



NETWORKED WORLD:

Information Technology and Globalization

INTERNATIONAL CONFERENCE
April 24, 2003



Presented by the Center for Science, Technology, and Society as part of
Santa Clara University's year-long Institute on Globalization

Sponsored by Applied Materials, Inc.



**Santa Clara
University**

CENTER FOR SCIENCE,
TECHNOLOGY, AND SOCIETY



NETWORKED WORLD: Information Technology and Globalization

INTERNATIONAL CONFERENCE
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Information and communications technology (ICT) is a driving force of globalization – the increasing interconnection of the world. But will ICT be harnessed to promote peace and development, or rather contribute to increased volatility and inequality? This conference will convene leading thinkers from around the world to discuss the possibilities, promises, and perils.

Acknowledging the wealth of talent and knowledge of the conference attendees - as well as the contribution of the presenters - the day will encourage informal discussions, audience feedback, and opportunities for networking.

CONFERENCE AGENDA

Welcome Remarks:

- **Paul Locatelli, S.J.**, President of Santa Clara University - Relevance of Globalization to SCU
- **James L. Koch**, Executive Director, Center for Science, Technology, and Society - Conference Strategy

Keynote Dialogue #1: Cultural Dimensions of a Networked World

ICT is transforming human communications and learning. Panelists will discuss the opportunities and global consequences—both intended and unanticipated.

- Introduction: **Pedro Hernández-Ramos**, Center Program Director for Family and Community, Assistant Professor Department of Education, Santa Clara University.
- **Steve Jones**, University of Illinois Chicago, author of *CyberSociety* and *Virtual Culture*, co-editor of *New Media & Society*, an international journal of research on new media, technology, and culture.
- **Pierre Lévy**, University of Ottawa, author of *Cyberculture*, holder of the Canada Research Chair in Technology and Knowledge Transfers, and consultant to the European Union on issues of governance and electronic democracy.
- **Dale Spender**, University of Queensland, management consultant on intellectual property and e-learning, and a leader of Australia's distance learning initiatives.
- **Jane Wales**, President and CEO, World Affairs Council of Northern California, former Associate Director of the White House Office of Science and Technology Policy, and Senior Director of the National Security Council.



W. Bender



A. Berkeley



C. Braga



W. Davidow



D. Farrell

Keynote Dialogue #2: Growing Disparities



T. Griffith



A. Hammond



P. H-Ramos



S. Jones



J. Koch

In November 2002, United Nations Secretary-General Kofi Annan issued a technology challenge to Silicon Valley. Panelists will address his warning that “the gap between the information ‘haves’ and ‘have-nots’ is widening, and there is real danger that the world’s poor will be excluded from the emerging knowledge-based global economy.”

- Introduction: **Allen Hammond**, Center Program Area: Law and Public Policy, Director of the BroadBand Institute, Professor School of Law, Santa Clara University.
- **Walter Bender**, Executive Director of MIT Media Lab, Director of the *Gray Matters* special interest group which focuses on technology’s impact on an aging population.
- **Javier Gavito**, General Director, Bank for National Savings and Financial Services, Mexico.
- **Michel Laguerre**, UC Berkeley Center for Globalization and Information Technology, author of *Global Ethnopolis: Chinatown, Japantown, and Manilatown in American Society*.
- **Theoneste Mutsindashyaka**, first democratically elected Mayor of Kigali, Rwanda, former Cabinet Director of the Ministry of the Interior and the Development Council.
- Moderator: **Jane Wales**

Keynote Dialogue #3: New Global Roles for Cities and Regions



S. Krishna



M. Laguerre



P. Levy



F. Liang



P. Locatelli,
S.J.

Cities and regions can attract global opportunities and simultaneously protect local needs and interests. Panelists will explore local capacities for sustainable economic development and quality of life in a networked world.

- Introduction: **James L. Koch**
- **Diana Farrell**, Director, McKinsey Global Institute
- **Srivatsa Krishna**, Member of the Indian Administrative Service, currently on sabbatical at Harvard Business School, expert on technology clusters and economic development, formerly part of the core information technology team for the government of Andhra Pradesh.
- **Frank Liang**, Director General, Science and Technology Bureau, Pudong People’s Government, Shanghai.
- **Uri Savir**, President of the Glocal Forum – Rome, President of the Peres Center for Peace – Tel Aviv, and past Chief Israeli Negotiator for the Oslo Agreements.
- **AnnaLee Saxenian**, UC Berkeley, Senior Fellow at the Stanford Institute for Economic Policy Research, and an internationally recognized expert on regional economies and the information technology sector.
- Moderator: **Richard Read**, two-time Pulitzer Prize winner, senior writer for international affairs at The Oregonian in Portland Oregon, formerly based in Tokyo and Bangkok.



S. McCue



R. McKenna



J. Morgan



T. Mutsindashyaka



C.K. Prahalad



R. Read

Keynote Dialogue #4: Business at the Bottom of the Pyramid

C. K. Prahalad will present new business models and approaches that could transform the challenge of serving the bottom of the socio-economic pyramid into the greatest business opportunity in the history of commerce. Panelists will react and discuss this proposition.

- Introduction: **Terri Griffith**, Center Program Area: Organizations and Work, Professor of Management and Breetwor Fellow, Leavey School of Business, Santa Clara University.
- **C.K. Prahalad**, University of Michigan Business School, named one of the top ten business professors in the US in *Business Week* and one of the top ten teachers in the world in *The Wall Street Journal*, author of *The Multinational Mission: Balancing Local Demands and Global Vision* and *Competing for the Future*.
- **William Davidow**, Founding Partner of Mohr, Davidow Ventures.
- **Al Berkeley**, Vice Chairman of the Nasdaq Stock Market.
- **James C. Morgan**, Chairman and CEO of Applied Materials, Inc.
- Moderator: **Celina Rodriguez**, CNN News Anchor, CNN En Espanol.

Concluding Dialogue: Looking Forward and Next Steps

The true measure of a successful conference is what happens as a result. The final panel will explore the lessons learned and the leadership role that the Center for Science, Technology, and Society can play to advance the use of ICT for the global common good.



C. Rodriguez



U. Savir



A. Saxenian



D. Spender



J. Wales

- **James L. Koch**
- **Regis McKenna**, Chairman, Center for Science, Technology, and Society Advisory Board.
- **Sarah McCue**, Practice Manager, Information and Communication Technology, Bureau for Development Policy, United Nations Development Programme.
- **Carlos Braga**, Director of Informatics, World Bank.



Conference Exhibits

ICT innovations and applications will be on display, including Laureates of The Tech Museum of Innovation Awards – *Technology Benefiting Humanity*.

Conference Schedule

8:00 am - 9:00 am	Registration, continental breakfast, and exhibits
9:00 am - 9:15 am	Welcome Remarks
9:15 am - 10:15 am	Keynote Dialogue #1 Cultural Dimensions of a Networked World
10:15 am -10:45 am	Break and Exhibits
10:45 am -12:00 pm	Keynote Dialogue #2 Growing Disparities
12:00 pm - 1:15 pm	Lunch and Exhibits Tables hosted by conference presenters
1:15 pm - 2:45 pm	Keynote Dialogue #3 New Global Roles for Cities and Regions
2:45 pm - 3:00 pm	Break and Exhibits
3:00 pm - 4:15 pm	Keynote Dialogue #4 Business at the Bottom of the Pyramid
4:15 pm - 5:00 pm	Concluding Dialogue Looking Forward and Next Steps
5:00 pm - 6:30 pm	Reception



Center for Science, Technology, and Society

The Center for Science, Technology, and Society promotes the common good of an increasingly technological society by providing an independent forum for public dialogue and inter-disciplinary inquiry into the social and cultural dimensions of scientific and technological change. Established as a Center of Distinction at Santa Clara University in 1997, the Center enjoys a unique vantage point. Located in the heart of Silicon Valley—ground zero for scientific and technological innovations, the Center builds upon the University's 460-year old Jesuit tradition of educating for life and leadership.

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Santa Clara University, a comprehensive Jesuit, Catholic university located in California's Silicon Valley, offers its 8,056 students rigorous undergraduate curricula in arts and sciences, business, and engineering, plus master's and law degrees. Distinguished nationally by the fourth-highest graduation rate among all U.S. master's universities, California's oldest higher-education institution demonstrates faith-inspired values of ethics and social justice. More information is online at www.scu.edu.



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<http://sts.scu.edu>

Full Day Conference - April 24, 2003

NETWORKED WORLD:

Information Technology and Globalization

Special Sessions – April 25, 2003

NETWORKED WORLD:

The Case of Mexico as a Developing Nation

OR

NETWORKED WORLD:

Legal Challenges

CONFERENCE REGISTRATION FORM

First Name _____ Last Name _____

Title _____

Affiliation _____

Mailing Address _____

City _____ State/Province _____

Zip/Postal Code _____ Country _____

Email _____ Telephone _____

Sector: Academic Corporate Government Non-Profit Other

Special dietary, accessibility, hearing, vision needs: _____

Registration Code (if applicable): _____

Specify Registration Choices:

Thursday Only

Thursday and Special Session

Special Session Only (Specify Special Session: **Case of Mexico** *or* **Legal Challenges**)

FEE SCHEDULE

THURSDAY, April 24th only:

Early Registration, through March 15	\$125
Regular Registration, March 16 - April 15	\$150
Late Registration, April 16 - onsite	\$175

BOTH DAYS: (THURS. & FRI.) April 24th & 25th

Early Registration, through March 15	\$175
Regular Registration, March 16 - April 15	\$200
Late Registration, April 16 - onsite	\$250

FRIDAY, April 25th only:

Early Registration, through March 15	\$100
Regular Registration, March 16 - April 15	\$125
Late Registration, April 16 - onsite	\$150

Registration fee includes admission, conference materials, lunch, refreshments, and Thursday evening reception.

Method of Payment:

Credit Card Check Money Order

(Please make checks and money orders payable to "Santa Clara University" and indicate STS conference in the memo area).

Credit Card:

VISA MasterCard Card # _____ Ex. Date _____ Amount _____

Mail registration forms to:

Center for Science, Technology, and Society
Attn: Conference Registration
Santa Clara University
500 El Camino Real
Santa Clara CA 95053-0470

Fax registration forms to:

Center for Science,
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408-554-2346

For further information call the Center for Science, Technology, and Society, Santa Clara University, at 408-551-6027 or email sts@scu.edu. If you have a disability and require a reasonable accommodation, please call the Center or 1-800-735-2929 (TTY-California Relay) at least 48 hours prior to the event.



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