



## PRESS RELEASE

**FOR IMMEDIATE RELEASE**

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### Broadband Promotion during the International Trade Fair in Ghent

*—GrowthPhase Europe specific Growth Program leverages technology promotion in Belgium —*

GENT, Belgium, June 30th, 2004 – GrowthPhase Europe today announced the "First Time Broadband" at the International Trade Fair in Ghent, Accent@ from 4 till 12 September 2004. This awareness and promotion campaign will demonstrate broadband technology in daily life. Technology businesses will demonstrate new applications that will demonstrate the added value of Broadband technology to the general public.

The Broadband connection, more commonly known as Broadband, has caused a lot of ink to flow over the last year in Belgium. And for a very good reason! In a short period of time, our little country has ranked third in terms of Broadband penetration. Moreover a great majority of Belgian families already have a PC, what leads us to predict a brilliant future for the Broadband connection.

The most prominent Broadband Research Centre in Europe is located in Ghent (Flanders). Professor Paul Lagasse (University of Ghent) and his team from the Department of Information Technology (INTEC) are carrying out research in order to provide an adequate basis for the methodical analysis and design of telecommunication systems. The research on broadband communication networks covers 3 major parts: network design, heterogeneous network management and network interoperability. Major work is done within the scope of industrial projects (bilateral and European) in the area of planning, evaluation and restoration.

The European Commission focusses in the 2005 Action Plan, on five core priorities on which Member State governments have to take initiatives:

- The promotion of content, services and applications;
- The provision of interactive online public services, promoting gains in productivity while ensuring equity;
- The reinforcement of digital inclusiveness in all its aspects, individual, social, geographical, in education and in training;
- The promotion of broadband Internet access which will help facilitating the widespread deployment of resource-intensive services such as telemedicine or virtual research done in remote laboratories;
- The building up of an acceptable level of trust and confidence in cyberspace.



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The Federal Government under the responsibility of the Federal Minister of Economy, Energy, Foreign Trade and Science Policy, Fientje Moerman, wants each Belgian family to have Broadband and an access to Internet in 2005. In the same perspective, all the Belgian companies, SME's as well as large companies, should be equipped with that technology by this time.

'The First Time Broadband' initiative is born from the will to make the Broadband technology more popular and to provide the large public with as much information as possible. This project proves that the Belgian Universities, the Industry and the Governmental Authorities show great concern about the technological innovation of the country and reminds once again that Belgium is a pioneer in technology in general, and Broadband in particular.

'The First Time Broadband' will be launched at the occasion of the International Fair of Ghent, Accent@, that will take place from 4 till 12 September 2004. This event can count on a lot of media attention. Moreover at least 150.000 people visit Accent@ every year.

GrowthPhase Europe, a market expansion company, has taken up the role of organising this platform, and got the authority because they organised the Promotion of Wallonia at last year's International Trade Fair with an overwhelming success for both the B2C and the B2B audiences.

### **About Growth Phase Europe**

GrowthPhase Europe, the premier European market catalyst, develops tailor made growth programs and provides project management services to ambitious organizations that are leveraging their pan-European market growth potential. For more information visit [www.gpeurope.com](http://www.gpeurope.com).

GrowthPhase Europe implements the appropriate structured and comprehensive market expansion programs depending on the growth phase and the characteristics of a specific business, the maturity of the technology, the readiness of specific geographical or vertical markets in Europe, and the general market conditions, to achieve exceptional results in new territories.

GrowthPhase Europe has been recognized as a trusted partner for many groundbreaking technologies both from small start-up as well as from blue chip corporations, new entrants were pulled from the home country, including intercontinental transference, throughout Europe implementing the right success formulas.