**INET**  |  Hong Kong
13-14 April 2010

## Opportunities and Challenges in the Next Generation Internet
## - IPv6, Security and Privacy, Multilingualism and SEO

Main Host:          Internet Society (ISOC) www.isoc.org
Local Host:         Internet Society Hong Kong (ISOC HK) www.isoc.hk
Supporting Partners:    DotAsia Organisation
                        Hong Kong Internet Exchange
                        Hong Kong Trade Development Council
                        IPv6 Forum Hong Kong

Date            :  13 -14 April 2010
Venue           :  Meeting Room S221, Hong Kong Convention and Exhibition Centre,
                   Wan Chai, Hong Kong

**13 April 2010 (Tuesday)**

**Day 1 : IPv6, Security and Privacy**

| Time | Programme |
|---|---|
| 09:00 - 09:30 | **Registration** |
| 09:30 - 10:20 | **Opening**<br><br>**Welcome Address :**<br>Mr Charles Mok, Chairman, Internet Society Hong Kong<br><br>**Welcome Address & Highlight:**<br>**Securing the Future Growth of the Internet: Plan to Adopt IPv6 in 2010 - Hong Kong**<br>Mr Jeremy Godfrey, Government Chief Information Officer, OGCIO, HKSAR Government<br><br>**ISOC Address :**<br>Mr Jon McNerney, Chief Operating Officer, Internet Society<br><br>**Executive Address :**<br>Dr. James Galvin, Director, Strategic Relationships and Technical Standards, Afilias |

**Morning Session – Enabling Future Growth : IPv6 is a Reality**

The Internet Assigned Numbers Authority's (IANA) remaining IPv4 address pool has now dropped below 9%. It is projected that Regional Internet Registries' (RIR) such as APNIC's remaining IPv4 address pool will exhaust sometime in late 2012. Transitioning to IPv6 is a business continuity issue for many organizations. IPv6 deployment is progressing widely in ISPs globally. This will have significant impact to multi-stakeholders, such as content providers and enterprise users. This session will provide insightful information about how other regions and economies are supporting IPv6 transition through multi-stakeholder collaboration. This session will also provide useful and tangible information for small-to-medium ISPs about IPv6 transition and also to large ISPs about how to support enterprise customers' transition to IPv6.

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| 10:20 – 10:50 | **Supporting Evolution of the Internet Community: Overview of Efforts of the Internet Community's Efforts to Transit to IPv6**<br><br>Speaker : Mr Paul Wilson, Director General, APNIC (Asia-Pacific Network Information Centre) |
| 10:50 – 11:05 | **Morning Break** |
| | **How Japan Organised Their Multi-stakeholder Approach to Cope with IPv4 Address Exhaustion (A sample of multi-stakeholder approach)**<br><br>Speaker : Mr MAEMURA Akinori, Task Force on IPv4 Address Exhaustion, Japan and General Manager Internet Development Department, JPNIC(Japan Network Information Center)<br><br>**Small to Medium ISP's Perspective on IPv6**<br><br>Speaker : Mr Christian Dwinantyo, General Manager for IT Dept, D-NET, an ISP in Jakarta, Indonesia<br><br>**Assisting Enterprise Customers: ISP Support Enterprise Customers During IPv6 Deployment**<br><br>Speaker : Mr Takeshi Tomochika, Manager, IP Technology Department, Business Network Service Division, NTT Communications Corporation, Japan<br><br>**ISOC-HK's Continuous Approach to Support IPv6 Transition**<br><br>Mr Che-Hoo Cheng, Convener, IPv6 Working Group, Internet Society Hong Kong |
| | **Panel Discussion**<br>Moderator: Mr Charles Mok, Chairman, Internet Society Hong Kong |
| 13:15 - 14:30 | **Lunch** |

**Network Confidence, Security and Privacy of Online Registration Systems**

There is a distinction between a trusted network and network security. Security must be balanced and reinforced with user oriented privacy and user-managed identity to foster network confidence. The Internet has become a mainstream platform for commercial and social communications. Its naming system is a key navigational addressing system for the Internet. Domain names are indispensable for users when moving from one place (i.e. website/page) to another on the Internet. Security of this navigation and registration system therefore becomes a critical concern for end users. Imagine thinking you are entering "ABCcompany.com" but in fact ended up arriving into a fraudulent site. Privacy also becomes another consideration, especially given the nature that all registration data are publicly viewable, including the registrant's postal address, phone and email. This session will explore security and privacy issues, such as phishing, of web addresses and what some of the solutions may be.

| Time | Programme |
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| 14:00 - 14:30 | **Registration** |
| 14:30 - 15:10 | **Network Confidence and ISOC's Trust & Identity Initiative**<br>Speaker : Mr J. Trent Adams, Outreach Specialist, Trust & Identity, Internet Society |
| 15:10 - 15:25 | **Afternoon Break** |
| 15:25 - 17:35 | **DNSSEC Deployment: Relevance for End Users**<br>Dr. James Galvin, Director, Strategic Relationships and Technical Standards, Afilias<br><br>**Abuse of the DNS: Protecting Users and Organizations from the Latest Phishing, Malware, and DNS Attacks**<br>Mr Rod Rasmussen, President and CTO, Internet Identity and Co-Chair, APWG Internet Policy Committee, US<br><br>**WHOIS: Privacy and Abuse**<br>Speaker : Mr Dave Piscitello, Senior Security Technologist, ICANN<br><br>**How Can User Balance between Privacy and Security?**<br>Speaker : Ms Cheryl Langdon-Orr, Chair of the ICANN At-Large Advisory Committee (ALAC)<br><br>**Information Security**<br>Speaker : Mr Chester Soong, Member, Asian Advisory Board, (ISC)2<br><br>**Panel Discussion**<br>Moderator: Mr Chester Soong, Member, Asian Advisory Board, (ISC)2 |

**14 April 2010 (Wednesday)**

**Day 2 : Multilingualism and SEO**

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| **Morning Session – Multilingualism and Internet Navigation** The Internet is a global phenomenon. In support of its continued global development, it has become critical for its core navigation system to become multilingual. Internationalized Domain Names (IDN), or sometimes called multilingual domain names, is the next generation Internet navigation system that would allow website addresses to be expressed in any language, such as Chinese, Japanese, Korean and others (and not confined to English alphanumeric characters e.g. "www.abc123.com"). IDN holds the promise to bring the Internet to the rest of the world whose primary language is not English. Multilingual domain names will mean local businesses can finally establish their own brand name, and do so potentially in their own local language. This session will explore the development and deployment of multilingual domain name technologies across the Internet and how it will impact Internet users socially and commercially around the world. | |

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|---|---|
| 09:00 - 09:30 | **Registration** |
| 09:30 - 10:20 | **Opening Session** <br><br> **Welcome Address** <br> Mr Charles Mok, Chairman, Internet Society Hong Kong <br><br> **ISOC Address** <br> Mr Jon McNerney, Chief Operating Officer, Internet Society <br><br> **Multilingualism and the Internet** <br> Mr Rajnesh D. Singh, Head, Regional Bureau for Asia, Internet Society |
| 10:20 - 11:20 | **Social Impact of Introduction of IDN ccTLD & gTLDs** <br> Speaker : Ms Tina Dam, Senior Director, IDNs, ICANN <br> *(video conference)* <br><br> **IDN ccTLD Fast Track and China** <br> Speaker : Mr Li Guang Hao, Director, International Affairs, CNNIC (China Internet Network Information Center ) |
| 11:20 - 11:35 | **Morning Break** |
| 11:35 - 13:15 | **Japanese IDN and Search Navigation in Japan** <br> Speaker : Mr Hiro Hotta, Director, JPRS (Japan Registry Services) <br><br> **IDN Policies and Social Development in Asia** <br> Speaker : Mr Ching Chiao, VP Community Relations, DotAsia Organisation <br><br> **Panel Discussion** <br> Moderator: Mr Edmon Chung, CEO, DotAsia Organisation |
| 13:15 - 14:30 | **Lunch** |

**Afternoon Session – Search Engine Optimization (SEO) and Business Identities**

One of the keys to successful online initiatives is the ability to drive traffic to your website. Search Engine Optimization (SEO) is one of the key tools for driving traffic. The utilization of web addresses for driving traffic through search engine optimization has become an important tool for online businesses. Pioneered by domain name investors, the technique is now utilized by large companies in US and Europe to support marketing campaigns and product launches. Asian enterprises have been slow in the adoption of domain names, and has been even further behind in leveraging the use of portfolios of domain names for search engine optimization and reaching users. This session will explore the importance of online presence for SMEs (small medium enterprises) and large businesses alike, and how industry can help in raising awareness and best practices among SMEs in Asia.

| Time | Programme |
|---|---|
| 14:00 - 14:30 | **Registration** |
| 14:30 - 16:30 | **Domain Names: An Important Investment for SMEs**<br>Speaker : Mr Hirokatsu Ohigashi, Executive Director, GMO Registry, Japan<br><br>**Strategic Domain Portfolio, SEO and Traffic Development**<br>Speaker : Mr Morgan Linton, President, Linton Investments (Domain investor), US *(video conference)*<br><br>**Search Engine Optimization (SEO), Social Media and Domain Names**<br>Speaker : Ms Melodie Tao, Social Media Consultant and Online Marketing Educator, US |
| | **Panel Discussion**<br>Moderator: Mr Edmon Chung, CEO, DotAsia Organisation |
| 16:30 - 17:15 | **Networking Opportunity (Coffee and snacks)** |