

Launch of the SBS FORUM ON ICT STANDARDS FOR SMES

“How SMEs can make strategic use of standardisation: benefits of investing in standardisation and opportunities for new business models”

9th December 2016

IHK Köln, Unter Sachsenhausen 10-26, 50667 Cologne Germany

The “SBS Forum on ICT standards for digitisation of SMEs” is a European platform for discussion and sharing of information about ongoing ICT standards activities that are relevant to SMEs. The Forum focuses particularly on digitisation of SMEs and it targets SMEs providing ICT services as well as SME users of such services. The main target audience of the Forum are SMEs across the EU and EFTA member states, as well as associations representing SME interests.

The launch event of the Forum will be an opportunity for SMEs to get inspiration and learn from the experience of other companies, large and small, that are successful in making strategic use of standardisation. Two sessions will address various case studies where ICT standards allow market operators to implement successful business models. The first session will be focused on the Internet of Things (IoT). Speakers will share their views on the benefits of standards for companies involved in existing or future IoT markets and the potential opportunities for SMEs.

The second panel will address the opportunities for companies to exploit their Intellectual Property Rights (IPRs) through standards. Standard Essential Patents (“SEP”) generate substantial revenues from licencing proprietary technologies that are made available through standards. The panellists will share their experiences and discuss ways for more SMEs to benefit from the “SEP” licencing business model.

The SBS Forum is organised by the [European DIGITAL SME Alliance](http://www.digitalsme.eu) (“DIGITAL SME”), the SBS member association representing SMEs in the ICT sector. DIGITAL SME is the largest European network of digital SMEs. Its members are national associations or clusters of digital SMEs and represents more than 20.000 digital SMEs in 18 countries.



Programme

09:00 – 09:50 Registration and coffee

09:50 – 10:00 Welcome – Dieter Schiefer (IHK Cologne)

10:00 – 10:15 Setting the scene – Sebastiano Toffaletti (European DIGITAL SME Alliance) and Christel Davidson (SBS)

10:15 – 11:15 IoT standards: Benefits of standards for companies involved in existing or future IoT markets and the potential opportunities for SMEs

Panellists:

- Jochen Friedrich (IBM)
- Enrico Scarrone (Telecom Italia)
- Massimo Vanetti TBC (SBS expert in ETSI oneM2M, SME)

Moderator: Sebastiano Toffaletti (European DIGITAL SME Alliance)

11:15 – 11:30 coffee break

11:30 – 12:30 Standard Essential Patents (“SEP”): how SMEs can benefit from the SEP licencing business model

Panellists:

- Ruben Bonet (Fractus, SME)
- Audrei Scozzaro Ferrazzini (Qualcomm)
- Patrick Hofkens (Ericsson)
- Benoit Abeloos (European Commission)

Moderator: Sebastiano Toffaletti (European DIGITAL SME Alliance)

12:30 – 12:40 Conclusions – Sebastiano Toffaletti (European DIGITAL SME Alliance)

12:40 Lunch

SPEAKERS

Rubén Bonet, Co-founder and President and CEO of Fractus

Rubén Bonet is co-founder, President and CEO of Fractus, a European technology company specialized in the global wireless and telecom industries, named in 2005 Technology Pioneer by the World Economic Forum. Rubén has an MSc in Telecommunications Engineering and an MBA at IESE Business School. Earlier in his career he was strategy consultant at Arthur Andersen. Ruben summary of accomplishments are the spin-off of Fractus from an R&D university, the funding with €20 million of venture capital, the international expansion across US and Asia, strategic partnerships with large industrial corporations, a later-stage MBO and the negotiation of patent technology licensing agreements. Rubén has been recently appointed Entrepreneur-in-Residence at IESE and SMEs Chair in IP Europe, representing European SMEs.

www.digitalsme.eu

www.sbs-sme.eu



Small Business Standards (SBS) is the European association representing and supporting small and medium-sized companies (SMEs) in the standardisation process, both at European and international levels.



Co-financed by the European Commission & EFTA Member States

Enrico Scarrone, TIM, Vice Chair Chairman of the Steering Committee of oneM2M (representing ETSI), and Vice Chair ETSI TC smartM2M

Enrico Scarrone joined the R&D division of TIM (Telecom Italia Mobile) in 1992. Participation and promotion of early studies on integration of IP and mobile cellular networks in 3G.IP and in 3GPP (where he served as delegate from 1999 and as SA1 Chairman from 2006 to end 2011), has allowed him to stimulate the inclusion of all-IP solution and the IMS in 3GPP. He was involved in several projects in technology planning and selection, testing, budget forecasts, RFI, RFQ in the mobile and FMC areas, developing a strong link between real networks and standardization/research. This includes technical consulting on mobile, fixed and IMS technologies several countries around the world. He is participating to 3GPP SA1, dealing with service and operational requirements in 3GPP mobile systems, where served as Chairman from 1996 to end 2011. He was also deeply involved in the foundation of ETSI TC M2M (where served as chairman from 2011 and 1012) and was one of the key people engaged in the creation of oneM2M, in charge of developing a global multiservice system for IoT communications and Internet of Things. Enrico Scarrone is currently the Vice Chair Chairman of the Steering Committee of oneM2M (representing ETSI), and Chair of ETSI TC smartM2M. He is also coordinator for IoT standardization in the TIM Standards and IPR department.

Audrey Scozzaro Ferrazzini, Policy Lead on Standardisation and Industrial Policy, Qualcomm

Audrey is the Policy Lead for Standardisation and Industrial Policy at Qualcomm for the EMENA region. Audrey's main activities focus on European innovation and the digitisation of the European industry, intellectual property and standardisation policy. She is Vice-Chair of the AmCham EU Intellectual Property Rights Committee and member of the Executive Committee of the 4iP Council, an industry group involved in academic research into intellectual property rights. Audrey is based out of the Qualcomm Brussels office.

Benoît Abeloos, Policy Officer – Startups and Innovation, Directorate General Communications Networks, Content and Technology, European Commission

As policy officer, Benoit is contributing to the policy activities related to ICT standardisation, startups, and innovation. He is in charge of the EU Catalogue of ICT standards, which is an action listed in the Digital Single Market Strategy, and of international ICT standardisation actions. He also contributes to the implementation of the ICT standards priorities communication and to different EC startup and scaleup initiatives. He worked previously as standardization and interoperability policy officer at the Health and Wellbeing Unit of DG CNECT, where he was in charge of the epSOS large scale pilot project. Before joining the Commission, he held different executive positions in ICT startups, in Amadeus, the technology partner of the travel industry, and in Belgacom, the Belgian Telecommunication incumbent.

Jochen Friedrich, Technical Relations Executive, IBM Technical Relations Europe

Jochen Friedrich leads IBM's Technical Relations – Europe team which is part of the corporate IBM standards and open source strategy organisation. He is responsible for coordinating IBM's standardisation activities in Europe as well as for standardisation policy, technical regulation and compliance engineering. Jochen Friedrich started his career in IBM at the Scientific Centre Heidelberg in 1998. Since then he has held several lead positions in Research and Development. In addition to his IBM responsibilities, Jochen is a member of the ETSI Board, of the Executive Committee of Eema International, and is a member of the DIN presidential committee FOCUS.ICT, of the DKE Advisory Council on Technology, of the Standardisation Council Industry 4.0 and of the German Platform Industrie 4.0 working group 1. He also holds lead roles in European industry associations: He chairs the standardisation task force in OpenForum Europe (OFE), is chair of the standardisation working group in the German ICT association BITKOM. He is a member of a regional board of the German Association of Electronics, Electrical Engineering and Information Technologies (VDE). Jochen is a representative in the EU Commission's advisory group "ICT Multi-Stakeholder Platform" and in the Steering Committee of the "Joint Initiative on Standardisation (JIS)". Jochen is a Fellow of the Openforum Academy.