

UK ENTERPRISE LEADERS MEET TO PLAN FOR THE NEXT GENERATION ECONOMY

17 February 2009: At the forthcoming two day CMA conference, Lord Carter's 'Digital Britain' team, followed by Malcolm Corbett, leader of the Community Broadband Network will both present plans for accelerating the transformation of the UK's last generation network into a 'fit for purpose' platform for economic growth, public sector efficiency and societal development.

The plans are eagerly awaited by the IT and networking heads of leading UK enterprises attending the conference who will be focusing on the challenges of developing their businesses during the recession and beyond.

These businesses leaders, all members of the UK's Communications Management Association, part of the BCS group, currently spend an annual £15bn on networked services and are planning for technology investment and demands for a better UK infrastructure.

The conference on 24th February will also see CMA unveil its first Manifesto which will outline the areas of concern that UK business users have with current communications policy and regulation, and the ways in which these issues should be addressed for the overall benefit of UK plc.

Also included in the conference topics will be environmental issues, the ethical, legal and practical challenges of collaboration and data-sharing, and the issues and opportunities at the intersection of social networking and business development.

In addition, the incoming Chairman of Ofcom, Dr Colette Bowe, will hear directly from business managers and industry analysts of the vital need to upgrade UK investment to meet the challenges of the Next Generation Economy and fully enable concepts such as Enterprise 2.0.

Malcolm Harbour MEP – the European Parliament Rapporteur keeping an eye on Brussels and the Telecoms Framework Review - and Jeremy Hunt MP, the shadow Secretary of State for Culture Media and Sport will also give presentations.

The CMA's 2009 Conference is expected to deliver a significant boost to the recognition by UK policy makers and investors of the urgently needed improvements to (in President Obama's inaugural words) *'the digital lines that feed our commerce and bind us together'*.

www.thecma.com/event/cma_annual_conference_2009

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CMA (The Communications Management Association) is the UK's premier independent membership body for professionals and organisations focused on exploiting communications, networking and ICT for business advantage. We have been supporting telecoms and ICT professionals and organisations within private and public sectors for 50 years. Through our research & analysis, specialist forums, publications and events we provide the assistance, information, training and representation so essential in an ever changing business environment.

Our goal is to ensure that CMA's members, who spend £13.4 billion in the communications market annually are the best informed professionals in the industry.

CMA is the definitive voice of the ICT user on key issues to government and regulatory authorities. We work directly with Ofcom in the UK and are represented internationally through our membership of the international telecoms user group - INTUG.

In 2007 CMA joined the BCS Group to strengthen both organisations. This will enable the BCS to have a stronger offering in the field of communications and for CMA to have access to new resources and a wider community of IT professionals.

The British Computer Society (BCS) is the Chartered industry body for IT professionals, the Chartered Engineering Institution for Information Technology and a Chartered Science Institution. With our rapidly growing membership, BCS is playing an increasingly pivotal role in leading the development and implementation of world class standards for the IT profession through innovative products, services and support.