

Wednesday, September 26, 2012	
16.00	Booth Tour of the Advantech Vertical Industry and Application Booth
17.00 - 19.00	Team Building Event
19.30 - 22.00	TAPAS Dinner

Thursday September 27, 2012				
09.00 to 09.10	Opening and Welcome			
09.10 to 10.00	Europe 2013-2015 Business Outlook			Howard Lin Advantech European Managing Director
10.00 to 10.45	Panel Discussion Transforming intelligence into business opportunities			Intel - Texas Instruments - Advantech - Moderator Tineke Bergen
11.00 to 11.30	Coffee and Network BREAK 1:1 meetings (Speed dating)			
11.30 to 12.30	Channel Partner Status Update and 2013-2015 roll out Planning			Bart de Vreese
12.30 - 13.30	Lunch			
13.30 - 14.00	Network BREAK 1:1 meetings (Speed dating)			
14.00 "THE PARADIGM SHIFT" Workshops on Key products and new Technology Trends for 2013 and beyond				
	Workshop 1 Embedded Core	Workshop 4 Automation	Workshop 7 Automation	Workshop 10 Digital Healthcare
14.00 - 14.40	Embedded Technology & Market Trend (RISC and x86 market penetration) - Guest Speaker IMS	Video and Imaging technology evolution in Industrial applications. Guest Speaker TI	IEC 61850 in Energy Transmission and Distribution (Tony Milne, Advantech)	Opening and strategy recap 2013 Michael Bhagwandien
10 M. BREAK	Workshop 2 Embedded Core	Workshop 5 Automation	Workshop 8 Automation	Workshop 11 Digital Healthcare
14.50 - 15.30	Computer On Module : where we can win together - Guest Speaker FreeScale	Cloud Computing in Industrial markets. Virtualization, Security and Remote Management as key building blocks for the future. Guest speaker Intel	Distributed Control in Machine Automation and Intelligent Building (NXT Control, Alexander Nussbaumer)	Marketing Strategy toward partners and marketing Curation plans Reinier Middel
10 M. BREAK	Workshop 3 Embedded Core	Workshop 6 Automation	Workshop 9 Automation	Workshop 12 Digital Healthcare
15.40- 16.10	SBC & Mini-ITX : applications and compelling factors -	Evolution of Industrial PC. Where to go with 19" and box IPC. Guest speaker IMS	Paradigm shift to application ready solutions' (Paul Diepstraten, Advantech)	Technology update MCD/HIT, Strategy of POC product line Harry Sijnstra
16.10 - 16.50	Management 1:1 meetings			
16.10 - 16.50	Optional Workshop on Iservices "The evolution of Digital Signage Players and the Touch Computing			
17.00 - 19.45	Team building event			
20.30	GALA DINNER and AWARD Ceremony			

Friday, September 28, 2012

Business and Market Strategy: how to find the opportunities and develop them together

08.30- 9.45	Embedded Core	Automation	Automation	Digital Healthcare
	Intelligent Kiosk Workshop 2.1	Transport Infrastructure Workshop 2.3	Smart Grid Workshop 2.5	BedCare Workshop 2.7
	Where to catch the opportunities in In-Vehicle transportation market	<ul style="list-style-type: none"> o Market & Solution focus - o Market size and deployment focus o Go-to-market model and objectives 	Smart Grid Market & Opportunities (Jash Bansidhar). Business development strategy (Tony Milne). Experience sharing: Smart grid project development with ecosystempartners (Factory Systemes)	Become member of the Amis Club! Amis fulfillment center. Workshop regarding the needs of computerized carts, trends and accessories for your market Michael B, Harald V
09.45 - 10.15	Coffee and Network BREAK 1:1 meetings (Speed dating)			
10.15 - 11.45	Embedded Core	Automation	Automation	Digital Healthcare
	In-Vehicle Workshop 2.2	Intelligent Systems market Workshop 2.4	Machine & Factory Automation	Operation environment Workshop 2.8
	Services Market Evolution : the chance we cannot miss !	<ul style="list-style-type: none"> o The European market size and outlook for Transport solutions o Vertical applications and Advantech's focus and offerings o Objectives and deployments plans to take market share o Transportation market sales model Solution Show Case Microtron	Data Acquisition Market & Opportunities in Factory Automation (Felix Ottofuelling, IPEtronic). Experience sharing: Data acquisition application development with ecosystem partners. (BMC). Data acquisition opportunities in Water Management	Workshop about the position of Advantech In the Healthcare market. <ul style="list-style-type: none"> • Company comparison • Products comparison • Service and market • Competitors and estimate market share Reinier Middel
11.45 - 12.15	Managment 1:1 meeting			
11.45 - 12.15	Optional: I-Services Workshop "Trend and Business Model Evolution of Digital Signage & Hospitality Markets"			
12.00 - 12.15	Coffee and Network BREAK 1:1 meetings (Speed dating)			
12.15- 12.45	Closing and Conclusion of Event			Howard Lin Advantech European managing Director
12.45 - 13.30	Lunch & End of meeting			
13.30 - 15.00	Network BREAK 1:1 meetings (Speed dating)			