

ICT FOR A GLOBAL SUSTAINABLE FUTURE

How ICT can durably contribute to the wellbeing of all citizens around the world



International Conference
European Commission – Brussels
January 22 – 23, 2009

Biography

Session I: Sustainable future: initiatives funded by the European Commission
Session chair: Jacques Babot
Day II - January 23, 2009

Bror Salmelin

Policy Advisor to the Directorate "ICT Addressing Societal Challenges" in the Commission, DG Information Society and Media. Joined the European Commission in 1998, held positions of Head of Unit in Integration in Manufacturing, Electronic Commerce and New Working Environments. Work has been built on principles of sustainable economical and societal development, as stated in the Lisbon goals. Has created policy initiatives like the ENoLL, European Network of Living Labs, SEEM, Single European Electronic Market etc..

Before joining the Commission worked for the Finnish Technology Agency having several positions, e.g. deputy head for the ICT sector and Vice Consul in Los Angeles. Responsible for national technology programmes in manufacturing and automation.

Led the EFTA group when the global research framework IMS (Intelligent Manufacturing Systems) was created.

MScEng in control and systems engineering from Helsinki University of Technology in 1978, postgraduate studies and business courses. Member of the New Club of Paris and the advisory board of IVI, Ireland.