



European Regional Roundtable Agenda

| TIME | TOPIC |
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| 8:45 AM | Bus departs from Hotel to Nordic |
| 9:00 AM | Welcome Message <ul style="list-style-type: none"> ▪ Jerry Edinger, EVP & Secretary Treasurer, Service Industry Association ▪ Lars Juhl Frandsen, COO, Nordic Computer |
| 9:30 AM | History of Region Cluster of Brokers, Parts, Resellers <ul style="list-style-type: none"> ▪ Soren Larson, CEO & Founder, Nordic Computer |
| 10:00 AM | Nordic Region Hardware Service & Delivery <ul style="list-style-type: none"> ▪ Martin Trolle, Managing Director / Country Manager at Tech Data Denmark |
| 11:00 AM | Tour of Nordic Computer |
| 12:00 PM | Lunch <ul style="list-style-type: none"> ▪ Sponsored by Nordic Computer |
| 1:00 PM | ICT Update <ul style="list-style-type: none"> ▪ Tomas O’Leary, President, Origina |
| 1:15PM | Roundtable Discussion on Market Changes – Challenges and Opportunities in Europe <ul style="list-style-type: none"> ▪ Facilitators: Lars Juhl Frandsen & Alfried Netzband |
| 2:45 PM | Break |
| 3:15 PM | Develop SIA Members in Europe – Where should we focus, develop list of prospects, develop action plan <ul style="list-style-type: none"> ▪ Alfried Netzband |
| 4:15 PM | Wrap-Up & Open Discussion |
| 4:30 PM | Bus Departs to Hotel |
| 5:30 PM | Cocktails & Networking <ul style="list-style-type: none"> ▪ Radisson Blue Limfjord Hotel Bar |
| 6:30 PM | Dinner <ul style="list-style-type: none"> ▪ Princess Juliana, Dutch School Ship – located behind hotel ▪ Price: \$110 USD for 3-course meal including wine menu <ul style="list-style-type: none"> ○ Attendees to pay at dinner site |