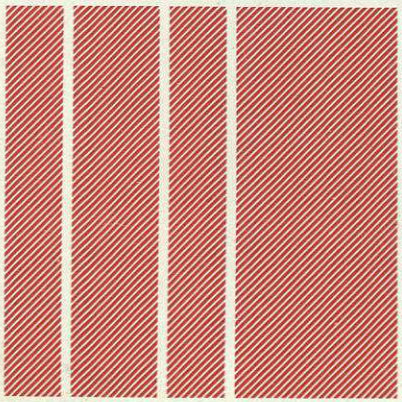
Conference Programme



Management Conference

Marseilles, France

11-14 October 1982

The Butler Cox Foundation

Management Conference

"National Information Strategies: their Relevance and Impact"
Hotel Sofitel Vieux Port, Marseilles
11 — 14 October 1982

Contents

Introduction

The twelfth Butler Cox Foundation management conference will be held at Marseilles in Provence, France between 11 and 14 October 1982. This document describes the overall conference programme that we have organised. It also provides a synopsis of each presentation that will be made and a biography of each speaker.

Purpose of the conference

The theme of the conference is "National Information Strategies: their relevance and impact". The conference sessions will address a broad range of issues that shape the business and technological environments in which Foundation members operate.

With the increasing pervasiveness of information technology, many industrial societies have recognised the need to develop a national strategy for information technology. In this way a framework might be provided in which it is possible to harness the full potential of information technology and to ensure that the inevitable restructuring of industrial and commercial activity takes place in an orderly manner. The purpose of this conference is to enable member organisations to examine and evaluate some of the alternative approaches for the encouragement and development of information technology.

The policies adopted by various governments vary considerably in their scope and direction, due to the different national regulatory, cultural and economic environments. Some countries are planning fundamental changes to harness the technology, not only in new businesses but also in education, social organisation, leisure and so on. At the other end of the spectrum, other governments are taking what is essentially a laissez-faire approach. Within Europe, of course, the situation is compounded by the efforts of the EEC to encourage a pan-European approach to information technology.

Consequently, the conference will have two distinct purposes. First, it will examine the strategies that are being adopted by leading nations such as the United Kingdom, France, Italy, Canada and Japan. Second, the conference will examine the implications of the various national strategies as they can be expected to impact organisations participating in the Foundation — not only as providers of information systems but also in the wider social and business contexts.

The Conference Programme

On each of the days, invited speakers will make a formal presentation and then participate in a plenary session to conclude the day. Each session is of sufficient duration to allow specific discussion with individual speakers and the plenary sessions provide the opportunity for wider discussion and comparison of ideas.

The keynote address for the conference will be given by George Cox, and several eminent speakers will then address the fundamental issues raised by the attempts to define and implement national information strategies. Each of the speakers has been selected and briefed so that the conference as a whole will identify the potential relevance and impact of these various strategies for Foundation members.

From the programme set out in this document you will see that we have arranged for several key speakers from government, industry and academic backgrounds to participate in the conference. We are confident that the programme will be of value both to senior executives responsible for market and product planning as well as those with responsibility for the information systems function.

Delegate entitlement

Each member organisation is entitled to send up to three delegates to this international conference, and each delegate pays only for the accommodation and meals at the Hotel Sofitel Vieux Port. We have arranged a conference package with the hotel which covers all of these items for the duration of the conference. At the back of this document you will find details of the package and a registration form for the conference. Please complete this form and return it to us as soon as possible.

The Conference Agenda

Monday 11 October

1730-1830	Registration	
1900-2000	Cocktail Party	
2000	Dinner. The conference package includes table d'hôte dinner at the Hotel Sofitel Vieux Port.	

Tuesday 12 October

0830-0900	Registration	
Session A 0900-0930	Conference opening **Keynote address**	George Cox Butler Cox & Partners Limited
Session B 0930-1030	**Information technology in France**	Speaker to be announced
1030-1100	Questions and discussion	
1100-1130	Coffee	
Session C 1130-1230	**Information technology in the United Kingdom**	Bill Wigglesworth Department of Industry, United Kingdom
1230-1300	Questions and discussion	
1300-1430	Lunch	
Session D 1430-1530	**Information technology and the general public: a case study**	Roger Woolfe Butler Cox & Partners Limited
1530-1600	Questions and discussion	
1600-1630	Tea	
1630-1730	Plenary session	
1900	Dinner. The conference package includes table d'hôte dinner at the Hotel Sofitel Vieux Port.	

	Wednesday 13 October	
Session E 0900-1000	**Information technology in Japan**	Kunio Inoue JETRO, Vienna
1000-1025	Questions and discussion	
1025-1050	Coffee	
Session F 1050-1150	**Information technology in Italy**	Dr Bruno Lamborghini Olivetti
1150-1215	Questions and discussion	
1215-1345	Lunch	
Session G 1345-1445	**Encouraging the development and use of advanced office technologies**	Roger Wainwright Department of Communications, Canada
1445-1505	Questions and discussion	
1505-1530	Tea	
Session H 1530-1630	**Telecommunications — The deregulation dilemma**	Professor Laurence Schnurr Chelmer Institute of Technology, United Kingdom
1630-1650	Questions and discussion	
1650-1745	Plenary session	
1930 for 2000	Conference dinner	
	Thursday 14 October	
Session I 0900-1000	**Encouraging technology transfer**	Dr Gerhard Reckel ZVEI
1000-1020	Questions and discussion	
1020-1045	Coffee	
Session J 1045-1145	**European computer services**	Philippe Dreyfus CAP Gemini Sogeti
1145-1205	Questions and discussion	
1200-1300	Plenary session	
1300-1315	Conference conclusion	George Cox Butler Cox & Partners Limited
1315-1430	Lunch	
1430	Delegates depart	

Session A Tuesday 12 October: 0900-0930
Keynote address

George Cox Butler Cox & Partners Limited

It is now widely recognised that information technology — in its many guises — will have an enormous impact on our organisations, and indeed our day-to-day lives, throughout the remainder of this century.

It could be argued that the supply of this new technology and the introduction of new products and new services which exploit the technology, will dramatically change existing industries and also create entirely new ones.

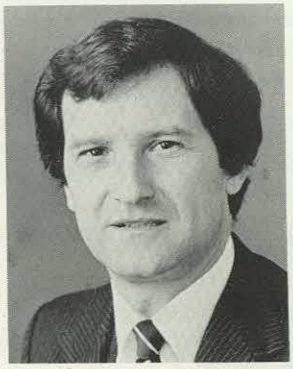
At a time when it is realised that the availability of energy and physical resources now places a finite limit on the traditional means of industrial and economic growth, information technology might well be viewed as having a national importance for the industrialised countries.

Moreover, it could be argued that the rate at which such countries absorb and exploit new facilities for handling information will also affect the life and health of just about every sector of commerce, government and industry.

In these circumstances, it is not unreasonable that people and governments should talk increasingly about the need for a 'national strategy' for information technology.

In practice, how realistic is it to expect a national strategy? How far can such a strategy be effective in a mixed economy? Does the structure of the information industry (or rather industries) lend itself to control or influence? What are the various instruments by which a strategy can be applied? And in what ways does the existence — or indeed the absence — of a national strategy affect either the suppliers or the users of the new technology?

The purpose of the keynote address is to clarify these questions and provide a framework for discussion within the conference.



George Cox is Managing Director of Butler Cox & Partners. He holds a BSc in Aeronautical Engineering from Queen Mary College, London and is a member of the Institute of Management Consultants.

After graduating he spent two years in the aircraft industry before joining Molins Limited. The latter was one of the first companies in the UK to exploit the potential of the computer as an aid to planning and control in a complex manufacturing environment.

George Cox became a management consultant at the beginning of 1969 and worked on a wide variety of assignments in both government and industry. This work included a number of major computer policy studies for large organisations, recommending the future course of systems development and defining how best to structure the management services function to meet the growing and varied needs of the business.

In recent years he has been deeply involved in corporate planning, market investigation and product studies for manufacturers and service companies in the information and technology field.

Prior to the formation of Butler Cox & Partners he was Director of Operations for the Diebold Organisation.

Session B Tuesday 12 October: 0930-1030
Information technology in France

Speaker to be announced

Over the past few years, France has been one of the leading nations in directing official thinking towards the developments in information technology and consideration of their implications for the future.

It is recognised at senior government level that the potential effects of the advances in computing and telecommunications are capable of transforming the economic and social organisation of French society. Both President D'Estaing and President Mitterand have successively determined that their government should be in a position to foster the developments and control them — ultimately so that they can be made to serve the cause of democracy and human growth.

In order to stimulate developments in IT, the French government has reviewed its industrial policy in order to generate an increase in markets, considered the relations between the state administration and business and studied the role of foreign governments and groups in fostering IT.

In France, probably more than any other western nation, the administration is generally regarded as a driving force and serves as an example. Consequently, support has been provided for developments in a number of specific areas. Facilities arising from the telematics programme, the public data network Transpac and the satellite programme of Telecom-1, for instance, are beginning to reshape IT in France.

In this session, the speaker will examine the philosophy of the French government for IT, identify key elements in the support programme and suggest directions in which IT will develop in France.

Session C Tuesday 12 October: 1130-1230
Information technology in the UK

Bill Wigglesworth, Department of Industry, United Kingdom

In this session, Bill Wigglesworth will outline the major elements of the UK Government's programme for Information Technology (IT). The UK Government recognises that IT is the fastest growing sector of the industrial and commercial world today and is going to fuel industrial change until at least the end of the century. IT is both a major growth industry in its own right and an essential contributor to efficiency and international competitiveness throughout the UK economy. At the same time the IT industry in the UK is at present running a substantial balance of payments deficit which, on trends to date, could be expected to grow.

To meet these challenges the Government has appointed a Minister for IT, has organised an effective structure within Government for the promotion and support of IT and is devoting significant resources to facilitating the development of IT in the UK.

The principal elements in the Government's programme are:—

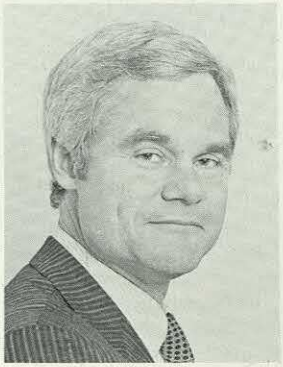
(i) Setting the right infrastructure to allow the effective exploitation of IT. For example, the telecommunications monopoly in the UK has been liberalised; the potential for greatly expanded wide-band cable networks is being examined; and the Government is co-ordinating work on standards for IT communications.

(ii) Support for industrial research and development. £134M has been allocated for this purpose in the current year. The emphasis is being placed on the development of new products and processes exploiting selected technologies, such as fibre-optics, videotex and software.

(iii) Support for particular applications of IT, such as the use of micro processors and industrial and office automation.

(iv) Awareness programmes, including Information Technology Year 1982, to encourage the full and early exploitation of new services and equipment.

In setting its priorities the Government has been looking primarily to reinforce the trend of decisions by manufacturers' technically informed commercial management. Consideration is, however, being given to how similarly informed users can be brought into the process of selecting promising areas for future development.



Bill Wigglesworth is an Assistant Secretary in the Information Technology Division of the Department of Industry in London. He is head of the Branch responsible for sponsorship of the computer, computer services and office equipment industries in the UK.

After school and national service (Royal Signals) he read history at Magdalen College, Oxford.

From 1961 to 1969 he worked for Rank Hovis McDougall Limited. He was General Manager of a plant bakery and of a meat products company; and for three years he was Personal Assistant to the group Deputy Chairman and Chief Executive.

He joined the Civil Service in 1970, serving in the then Board of Trade, which subsequently became the Department of Trade and Industry, and latterly in the Department of Prices and Consumer Protection and the Department of Industry. His responsibilities have covered policy on civil aviation (aerodromes), consumer credit, competition (mergers and monopolies and restrictive trade practices) and, until the beginning of this year, liberalisation of the telecommunications monopoly.

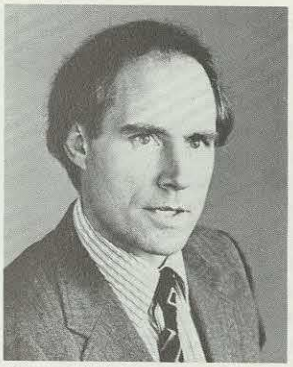
Session D Tuesday 12 October: 1430-1530
Information technology and the general public: a case study

Roger Woolfe Butler Cox and Partners Limited

The task of publicising developments in information technology in the United Kingdom this year has centred on the designation of 1982 as Information Technology Year. As part of this programme several projects have been mounted to promote and demonstrate the practical applications of Information Technology (IT) in the business and home communities. In this presentation, Roger Woolfe will present some of the elements of this programme which have commanded a wide response nationally.

Some of the most interesting IT projects are taking place in the new town of Milton Keynes, which is situated in the rural countryside about 100 kilometres to the north of London. The promotion of IT is an integral part of the town's plans for attracting both businesses and residents to the area.

This presentation will describe the IT strategy that the town has adopted, and outline a number of projects currently being implemented. A feature of the presentation will be a description of the Milton Keynes' Information Technology House. In this house a number of advanced information and entertainment systems have been installed, of a kind likely to be available to the consumer later in the decade. A Butler Cox project team has been responsible for this key element of the programme.



Roger Woolfe is a founder member of Butler Cox, and the company's Director or Research. He is responsible for centralised research activities, together with the production of multiclient studies, all Foundation reports, market research studies and the Videotex Report Series.

For Butler Cox he has authored several Foundation reports, eight of the studies in the Videotex Report Series, and a number of market research reports on subjects from telecommunications to home information services. He was the project leader for Butler Cox's two multiclient studies concerned with the impact of videotex in the United States and Europe in 1978 and 1979 respectively. He is the author of the book "Videotex: the new TV/telephone information service", and is a member of the editorial board of the journal Electronic Publishing Review. He has contributed to courses and seminars in most of the countries of Europe as well as in Canada and the USA, and has written a number of papers and articles on various aspects of computing.

He spent many years involved with computing in the electro-mechanical engineering industry, eventually becoming a senior line manager in a spare parts distribution function. Later he worked with an international computer consultancy engaged on a variety of assignments, and as Operations Manager for the Diebold Research Program-Europe with responsibility for planning and disseminating all its research work throughout Europe. With Butler Cox, he was responsible for the operations of the Foundation when it was first extablished. He holds a BSc and a DIC from Imperial College, London, and is a Member of the Institute of Production Engineers.

Session E Wednesday 13 October: 0900-1000
Information technology in Japan

Kunio Inoue JETRO, Vienna

In this session Kunio Inoue will discuss the Japanese Government's policy for the development of information technology.

The problems to be tackled range through technology, stimulation of demand, the international environment, labour and related industries. These problems are divided into two groups: those to be resolved through the efforts of the private sector and those to be resolved through Government policy measures. In keeping with the Japanese dedication to the system of free economy, the Ministry of International Trade and Industry (MITI) takes the view that the Government should never do any more than to guide the private sector.

The Government is determined to become involved only on those problems which are not amenable to solution by competition among private enterprises alone.

However, in the field of technological development private firms participate in Government projects. A prime example is of course the Japanese 'Fifth Generation' project. Whilst private enterprises do 'co-operate' with each other in promoting such projects, intense competition does take place. Once the basic development is completed, there will be furious competition among the private enterprises to develop related products.

In this session, Mr Inoue will examine the key elements of his Government's policy for information technology and will argue that the strength of the Japanese computer industry arises from this combination of Government guidance and intense commercial competition.

Kunio Inoue is a graduate of Tokyo University and obtained a Master of Engineering degree in 1974.

From 1974 to 1981 he was with the Ministry of International Trade and Industry (MITI) where he was in charge of policy determination for information processing, general research and development, and standardisation.

Since May 1981 he has worked as Director of the Vienna office of JETRO (Japan External Trade Organisation). He is also the representative for the Japan Electronic Industry Development Association in Europe.

Session F Wednesday 13 October: 1050-1150
Information technology in Italy

Bruno Lamborghini Olivetti

Italy is the only major European country without national plans for informatics.

During the 1960s, while many European countries organised to strengthen their own domestic computer industries, the major Italian computer manufacturer had to sell its facilities to General Electric due to the absence of national planning policies.

In 1978 the Ministry of Industry prepared a Program for the Electronic Industry, including a chapter for informatics, but this program had no financial support and consequently no real effect. However, informatics has grown up spontaneously in Italy and in a particularly strong way during the last five years.

The Italian market is growing at a higher rate than other major European markets and future trends are positive and very attractive. For instance, a very large structure of software houses has been created in the past few years.

The major Italian manufacturer, Olivetti, after a complete transition from mechanics to electronics, achieved very positive results in terms of profits and market shares in distributed data processing and office automation.

Dr Lamborghini will contend that in the presence of national planning policies such as adequate planning of public procurement, this spontaneous evolution of the Italian market and industry could be improved and strengthened. Particular benefits could derive in the areas of telecommunications, R&D for microelectronics and informatics and education and training.

Dr Bruno Lamborghini is Chief Economist and Director of the Economic Research Department at Olivetti headquarters in Ivrea.

He gained a degree in Economics at the University of Bologna and from 1972 to 1978 lectured in the economics of innovation at the University of Turin. He is the author of books, publications and articles in economic newspapers and reviews in Italian and English and is co-author of the Report to the Club of Rome on "Microelectronics and society" (1982 in German and in English).

Dr Lamborghini is a member of advisory committees at the National Confederation of Industrial Enterprises (Confindustria), National Research Council (CNR), Social Science Council and various ministerial bodies and is a member of the Scientific Council at Nomisma S.p.A. of Bologna (the main Italian research institution in industrial economy and policy).

He is co-founder and former member of the board of GEI (Gruppo Economisti d'Impresa) of Italy and of EUROFABE (European Federation of Association of Business Economists) and acts as a consultant to the European Economic Community and OECD.

Session G Wednesday 13 October: 1345-1445
Encouraging the development and use of advanced office technologies

The Office Communications Systems Programme is a Government of Canada industrial initiative administered by the Department of Communications with support from the Department of Industry, Trade and Commerce. It is designed to develop a Canadian industrial capability for research, development and manufacturing of integrated electronic office systems, and to develop services and marketing for these, domestically and internationally.

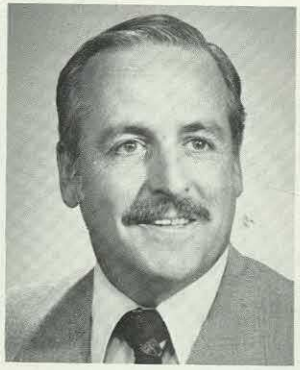
Phase I of this program began in November 1980 and was completed in early 1982. In Phase II, electronic office field trials will take place in federal departments. These field trials will be supplied by Canadian companies in or preparing to enter the integrated electronic office marketplace.

Phase II began on April 1, 1982, and will conclude in 1985. It will be devoted primarily to the field trials and to research into leading-edge technologies. A particularly critical component of the field trials will be the behavioural and social research involved with implementing new information technologies. Productivity, employment, worker attitudes and technology will be studied.

About $12 million has been budgeted for the field trial, in which office workstations will be used by professional and executive employees, knowledge workers and clerical staff. Three major field trials are being contracted for at this time and will be implemented in different host sites by separate vendors. The money budgeted will be shared equally among the vendors and will be used only in the first two phases of the field trial, namely the feasibility and planning phase and the pilot installation phase. The final phase is the large operational installation. During this phase several thousand workstations distributed across Canada will be required by the host sites to meet their operational requirements and will be purchased from the respective department's capital budgets.

Roger Wainwright will relate how the programme is intended to stimulate growth in the electronic office industry to the benefit of the industry, workers and the standard of living of the nation.

Roger Wainwright Department of Communications, Canada



Roger Wainwright is currently Manager, Industrial Development of the Office Communications Systems (OCS) Program of the Department of Communications, Government of Canada. In this position for the past year, he has been involved with the planning and implementation of the field trials which are supported by the OCS Program and has worked closely with the industrial organisations contracted to perform these trials. Immediately prior to joining the OCS Program, Mr Wainwright was Vice President and one of two major shareholders of Dynalogic Corporation, a designer and manufacturer of microcomputer and floppy disk systems who market their products world wide. From 1966 to 1974 Mr Wainwright was employed by Hewlett Packard and Data General Corporation where he respectively held senior marketing positions and was instrumental in establishing their data products organizations in Canada.

Mr Wainwright has been active in the computer business for over 20 years and for the past several years has been closely associated with electronic office systems and products and their implementation. He was educated at Royal Military College and Carleton University and has a Bachelor of Science degree in mathematics.

Session H Wednesday 13 October: 1530-1630
Telecommunications — The deregulation dilemma

The announcement of telecommunications liberalisation within the UK some two years ago captured the imagination of the commercial sector of both telecommunications suppliers and users. At last, it was perceived, a vehicle had been created to enable the information-communications community to offer expanded and extended facilities which were subject to market forces rather than monopolistic policies.

Two years later, the picture is less bright. Liberalisation *de facto* does not exist; corporate communications strategies are uncertain, at best; purchasing programmes, suspended to take advantage of impending interconnect freedom in 1980, are frustrated; and the user is left without benefit or is disadvantaged.

Policies which were monopolistically controlled and monitored before deregulation, devolved from the monopoly to a vacuum partially filled by the Department of Industry on a piecemeal basis, and in many cases have evaporated to leave commercial chaos.

The key to the full development of a buoyant 'informatics' environment in commerce is the concurrency of planned expansion of the radio frequency spectrum to support the growth of Information Technology. The lack of attention by liberalisation plans to this area has further frustrated the commercial environment.

These and related factors as they apply to the UK and to the wider European environment are fully discussed, and the lessons to be learned are identified and articulated; plans which hold promise in a salvaging of the position and provide the foundation for commercial redress and growth are outlined.

Professor Laurence Schnurr Chelmer Institute of Technology, United Kingdom

Professor Schnurr holds the Chair of Telecommunication Systems at Chelmer Essex Institute in Chelmsford, England. A native of the United States, he holds degrees from Colorado State University and London University, and professional qualifications granted in the United States and the United Kingdom.

In his early career in America, he was extensively involved in telecommunications across a wide spectrum, holding posts of responsibility at Cape Canaveral, in radio broadcasting regional networks, and in the field of two-way public radio.

Following research into automated instrumentation with ITT in England and a two-year period in engineering management as Chief Engineer of ITT's Electronic Services Division, he gained an academic appointment at Chelmsford.

Professor Schnurr has published widely in the field, holds a number of patents in the UK and USA, and has been extensively involved in communications and instrumentation research sponsored by the Alaskan Government, various US firms, and both public and private sectors of the United Kingdom.

A member of The National Telecommunications Standards Committee, he has been a principal contributor to the United Kingdom deregulation process since its beginning. His academic involvement includes lecturing, and he has contributed as an invited speaker or given definitive papers in telecommunications at more than 15 international conferences and seminars in the last three years.

Session I Thursday 14 October: 0900-1000
Encouraging technology transfer

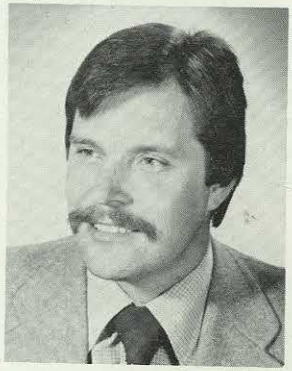
Dr Gerhard Reckel ZVEI

In spite of the fact that 1981 was a year of stagnation for German industry as a whole, the data processing industry continued to expand. Much of the stimulation for the industry is related to the developments in the field of office automation.

Modern communications systems present manufacturers and users with a huge choice. A major trend will be towards a rationalisation of the office/technical functions through developments like CAD/CAM. The high degree of uncertainty surrounding such developments will be resolved over the next few years as such issues as standards, integrated networks, digital networks, mass storage systems (eg videodiscs) are addressed.

Dr Reckel will argue that West Germany has been at the forefront in recognising user requirements, but poor in the information technology area and bad in encouraging research and development. At one point there were signs of possible stagnation rather than growth in the information technology area. This has not materialised and the expansion has continued because of the increased pervasiveness of potential products, the need to keep abreast of advances in other western industralised nations and indeed the need to help the underdeveloped nations.

Dr Reckel will contend that the way forward in West Germany, as in other nations, lies in increased integration between research and development activities, product design, manufacturers' market strategy and user needs in the changing environment. In this session, Dr Reckel will refer to the German National Research Policy for the DP industry. He will describe projects undertaken in the recent past and identify how the programme encourages technology transfer.



Dr Gerhard Reckel represents the Association of the German electrical and electronic industries (ZVEI). He is General Secretary of the Data Processing Product Division.

Prior to his present position, he was director for EDP planning at the German Home Office, Wiesbaden. Over this period of time he has been a visiting lecturer at the University of Frankfurt.

Dr Reckel gained an engineering degree at the University of Darmstadt. He obtained his PhD in 1975.

Session J Thursday 14 October: 1045-1145
European computer services

In this session Philippe Dreyfus will review the prospects of the European computer services industry. The computer services industry can roughly be divided into three major areas: professional services, processing services and software and integrated products. The industry in Europe is independent of and competitive with the mainframe hardware manufacturers.

The European computer services industry is truly European with more than 90% corporate ownership originating in Europe, the remaining 10% being essentially US-owned. The Japanese service industry is today totally absent from the European scene with no signs of change in the near future.

The total revenue of the European industry has reached, in 1981, $10 billion compared to a US revenue for the industry of $22 billion. The major industries in Europe are found in France (20%), United Kingdom (15%), West Germany (13%) and Italy (10%), with significant variations both in the concentration of the industry and in the distribution between the three major areas of activity.

The technical areas addressed by the industry are also undergoing rapid changes with different emphasis from country to country.

A common factor affecting this industry world-wide but with a significant effect in Europe, is the scarcity of trained professionals. The complexity of systems to come with the greater demand for ease of use by the end user, provides this industry with a challenge guaranteed to maintain its growth at today's standards through the present economic crisis for any foreseeable future.

Mr Dreyfus will contend that large organisations such as the Foundation member companies, will be relatively unaffected by government-directed attempts to strengthen the industry. Such actions are more likely to affect smaller organisations. The European computer services industry will react to satisfy user needs within the framework of any government initiatives. Large organisations such as Foundation members are likely to be in advance of government thinking and it is to the services industry that they will turn in order to solve their complex problems.

Philippe Dreyfus CAP Gemini Sogeti

Philippe Dreyfus majored in Physics from the Ecole de Physique et Chimie de Paris in 1950. He subsequently worked for a MS degree at Harvard University in Professor H. Aiken's Computation Laboratory on the famous Mark 1 computer.

In 1951 he joined Compagnie des Machines Bull and during his 11 years with the company, he successively designed, programmed and marketed all the Gamma line of computers culminating in 1959 with Gamma 60, the first large-scale parallel multi-processor computer.

In 1962 Mr Dreyfus formed SIA, the independent Paris bureau using a large-scale Control Data 3600. At this time, he created the word 'informatique' which five years later became the name of a ministerial department and is formally recognised by its entry in the dictionary of the Académie Française.

From 1965 to 1968, Philippe Dreyfus was Director for European Development of Control Data Corporation. In 1968 Mr Dreyfus became Managing Director of the recently formed CAP EUROPE. In 1974 CAP FRANCE AND SOGETI merged into CAP SOGETI and CAP EUROPE acquired GEMINI Inc. In 1975, after the termination of the CAP UK involvement in CAP EUROPE, he became Vice-Chairman of CAP GEMINI SOGETI, a position he still holds today.

At the end of 1978, Philippe Dreyfus organised the Semaine Informatique et Société (the Information Technology Week) at the request of President Giscard d'Estaing and sponsored by the Minister of Industry.

Philippe Dreyfus is the author of many books and articles on computer design and usage. He is a Fellow of the British Computer Society and a former Council Member of ACM and of AFCET. He is also a Director of SYNTEC (French equivalent of ECSA) and of SICOB.

Philippe Dreyfus is Chevalier de l'Ordre National du Mérite.

Registration for the conference

To register for the conference please complete the form opposite and return it to your local Butler Cox Foundation office (address on the back of this document), preferably by Friday 24th September 1982.

We will acknowledge receipt of each registration.

Accommodation

The conference is to be held at the Hotel Sofitel, Vieux Port, Marseilles. We have negotiated an accommodation package on behalf of conference delegates which includes accommodation and all meals during the conference.

The total cost of the accommodation package is FFr. 2032 (including hotel tax). This amount (together with any additional charges incurred by the delegate) should be paid direct to the Hotel Sofitel at the end of the conference.

Companions

We have also made arrangements for husbands or wives accompanying delegates to the conference. The cost of the companion's package, which covers shared accommodation, breakfast and dinner for the duration of the conference will be FFr 901.50 (including hotel tax). This amount should also be paid direct to the Hotel Sofitel.
Companions are invited to join the delegates as the guests of Butler Cox & Partners for the cocktail party on 11th October and for the conference dinner (on 13th October).

In addition, if there is sufficient demand, we will ensure that a programme of activities is organised for companions.

Registration form

Please register me for the management conference and book hotel accommodation on my behalf to cover the period commencing in the evening of 11 October and ending after lunch on 14 October.

I understand that if this booking is not cancelled on or before 1 October 1982, any resulting costs incurred by Butler Cox & Partners Limited will be invoiced to my organisation.

Member Organisation _____

Delegate Name _____

Position _____

Address _____

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Telephone _____

Telex _____

I will be accompanied by: _____

_____

_____

Please book the companion's package on his/her behalf.

Signature _____

Travel

Please tick the appropriate boxes below

☐ I will make my own way to and from the Hotel Sofitel, Vieux Port, Marseilles.

☐ I will travel on the special private coach leaving Marseilles airport at 2.30pm on 11 October.

☐ I will travel on the special private coach leaving the Hotel at 2.15pm on 14 October.

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