decision makers is not always the main problem. Particularly rural areas are not completely covered by broadband infrastructure. There is no denying that there is a large number of “untasted spots” in supply of broadband in Lower Saxony.

In our digital economy the absence of broadband internet means a significant location disadvantage which finally can lead to a decrease of business tax payers as well as a decrease of employment in the communes.

More often the existence of a completed Broadband infrastructure is a decisive criteria for enterprise settlement.

Discussions with stakeholders and decision makers in those communes that are still lacking broadband structure show that it would be profitable to have a public debate on this theme. Fortunately the telecommunication enterprises have shown a high flexibility in apparently “hopeless cases”. By means of the International Lower Saxony Broadband Days the Lower Saxony state government supports medium-sized economy and the communes in their efforts to bring together providers and users in a dialogue to abolish existing restraints and to promote broadband applications particularly in rural areas.

**Walter Hirche**

Secretary of Economy Work and Traffic

## **4. Press articles**

**Wirtschaft Elbe Weser 3/2006**

"Versorgung in der Fläche"

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**P.T. Magazin für Wirtschaft, Politik und Kultur**

"Die welt des schnellen Datentransfers" vom 15.03.06

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**Einblicke in die Breitband-Welt**

Fachmesse zeigt Unternehmern neue und schnelle Wege des Datentransfers

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European Regional  
Development Fund



Interreg North Sea Region