

DRAFT PROGRAM

**Netherlands Flanders Economic Mission to Atlanta
headed by Prime Minister Rutte and Minister President Bourgeois**

October 4-7, 2015

Atlanta, Georgia

Including OPTIONAL PROGRAM for FinTech / Cyber Security to
Washington, DC (October 8-9)

**Version:
DRAFT July 2, 2015**

**Netherlands Flanders Economic Mission to Atlanta
headed by Prime Minister Rutte and Minister-President Bourgeois**

October 4-7, 2015

Monday 5 October 2015			
Time	Business Delegation		
	Smart-Logistics	IT	
		Fin Tech	Cyber Security
Breakfast	8:30-09:30 @hotel: Breakfast kick-off meeting: - Official welcome - Briefing on the program and logistics		
Morning	9:30-11:00 @hotel: General introduction to doing business in Atlanta & Georgia: - Presentation on business and investment trends, and research & innovation - Presentation on the do's and don'ts of doing business in Atlanta with testimonials by US, Dutch and Flemish companies: <ul style="list-style-type: none"> - Branding, pitching and storytelling in the US; - Collaboration and scaling-up 11:00-13:00 @hotel or at site visit incl. lunch: Introduction to sector specific developments in Atlanta & Georgia: - Parallel sessions with expert presentations on key developments in Smart Logistics, FinTech and Cyber Security - E.g. for FinTech: introduction to trends, challenges and innovation in US payment processes / infrastructure Transfer to company visits		
Afternoon	14:00-17:30 @Company visit(s): Meeting with senior representatives of company and/or customers. Includes presentations, Q&A, tour. Focus: Systems and technology geared at improving the logistics airfreight operations. Options include (tbd): UPS, Coca Cola, Ortec	14:00-17:30 @Company visit(s): Meeting with senior representatives of company and/or customers. Includes presentations, Q&A, tour. Options include (tbd): WorldPay, FirstData, Global Payments, NCR, Equifax, Elavon, TSYS, SunTrust, Simeio, BitPay, Vesta Corporation, Vanco Payments, CardLytics, CoinX, Bastille, Controlscan, Acculynk, Kabbage	14:00-17:30 @Company visit(s): Meeting with senior representatives of company and/or customers. Includes presentations, Q&A, tour. Options include (tbd): Dell SecureWorks, IBM (ISS), AT&T, Honeywell, IntelSat, CISCO, Porsche (connected car), Ionic Security, Pindrop Security
Evening	19:00-21:00 @ Informal BBQ and official kick-off with Prime-Minister Rutte and Minister-President Bourgeois - Includes meet & greet with official delegations		

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October 4-7, 2015

Tuesday 6 October 2015			
Time	Business Delegation		
	Smart-Logistics	IT	
		Fin Tech	Cyber Security
Breakfast	07:30-08:30 @Hotel: at own convenience		
Morning and Lunch	<p>09:00-13:30 @tbd</p> <p>Networking and innovation seminar: Innovation in Handling & Control - Cross Chain Logistics, City Logistics/last mile logistics</p> <p>Seminar with US, Dutch and Flemish experts from industry, academia and government</p> <ul style="list-style-type: none"> - Opening by Prime-Minister and Minister-president - Visionary keynote presentations - Break-out sessions with discussion panels on sector specific innovation topics - Networking breaks and lunch with showroom of company presentations - Speed-dating sessions with Prime-Ministers - Focus areas: Big Data, Multimodal & Synchromodal logistics / Cross Chain Controlling Solutions, Material handling /warehousing management systems, 	<p>09:00-13:30 @tbd:</p> <p>Networking and innovation seminar: Next Generation Transaction Infrastructures and Cyber Security</p> <p>Seminar with US, Dutch and Flemish experts from industry, academia and government:</p> <ul style="list-style-type: none"> - Opening by Prime-Ministers Rutte and Minister-President Bourgeois - Visionary keynote presentations - Break-out sessions with (pitch) presentations and matchmaking on specific innovation topics - Networking breaks and lunch with showroom of poster presentations - Speed-dating sessions with Prime-Ministers <p>- Focus areas Cyber Security: access identity management, big data analytics for detection and monitoring, privacy and data protection in cloud services, risk profiling and modeling, malware analysis, cryptography.</p> <p>- Focus areas FinTech: instant payments and faster payments, PSD 2, Blockchain platforms and virtual currency, e-Identity, InApp and mobile payments, e-Billing and payment.</p>	
Afternoon	<p>14:00-17:30 @Company visit(s):</p> <p>Meeting with senior representatives of company and/or customers. Includes presentations, Q&A, tour. Focus: Cross Chain Control - Smart Gateways (including Co-/ Synchromodality)</p> <p>Options include (tbd): Coca Cola, Microsoft, Airwatch, Bing Mailing Systems</p>	<p>14:00-17:30 @Company visit(s):</p> <p>Meeting with senior representatives of company and/or customers. Includes presentations, Q&A, tour.</p> <p>Options include (tbd): WorldPay, FirstData, Global Payments, NCR, Equifax, Elavon, TSYS, SunTrust, Simeio, BitPay, Vesta Corporation, Vanco Payments, CardLytics, CoinX, Bastille, Controlscan, Acculynk, Kabbage</p>	<p>14:00-17:30 @Company visit(s):</p> <p>Meeting with senior representatives of company and/or customers. Includes presentations, Q&A, tour.</p> <p>Options include (tbd): Dell SecureWorks, IBM (ISS), AT&T, Honeywell, IntelSat, CISCO, Porsche (connected car), Ionic Security, Pindrop Security</p>
Evening	<p>19:00-21:00 @</p> <p>Reception & Trade and Investment Dinner</p> <p>- Guests from the Georgian government, business, investor and research communities</p>		

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Wednesday 7 October 2015			
Time	Business Delegation		
	Smart-Logistics	IT	
		Fin Tech	Cyber Security
Breakfast	08:30-09:30 @hotel: Breakfast briefing with keynote speaker followed by moderated Q&A		
Morning and Lunch	10:00-12:00 @Company visit (tbd) Central theme for this visit will be Sustainable Transport and Logistics Meeting with senior representatives of company and/or customers. Includes presentations, Q&A, tour. Options include (tbd): Coca Cola, Microsoft, Airwatch, Bing Mailing Systems	10:00-13:00 @tbd Roundtable discussion and networking. Topics include (tbd): - The future of Digital Banking and Cyber Security - The impact of emerging technologies on financial industries and banking regulators - The rising role and importance of Public Private Partnerships Roundtable sessions with experts from the Federal Reserve Bank Atlanta, InfraGard and Business Executives for National Security (BENS). Followed by a networking lunch.	
Afternoon	13:00-16:00 @Company visit: Incl networking lunch - including UPS incubator members E-commerce and the Future of Logistics Presentations/roundtable on latest developments in e-Commerce - incl matchmaking, Q&A and tour. Focus areas: - Last mile logistics, Parts logistics, Return/reversed logistics, Service logistics, Warehouse management system, NeXt generation customers	14:00-16:00 @Company visit: Meeting with senior representatives of company and/or customers. Includes presentations, Q&A, tour. Options include (tbd): WorldPay, FirstData, Global Payments, NCR, Equifax, Elavon, TSYS, SunTrust, Simeio, BitPay, Vesta Corporation, Vanco Payments, CardLytics, CoinX, Bastille, Controlscan, Acculynk, Kabbage	14:00-16:00 @Company visit: Meeting with senior representatives of company and/or customers. Includes presentations, Q&A, tour. Options include (tbd): Dell SecureWorks, IBM (ISS), AT&T, Honeywell, IntelSat, CISCO, Porsche (connected car), Ionic Security, Pindrop Security
Evening	18:15 End of Atlanta Economic Mission for FinTech / Cyber Security delegation and transfer to airport 20:50 Flight from Atlanta to Washington DC for OPTIONAL PROGRAM FinTech / Cyber Security		

Thursday 8 October 2015 OPTIONAL PROGRAM (DRAFT)

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October 4-7, 2015

Time	Business Delegation	
	IT	
	Fin Tech	Cyber Security
Breakfast	<p>8:00-09:00 @hotel:</p> <p>Breakfast kick-off meeting: - Official welcome and briefing on the program and logistics</p>	
Morning and Lunch	<p>9:30-13:30 @1776 Incubator (tbd):</p> <ul style="list-style-type: none"> - Introduction to key industry developments and regulatory challenges in the space of fintech. - Includes presentations and matchmaking group sessions with representatives from the banking and fintech industries incl. fintech and venture capital associations. - Partners include: Milken Institute, Chamber of Digital Commerce, Bitcoin Foundation, Coinbase, Ripple, CoinCenter, Master Card, PayPal, Intuit, Citi, Western Union, American Bankers Association, Electronic Transactions Association and National Venture Capital Association - Focus areas: digital currency, payments processing, security and eIdentity 	<p>09:30-11:00 @Department of Homeland Security (tbd):</p> <ul style="list-style-type: none"> - Introduction to key developments and challenges in cyber security - Networking and discussions with experts and program managers including partners from industry and centers of excellence to discuss opportunities for collaboration - Focus areas: critical infrastructures, (nuclear and digital) forensics, national and urban security <p>12:00-14:00 @tbd: Networking event and lunch:</p> <ul style="list-style-type: none"> - Introduction to key market and investment developments in cyber security in Maryland - Meetings with key players in the network of CyberMaryland: companies, investors, government agencies. - Pitch presentation for US companies and investors incl lunch
Afternoon	<p>14:30-16:00 @National Institute of Standards and Technology (tbd):</p> <p>Focus areas:</p> <ul style="list-style-type: none"> - e-Identity: National Strategy for Trusted Identities in Cyberspace (NSTIC) - critical infrastructures: National Cyber Security Center of Excellence <p>Meeting with senior representatives of the NSTIC program and the National Cyber Security Center of Excellence. (NCSCoE) incl. the NIST partner network from e.g. financial services industry. Discussion on use cases and opportunities for collaboration.</p>	
Evening	<p>17:00-20:00 @</p> <p>VIP networking and dinner with special guests and speakers from Fintech and Cyber Security communities</p>	

