



# World Computer Congress

## **Brisbane 2010**

International Federation for Information Processing



The Victorian  
Information Technology  
Teachers Association Inc.



QSITE



YOUNGIT'10



pdma

Connecting Innovators Worldwide

21st World Computer Congress 2010

Brisbane Convention & Exhibition Centre  
Brisbane Australia

**20-23 September 2010**

[www.wcc2010.com](http://www.wcc2010.com)

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# The IFIP World Computer Congress 2010

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**The IFIP World Computer Congress 2010** is a world-class event for IT professionals, innovators, researchers and consumers who want to share, learn and experience with global experts and peers in beautiful Queensland, Australia.



## What is the WCC?

Every two years the International Federation for Information Processing (IFIP) holds the World Computer Congress (WCC). In 2010 the 21st WCC will be held in Brisbane, Australia, hosted by the Australian Computer Society (ACS).

## What is IFIP?

IFIP is an umbrella organisation for national societies working in the field of IT, since 1959. Established by the United Nations, IFIP has 58 member associations in 56 countries throughout the world, with over half a million members.



## The congress

The WCC 2010 will be held at the Brisbane Convention & Exhibition Centre from 20th to 23rd September 2010. The congress attracts expert presenters and thousands of delegates from around the globe.

## The content

The congress combines content from commercial, industry, association and research sectors offering an opportunity to showcase and discover innovative ideas.

The content will range from the latest international research to leading commercial and industry-focused insights and thought pieces, of interest to a wide audience.

## Congress venue: Brisbane Convention & Exhibition Centre



Located in the urban riverside precinct at South Bank, the Brisbane Convention & Exhibition Centre is considered one of the world's leading purpose-built convention centres. The South Bank riverside location offers an array of entertainment and cultural options, including Australia's largest Gallery of Modern Art, and is within easy walking distance of the city's business district. Visit [www.bcec.com.au](http://www.bcec.com.au) for further information.

Brisbane is the capital of Queensland and is Australia's largest subtropical city, enjoying a climate of vibrant summers and mellow winters that make any time of year a good time to visit. A modern city dotted with parks, Brisbane makes a refreshing change from most major capitals, offering the very best in food, wine, arts, entertainment and major sporting events. Brisbane's beautiful spring weather makes it an ideal destination for visitors with average temperatures ranging from 15 - 25°C in September.

Sidewalk cafes, parks and tree-lined streets, together with a large city botanical garden



## Discover Brisbane

From scaling the Story Bridge to soaking up the sun by the bay. Brisbane's a city that offers something for everyone!



pleasantly enhance the city buildings.

In close proximity to the congress venue is Brisbane's Cultural Centre and South Bank precinct, comprising the Queensland Museum, Queensland Art Gallery and State Library.

Some of Australia's interesting and unusual wildlife can be seen at places like the Lone Pine Koala Sanctuary and at Steve Irwin's (The Crocodile Hunter) Australia Zoo. These and many other attractions, including the world famous Seaworld, Movieworld and Dreamworld are just a short drive or bus ride out of Brisbane. Also within an hour's drive of Brisbane are the famous and pristine Sunshine Coast and Gold Coast.

## Partner conferences

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The WCC 2010 will partner with local, regional and international conferences, such as:

- The Victorian Information Technology Teachers Association (VITTA)
- The South East Asia Regional Computer Confederation (SEARCC).

The IFIP World Computer Congress is an opportunity for local conferences to leverage a global event for mutual benefit.

For more information on our partner conferences, please turn to page 9.



## Call for papers

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The WCC 2010 is calling for industry and research papers to be submitted for the congress. Refereed research papers will be published internationally via Springer ([www.springer.com](http://www.springer.com)) and the Digital Library.

Presenters will join international keynote speakers and IT leaders in their fields. The WCC is an opportunity to publish and promote your innovations and experiences internationally.

## The program

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The program will feature:

- innovative content, developed by the International Program Committee and partner conferences and discussion on globally significant topics
- internationally renowned keynote speakers, who will open each plenary session
- panel discussions and interactive debates led by experts, which follow each keynote speaker.



## In addition

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As well as the conferences and content, delegates at the IFIP World Computer Congress 2010 will be able to attend the Expo, enjoy technical tours of local research and commercial technology innovators and attend industry leading training and certification courses.

The WCC in Brisbane will provide an unparalleled opportunity to network with international peers and experts.



The congress content will be unified under eight program streams. For example, IFIP Conferences for the World Computer Congress 2010 are aligned below.

	<p><b>Deliver IT</b></p> <p>Explores the leading IT delivery strategies, methodologies and research.</p>	<ul style="list-style-type: none"> <li>• Wireless Communication and Information Technology in Developing Countries (WCITD 2010)</li> <li>• Biologically Inspired Cooperative Computing (BICC 2010)</li> <li>• Distributed and Parallel Embedded Systems (DIPES 2010)</li> <li>• 3rd IFIP International Conference on Artificial Intelligence in Theory and Practice (AI 2010)</li> <li>• Network of the Future (NF)</li> <li>• Enterprise Architecture, Integration, Interoperability and Networking (EAI<sup>2</sup>N 2010)</li> <li>• Human Choice and Computers Conference (HCC9 2010) Track 2: Virtual Technologies and Social Shaping</li> </ul>
	<p><b>Value IT</b></p> <p>Offers ways to improve profitability through optimisation of value to clients, stakeholders and customers.</p>	<ul style="list-style-type: none"> <li>• Theoretical Computer Science (TCS 2010)</li> <li>• Human Computer Interaction (HCI 2010)</li> </ul>
	<p><b>Learn IT</b></p> <p>Aims to improve workforce skills by capitalising on leading IT education, e-learning, research and recruitment strategies.</p>	<ul style="list-style-type: none"> <li>• Key Competencies in the Knowledge Society (KCKS 2010)</li> <li>• History of Computing (HC)</li> </ul>
	<p><b>Trust IT</b></p> <p>Uncovers the latest information on IT security and threats.</p>	<ul style="list-style-type: none"> <li>• International Information Security Conference (SEC 2010)</li> <li>• Critical Infrastructure Protection (CIP)</li> <li>• Human Choice and Computers Conference (HCC9 2010) Track 3: Surveillance and Privacy</li> </ul>
	<p><b>Govern IT</b></p> <p>Dedicated to leveraging developments in ICT governance, professionalism and e-government initiatives</p>	<ul style="list-style-type: none"> <li>• Global Information Systems Processes (GISP)</li> <li>• E-Government and E-Services (EGES)</li> <li>• Human Choice and Computers Conference (HCC9 2010) Track 1: Ethics and ICT Governance</li> </ul>
	<p><b>Treat IT</b></p> <p>Accelerates the global health IT transformation.</p>	<ul style="list-style-type: none"> <li>• E-Health (EHEALTH 2010)</li> </ul>



Sustain IT

Explores how IT can reduce carbon footprints by embracing responsible & sustainable business practices.

- Human Choice and Computers Conference (HCC9 2010)  
Track 4: ICT and Sustainable Development



Play IT

Provides a digital learning playground for delegates and local public alike.

- 2nd IFIP Entertainment Computing Symposium (ECS 2010)

Each stream will include a number of leading IFIP scientific conferences. These will involve many international researchers and well known experts. A complete list of the IFIP conferences, program committees and call for papers can be found at the congress web site:

**[www.wcc2010.com](http://www.wcc2010.com)**

The scientific content will investigate the latest thinking on themes such as:

- Solutions to delivering broadband services to rural communities - new, innovative technical research as well as the delivery of practical technical solutions
- Social shaping - the sociology of technology, science studies and other approaches of cultural studies to the phenomenon of the information society
- Information and Communication Technologies are perceived both as enablers of technological and societal change towards sustainable development and as drivers of increasing energy and materials consumption
- Post-IP architecture and Beyond IP
- How future EA/EI will play a key role in the development of enterprises and supporting ICT, the new methods and tools that are necessary and how these will support










business decision making and provide technologies that help create and sustain new types of businesses

- ICT in relation to competencies in the knowledge society
- The reliable and secure operation of national and global information infrastructures that national economies and international commerce alike have become totally dependent upon.





# WCC 2010 CALENDAR

Thurs, 16 Sep	Saturday, 18 Sep	Sunday, 19 Sep	Monday, 20 Sep	Tuesday, 21 Sep	Wednesday, 22 Sep	Thursday, 23 Sep	Friday, 24 Sep	Saturday, 25 Sep
Stop-over program	Technical tours	Training and certification courses, tutorials and workshops program		 Govern IT  Sustain IT  Value IT  Learn IT  Deliver IT  Play IT  Trust IT  Treat IT			Training and certification courses, tutorials and workshops program	Technical tours
 <p>Exhibition Business Delegations &amp; Visitors Program</p>								

Program of events, locations and dates are subject to change. Please check [www.wcc2010.com](http://www.wcc2010.com) for more information.



# SEARCC Conference

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## **26th South East Asia Regional Computer Confederation Conference**

SEARCC is a confederation of national information technology professional societies throughout South East Asia. Members include: Hong Kong, India, Japan, Malaysia, New Zealand, Pakistan, Sri Lanka, Taiwan, Thailand and Australia.

In 2010 the 26th conference of the South East Asia Regional Computer Confederation will be held in conjunction with the WCC2010.

The SEARCC 2010 conference has been designed as an industry forum, networking and professional development event. The major topic of the conference will be “ICT leading change through innovation” focusing on ICT leadership for members of the ICT community.

SEARCC 2010 will offer presentations and forums with expert world-class speakers and thought leaders in the ICT industry. SEARCC 2010 will also provide opportunities to network with colleagues and form new friendships with delegates from all around the world.

SEARCC 2010 is designed for:

- CIOs and leaders in the ICT industry
- ICT Managers
- ICT Governance Specialists
- Individuals interested in ICT Leadership & Governance

The International Schools Software Competition held each year with the SEARCC conference will partner with the Victorian IT Teachers Association and the Queensland Society for Information Technology in Education programs to bring this opportunity to local schools and take the competition to a prestigious, international level.

# VITTA & QSITE Conference

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The Victorian Information Technology Teachers Association Inc. is an independent, non-profit organisation whose members comprise both primary and secondary Information Technology teachers, tertiary educators, and any person with an interest in Information Technology education.

VITTA provides leadership, support, services, programs and resources for all levels of Information Technology education and represents the collective voice of all teachers in all matters relating to the effective use of Information and Communication Technology in Victoria.

## **Queensland Society for Information Technology in Education**

QSITE connects and supports educators, institutions and their stakeholders so they may fully explore the opportunities Information Communication Technologies bring to Queensland education and its classrooms every day.

QSITE aims to:

- Engage students and educators in life-long learning
- Share ICT challenges, achievements and experiences
- Connect with colleagues for collaboration and learning
- Lead ICT education and ICT integration in Queensland

The VITTA, QSITE conference being held in conjunction with the WCC2010 will be an opportunity for ICT educators to access these services and advance ICT education in collaboration with international peers and experts.

## PDMA

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### **Product Development and Management Association**

The Product Development and Management Association is the premier global advocate for product development and management professionals. PDMA's mission is to improve the effectiveness of individuals and organisations in product development and management. PDMA accomplishes this by providing resources for professional development, information, collaboration and promotion of new product development and management. The development of new products and services involves an integrated set of unique activities. PDMA is the only organisation that focuses on addressing this challenge by providing opportunities for professional development,

education, experience, networking and recognition.

PDMA will partner with the WCC2010 to offer expert insight and resources on product development and management as part of the Value IT stream.

## YIT Conference

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### YOUNGIT'10

Young IT provides a voice for ACS's young IT professionals and students, as well as a range of services and benefits for members.

The highly successful Young IT conference will partner with the WCC in 2010. Inspirational presentations from a world-class selection of speakers will provide an invaluable opportunity that should not be missed by young professionals all around the world! YIT conferences have, in the past, attracted some notable speaks from industry such as leaders of the Commonwealth Bank, Telstra, Qantas, Fujitsu and IBM as well as authors, thought leaders and even Australia's first astronaut.

The YIT conference team 2009 will be led by Yasas V. Abeywickrama and conference chair, Christine Hsiao.



# Gen Con™

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Gen Con™ Australia is a consumer games and entertainment convention that showcases games for a broad audience of entertainment seekers. The event will be held 23rd to 26th of September 2010 at the Brisbane Convention and Exhibition Centre.

Gen Con™ hosts the largest number of games tournaments and demonstrations in Australia.

Held annually in Brisbane, Gen Con™ provides families and games enthusiasts with an opportunity to see and play games across three major categories namely Electronic Games, Family Games and Enthusiast Games.

The event celebrates its third year in Brisbane in 2010 and each year has attracted between 9000 and 10,000 visitors. It is based on, and licensed from, the enormously popular Gen Con™ Indy Convention held annually in the USA. Gen Con™ Indy was established in the US more than 40 years ago, and has become one of the core annual events for the games enthusiast and entertainment markets.

“It is our goal to offer the fundamentals of Gen Con™ Indy whilst harnessing the more mainstream entertainment elements of gaming now emerging to create an event unrivalled in Australia,” said Ian Houlihan, the Event Co-Ordinator of Gen Con™ Australia.

The event will allow exhibitors from three different markets to present their games and entertainment offerings and run games tournaments alongside each other, potentially extending the market reach of each and every exhibitor at the event.



## Key dates

IFIP paper submission deadline	<b>31 January 2010</b>
Partner or industry paper submission deadline	<b>TBC</b>
Registration open	<b>March 2010</b>
Authors notified of acceptance in program	<b>April 2010</b>
Earlybird registration deadline	<b>30 June 2010</b>
IFIP WCC 2010	<b>20 - 23 September 2010</b>

## Expression of interest

Don't miss out on the latest congress information! To receive information as it becomes available, register your contact details online at: **[www.wcc2010.com](http://www.wcc2010.com)** or email your full contact details to: **[info@wcc2010.com](mailto:info@wcc2010.com)**.

For **general, partnership** and **sponsorship** enquiries contact:

**Congress managers**  
**c/ Event Planners Australia**  
T: +61 7 3858 5526  
E: [info@wcc2010.com](mailto:info@wcc2010.com)

## Stop-over program

In conjunction with the New Zealand Computer Society and several destinations in major South East Asian travel hubs, the WCC2010 is arranging a stop-over program to coincide with participations travelling to Australia. The stop-over programs being arranged by sister societies will allow travellers to capitalise on networking, business, and technical opportunities en route to the WCC2010.



# [www.wcc2010.com](http://www.wcc2010.com)