

Opening: Welcoming and Introduction

1 Ottawa, ON

2 --- Upon commencing on Wednesday, October 3, 2007

3 at 9:13 a.m.

4 MR. OXLEY: If everybody could
5 please start taking their seats we will get going
6 here. That would be wonderful.

7 We have a full line-up of
8 wonderful speakers today and a great panellist.
9 This day is going to be jam packed with some
10 wonderful conversation. So if you could grab your
11 seats, I'm pretty excited to get going here and
12 let's get the conversation going.

13 --- Pause

14 MR. OXLEY: I think everybody is
15 starting to get down, so without further ado I
16 think the best way to kick this day off is by
17 introducing Michael Binder, Assistant Deputy
18 Minister, Spectrum, Information Technologies and
19 Telecommunications.

20 Michael, do you want to share your
21 thoughts and kick us off for a great conversation?

22 MR. BINDER: Thank you, John.

23 Bonjour, mesdames et messieurs.

24 Bienvenue au Canada.

25 On behalf the Government of Canada

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1 it is indeed my pleasure to welcome all of you to
2 the forum in Ottawa. In particular, I would like
3 to thank our co-host, the OECD, for helping us put
4 together such a dynamic program.

5 Canada has a long history of
6 working with this organization. In fact, I think
7 it was in this room -- actually I have to figure
8 out where it was -- 10 years ago we hosted another
9 OECD event, the 1998 Milestone Ministerial
10 Conference on Electronic Commerce. Some of us
11 believe we actually started the Internet
12 revolution right here. But it was 10 years ago,
13 in 1998.

14 The conference formed the basis
15 for policies that have greatly influenced the
16 growth and development of the Internet over the
17 past decade.

18 Our Minister of Industry opened
19 that event with the following quote:

20 "In a borderless world, no
21 one country holds the answers
22 to the pressing issues
23 surrounding electronic
24 commerce, and that is why we
25 have come together as a

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1 global community to find
2 solutions to the unique
3 challenges of conducting
4 business electronically."

5 A pretty insightful statement.
6 Right? Ministers can sometimes say something very
7 useful. I can tell you that with more than a
8 billion active Internet users worldwide today,
9 this is indeed just as true today as it was 10
10 years ago.

11 However, a lot has changed over
12 the last 10 years in cyberspace, Google, eBay, You
13 Tube, Second Life and the thousands of bloggers
14 online. All of these people, events, activities
15 did not exist 10 years ago. Very few of us
16 imagined in 1998 the incredible growth and the
17 impact of the Internet on all aspects of our
18 lives.

19 People today are not only using
20 the Internet more, but contributing directly to
21 its development and transformation. This
22 participative environment is driving innovation in
23 business, in research and in social activities.
24 It is therefore very timely that this Technology
25 Foresight Forum on the Participative Web is taking

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1 place.

2 Looking at the agenda, I'm
3 impressed by the calibre and diversity of the
4 speakers here today. They are representative of
5 the vastness and variety of the Internet economy
6 of today. Bringing them all together should
7 provide the basis for a lively discussion and
8 policy debate.

9 I would like to thank our sponsors
10 for their generosity: IBM Canada for providing
11 lunch; and Research In Motion, our Blackberry
12 people; for the reception that will follow today's
13 program.

14 The OECD and Industry Canada have
15 put together a great, but full, agenda for today.
16 I look forward to an active and participative
17 discussion.

18 With that, I would like to welcome
19 my co-host, Susanne Huttner from the OECD, and
20 turn the floor over to her.

21 Thank you. Merci beaucoup.

22 --- Applause

23 MS HUTTNER: Good morning. I
24 welcome you as well; bienvenue.

25 This is my first meeting as a

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1 Director at OECD and it is a wonderful way to
2 start out my relationship with this organization
3 that drew me to it because it presents a
4 remarkable opportunity to discuss today's issues
5 with a very large number of countries. There are
6 30 members, there are 80 observer countries.

7 So when we are thinking about the
8 Internet economy today, when we are thinking about
9 the future of the Web and how people use the
10 Internet, keep in mind that in today's audience
11 there is 33 countries represented, including
12 people from developing nations.

13 In OECD we have countries that are
14 just thinking about how to develop their economies
15 at the same time that they already have wireless
16 communication technologies on the ground and in
17 their citizen's hands.

18 Then of course we have the big
19 countries.

20 This is a terrific opportunity and
21 it's what brought me to OECD, that we could talk
22 about new technologies, their opportunities and
23 their challenges, especially around governments,
24 with such a remarkable array of interests.

25 As Michael just pointed out, the

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1 1998 conference here in Ottawa set the ball
2 rolling with OECD and with the member countries.

3 An enormous amount has happened
4 since then. Back then, Google was operating out
5 of a garage with three employees and some of their
6 neighbour fledgling businesses included Amazon and
7 eBay, and within this remarkably short period of
8 time they have created entirely new ways of doing
9 business, entirely new ways of using the Internet.
10 They created the foundations for markets that are
11 still expanding and changing. That was only 10
12 years ago.

13 Today's meeting and the
14 Ministerial in Seoul gives us a tremendous
15 opportunity to check course. Checking course on a
16 technology forum, a social forum, a governmental
17 forum that is as fast paced, changeable and
18 unpredictable as this one is remarkably difficult.

19 OECD is stepping up to the plate
20 to create places where people can get together and
21 talk on a level playing field. That's what today
22 is about.

23 So the kinds of things that have
24 changed have to do with the drivers and the
25 different ways of using the Internet.

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1 I think you all know broadband
2 speeds are a lot faster. Just as important,
3 upload speeds have become faster so people can
4 share information and more information than they
5 ever could before, balancing out the way the
6 Internet works.

7 There is much wider access. One
8 OECD study showed that by 2006, 37 per cent of
9 households in all 30 countries in the OECD had
10 broadband access. With all these people engaging,
11 it was natural that the way they used the Internet
12 would start to change, because the opportunities
13 for new services would develop faster.

14 But what is the most interesting
15 thing about this is that individuals are creating
16 new demand for Internet services. Individuals are
17 defining new ways to use the Internet.

18 If you have just watched the news
19 over the last week, you have seen that individuals
20 are changing journalism. They are enabling us to
21 get information in real time on things that are
22 happening locally that we would have never known
23 about, and that information then spreads around
24 the world.

25 Individuals are changing the way

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1 in which we have political dialogue. This is a
2 remarkable technology.

3 So one of the challenges and the
4 discussion today and in Ministerial will be how
5 you balance the needs to govern efficiently and
6 effectively and fairly against the remarkable
7 opportunities that a set of technologies like this
8 present and how quickly they change and how
9 unpredictably they change.

10 I come from the University of
11 California. I spent 20 years there working at the
12 level of the entire UC system, which has ten
13 university campuses and three Department of Energy
14 national laboratories and an agricultural
15 experiment station. My job was to figure out how
16 to get all of our researchers that had public
17 investment, primarily from the federal agencies,
18 to hook up better with companies that could take
19 their knowledge and turn it into new business
20 opportunities.

21 What I learned there was that it
22 happens very easily if you allow it to happen, if
23 you foster it and you say it is an appropriate
24 thing to do.

25 We had to overcome some barriers

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1 to get to that cultural understanding in many
2 fields, in the life sciences, for instances, and
3 even in engineering to some sense. But in the
4 Internet it is just happening and in real time.
5 For me it's a watershed event in the history of
6 technology and commercialization and more
7 importantly public access, and I find that
8 thrilling.

9 So I am happy to be part of the
10 OECD and to have this be my first introduction to
11 the work of the OECD. I'm delighted that Canada
12 has promoted this topic so aggressively over the
13 last decade and is continuing to make sure that it
14 is a primary focus in our work.

15 Thank you, all.

16 --- Applause

17 MR. OXLEY: I want to thank both
18 Michael and Susanne for giving us some great
19 comments to start. It is a remarkable
20 opportunity. I think everybody in the room needs
21 to take the onus on themselves to take a look at
22 the great words that Michael talked about and
23 Susanne talked about and see what we can come out
24 of today.

25 Thank you so much. I really

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1 appreciate that.

2 --- Applause

3 MR. OXLEY: You saw both of them
4 speak from their hearts because they are living it
5 today. The participative Web is the participative
6 Web.

7 For today, we are going to have
8 the main room in here. Then we are going to break
9 up into two different streams.

10 Out in the anteroom will be Stream
11 B and following on, we will have Stream A in this
12 room.

13 In the anteroom is a whole bunch
14 of technologies, some great demonstration
15 technologies, and we have devised the room up in
16 such a way that, as you go through it, you are
17 exposed to all the different technologies.

18 Please take the time to take a
19 look there.

20 As well, IBM has graciously
21 offered a lunch today and there will be a keynote
22 at 1 o'clock. Please take advantage of that.