



The third Open World Forum will gather together decision-makers from the open digital world, in Paris

Open Is The Future
Open Innovation - Open Enterprise - Open Society

30 September – 1 October 2010 – Eurosite George V

1,500 participants from 40 countries will come together to analyze the technological, economic and social impact of Open Source, the invisible engine behind the digital revolution. The aim: to interpret future trends and cross-fertilize initiatives.

Paris, 22 July 2010. Technologies – Economic Models – Governance... Year after year the Free/Open Source movement is establishing itself as the invisible engine driving the digital revolution, and the hidden backbone of key digital players like Google, Amazon and Wikipedia, as well as the catalyst for numerous emerging trends including Cloud computing, the Internet of Things, green technologies, new organizational models, new-generation NGOs, open democracy... Following the success of the first two events, the Open World Forum will once again be staged in Paris this year, on 30 September and 1 October, bringing together 1,500 experts and decision-makers from 40 countries. The aim of this 'Davos' of open technologies is to debate and cross-fertilize initiatives, to shape the open digital landscape of the future.

TWO DAYS OF HIGH-LEVEL SESSIONS

With 15 keynote addresses, 20 workshops and 8 think-tanks, featuring 140 presenters from 40 countries, the Open World Forum will include eight flagship sessions:

30 SEPTEMBER

- **Opening keynote addresses: The state of the open world: what impact will it have on the digital future?** With Walter Bender (MIT Media Labs/OPLC/Sugarlabs), James Governor (RedMonk), Jeffrey Hammond (Forrester), Simon Phipps (ForgeRock), Dirk Riehle...
- **The revolution in open innovation: collective intelligence actively supporting growth.** With Stefan Lindegaard (15Inno), Steve Shapiro (Innocentive), Roberto Di Cosmo (INRIA), Patrick Chanezon (Google), Michel Guillemet (Bull)...
- **Open Cloud: Open Source at the heart of tomorrow's 'computing power plants'?** With Matt Asay (Canonical), Larry Augustin (SurgarCRM), Kyle Mac Donald (Cloud.com), Matt Wood (Amazon)...
- **Open communities: the emblematic organizations of the 21st century?** With Eben Moglen (Software Freedom Law Center), Bertrand Delacretaz (Apache), Mike Milinkovich (Eclipse), Cedric Thomas (OW2)...

1 OCTOBER

- **Open democracy in 2010: what are the initiatives and prospects?** With Philippe Aigrin (Sopinspace), Ellen Miller (Sunlight Foundation), Dominique Piotet (RebellionLab), Francis Pisani (Transnet)...
- **Managing 'the commons': 'tragedy' or opportunity?** With David Bollier (Onthecommons.org), Michel Bauwens (P2P Foundation), John Wilbanks (Creative Commons)...
- **Open Generation: from 'Generation Y' to 'Generation O'?** With Sandrine Murcia (Silicon Sentier/Mindblush), Sunil Abraham (Centre for Internet and Society), Benjamin Bejbaum (founder of DailyMotion)...
- **Closing keynote addresses: Open Innovation Awards and FLOSS 2020 RoadMap.** With Michael Tiemann (OSI, Red Hat), Jean-Pierre Laisne (OW2, Bull)...

Numerous workshops and seminars will also enable delegates to evaluate emerging trends in the open world: the development of open media; the advent of new-generation NGOs based on collaborative strategies (Sahana, CrisisCommons...); the revolution in community marketing; new forms of business organization inspired by Open Source; etc. The innovative events being staged this year for the first time include a summit meeting addressing the points of view of leading industry analysts on the Open Source world (Forrester, 451 Group, PAC, RedMonk) and another on diversity and women in the Free/Open Source world. Finally, the Open Source Think-tank, dedicated to analyzing Open Source economic models, will once again be partnering the Open World Forum.

THE GLOBAL MEETING POINT FOR OPEN INNOVATION

Above and beyond the forward-looking analysis and networking, the event aims to foster the development of multiple, cross-cutting initiatives, during or following the Forum. Complementing the **Open CIO Summit** – the leading Open Source summit meeting organized by CIOs, for CIOs – and the **FLOSS International Competence Centers Summit**, the Open World Forum 2010 will also be hosting several new initiatives:

- The first **BRIC Think-tank**, bringing together decision-makers from the Brazilian, Russian, Indian and Chinese governments to discuss ways of accelerating their digital development using open technologies
- The first **Open Cloud Summit**, bringing together technical directors from the biggest players in Cloud computing to evaluate ways forward in terms of interoperability
- The first **Open Forges Summit**, bringing together decision-makers from the major open digital software forges.

The Forum will also stage the presentation of the 2010 Open Innovation Awards, as part of a **Demo Cup** event, and will continue forward-thinking initiatives with further input into the **2020 FLOSS RoadMap**. Over a number of months, international experts will compare their visions of the future, to generate scenarios and make recommendations that will be published at the Forum.

The Open World Forum is an initiative launched and led by a number of major international and European organizations from the Free/Open Source and digital world, with the support of public institutions (the EU, Paris city council, the Ile-de-France region) and the active involvement of a wide ecosystem of businesses, including almost 70% of the world's largest IT companies. Major sponsors of the 2010 OWF already include Bull (co-founder), Red Hat, HP, AlterWay, QualComm, Smile, HP, INRIA, Nuxeo, Pilot Systems, Canonical, Cap Gemini, Oracle, Jaspersoft, SugarCRM, Ayeba and Accenture. In 2010, the Forum is being organized by the Systematic competitiveness cluster, in partnership with Cap Digital and the European Qualipso consortium. The program committee includes some 50 international experts from six continents.

About the Open World Forum

The Open World Forum is the leading global summit meeting bringing together decision-makers and communities to cross-fertilize open digital technological, economic and social initiatives. At the very heart of the Free/Open Source revolution, the event was founded in 2008 and now takes place every year in Paris, with over 140 speakers from 40 countries, an international audience of 1,500 delegates and some forty seminars, workshops and think-tanks. Organized by a vast network of partners, including the leading Free/Open Source communities and main global players from the IT world, the Open World Forum is the definitive event for discovering the latest trends in open computing. As a result, it is a unique opportunity to share ideas and best practice with visionary thinkers, entrepreneurs and leaders of the top international Free/Open Source communities and to network with technology gurus, CxOs, analysts, CIOs, researchers, politicians and investors from six continents. The Open World Forum is being run this year by the Systematic competitiveness cluster, in partnership with Cap Digital and the European QualiPSO consortium. Some 70% of the world's leading information technology companies are involved in the Forum as partners and participants.

For more information, visit: <http://www.openworldforum.org>

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