



Nasce in Italia il primo incubatore specializzato nel settore sanitario.

Glaxo Wellcome annuncia il lancio di **eHealthCube**, il primo incubatore specializzato nel settore sanitario. **eHealthCube**, facendo leva sull'esperienza e la conoscenza di una delle più grandi aziende farmaceutiche in Italia e nel mondo, si propone di selezionare, sviluppare e lanciare iniziative business-to-business in settori di nicchia rilevanti per la Sanità.

Questa iniziativa è parte integrante di un disegno strategico mirato a migliorare i processi di business nei diversi comparti del mondo sanitario e ad ampliare l'offerta di servizi a valore aggiunto per i professionisti dell'*healthcare*, sfruttando le opportunità offerte da Internet e dall'**Information & Communication Technology**.

eHealthCube, ha reso possibile la realizzazione della prima edizione europea di

WEB PORTFOLIO STUDY INTERNATIONAL CONFERENCE

The Key Issues of the Digital Economy: Comparing European and American Perspectives

Auditorium Glaxo Wellcome, Verona - June 28-29-30, 2000

PRE-CONFERENCE TUTORIALS (Parallel Sessions) - June 28, 2000 | 10 a.m. - 5 p.m.

T1 - INTELLECTUAL CAPITAL AND KNOWLEDGE MANAGEMENT

The Next Generation of Intellectual Capital Management Systems
FREDDIE McMAHON, CEO, Extu.com; **DAVE SNOWDEN**, Director EMEA, Institute for KM, IBM
ChangeLand: How to Create and Manage Knowledge-based Businesses
BASILUS MASOULAS, KM Global Program Manager, Shell International Services

T2 - NEXT GENERATION PORTALS AND EXCHANGES

Futures and Options Trading in B2B Product Markets
EDWARD SHENDEROVICH, former Assistant VP, Silicon Valley Bank
Portals Proliferation and Web Content Management
JACK JIA, Vice President Engineering, Interwoven, Inc.

T3 - SUPPLY CHAIN MANAGEMENT AND B2B NET MARKETS

Next Generation Supply Chain Management
SCOTT STEPHENS, Chief Technology Officer, Supply Chain Council
Real Time Supply Chain Event Management
COSIMO SPERA, Chief Executive Officer, Saltare.com.

DAY ONE - June 29, 2000 | 9:30 a.m. - 6:15 p.m.

KEYNOTE ADDRESS | THE ECONOMICS OF INFORMATION TECHNOLOGY

HAL R. VARIAN, Dean, School of Information Management and Systems (SIMS), University of California at Berkeley

The Evolution of the Internet: Next Generation Networks, Web Technologies and Standards

CESARE MOSSOTTO, Director, CSELT

Commentators: **DOMENICO FERRARI**, Director, CRATOS, Università Cattolica at Piacenza, Professor Emeritus of Computer Science, University of California at Berkeley; **MICHAEL KLEEMAN**, CTO, Aerie Networks; **BARRY J. NALEBUFF**, Milton Steinbach Professor of Management, Yale University; **SALVATORE RANDI**, President, ICT Consulting; **GUIDO VANNUCCHI**, Consultant, Forum for the Information Society, Office of the Italian Prime Minister

E-COMMERCE ISSUES

The Changing Terms of Global Economic Competition

STEVE COHEN and **JOHN ZYSMAN**, Co-Directors, The Berkeley Roundtable on the International Economy (BRIE)

Policies and Regulations: Comparing European and American Viewpoints

FRANCO ARZANO, Senior VP, Ericsson, Issue Manager for E-Commerce in Transatlantic Business Dialogue, EU
PETER HARTER, VP - Global Public Policy and Standards, eMusic.com

Commentators: **MICHAEL BORRUS**, Managing Director, Petkevich & Partners; **PIERO DI PORTO**, Scientist, ENEA, former Scientific Attaché, Italian Embassy, Washington D.C.; **MICHAEL KLEEMAN**, CTO, Aerie Networks

KEYNOTE ADDRESS | CHALLENGES FOR REGULATING THE GLOBAL INFORMATION SOCIETY

MARK LEMLEY* and **PAMELA SAMUELSON***, Co-Directors, The Berkeley Center for Law and Technology, UC Berkeley

*Video Conference From the University of California at Berkeley

ALL THE CONFERENCE TALKS WILL BE TRANSLATED SIMULTANEOUSLY FROM ENGLISH TO ITALIAN AND VICE VERSA

DAY TWO - June 30, 2000 | 9 a.m. - 6 p.m.

KEYNOTE ADDRESS | STRATEGY IN CYBERSPACE: CREATING AND CAPTURING VALUE

BARRY J. NALEBUFF, Milton Steinbach Professor of Management, Yale University

Libertizing Knowledge to Create Value in a Network Environment

DAVE SNOWDEN, Director EMEA, Institute for Knowledge Management, IBM

Collaborative Commerce to Manage Effectively the Virtual Supply Chain

SCOTT STEPHENS, CTO, Supply Chain Council

ROUNDTABLE: "EMERGING EBUSINESS MODELS"

Chairman: **LUCA DELGROSSI**, Associate Director, CRATOS, Università Cattolica at Piacenza

Panelists: **DAVID GREENWALD**, eBusiness Consultant; **PETER F. HARTER**, VP Global Public Policy and Standards, eMusic.com; **CHRISTINE HERRON**, Founder, Chairman, and CEO, Mercury2.com; **JACK JIA**, VP Engineering, Interwoven, Inc.; **FREDDIE McMAHON**, CEO, Extu.com; **EDWARD SHENDEROVICH**, former Assistant VP, Silicon Valley Bank; **COSIMO SPERA**, CEO, Saltare.com

Web Portfolio Study Overall Results

ANDREA MILLS, Project Director, Web Portfolio Study, Executive VP, World Institute for the Digital Economy (WIDE)

WEB PORTFOLIO ROUNDTABLE: "LESSONS LEARNED FROM E-BUSINESS INITIATIVES IN DIFFERENT SECTORS"

Chairman: **MICHAEL BORRUS**, Managing Director, Petkevich & Partners

Panelists: **RENATO BARTESAGHI**, Managing Director, Credito Valtellinese Group; **ELIO CATANIA**, General Manager, IBM Italy; **VINCENZO DE BUSTIS**, Managing Director, Banca del Salento; **NICK HAGGAR**, eBusiness Director Europe, Glaxo Wellcome; **WARD HANSON**, Director, Internet Marketing Project, Stanford University; **BASILUS MASOULAS**, KM Global Program Manager, Shell International Services; **UMBERTO PAOLUCCI**, VP, Microsoft Europe; **MARK THOMPSON***, Chairman, Integration.com, Former Executive Producer, eSchwab; **STEFANO VENTURI**, CEO, Cisco Systems Italy

ALL THE CONFERENCE TALKS WILL BE TRANSLATED SIMULTANEOUSLY FROM ENGLISH TO ITALIAN AND VICE VERSA

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INFORMATION AND REGISTRATION

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