

## **SIIA Content Division News**

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# **SIIA Announces Fourth Global Information Industry Summit**

*Event to address the new landscape for the global digital information market*

**Washington, D.C. (February 2, 2010)** – The Software & Information Industry Association (SIIA), the principal trade association for the software and digital information industries, has announced that it will hold the fourth Global Information Industry Summit, June 10-11, 2010 in Paris. The event will bring together hundreds of executives and leaders to discuss the top trends and issues facing the digital information industry. SIIA will partner with the Groupement Français de l'Industrie de l'Information (GFII), the leading trade association for the information industry in France, to hold the Summit in conjunction with the GFII iExpo – one of the largest exhibitions in Europe focusing on digital and online content distribution.

The Summit will address a variety of critical topics and issues, including the ongoing challenges of intellectual property protection, the integration of user-generated content into existing services, the budding content markets around the globe, the growth of new business models, and the adoption of emerging technologies.

SIIA President Ken Wasch stressed the timeliness of the 2010 Summit: “The next year will define the long-term future of the digital information industry. Economic, political and cultural forces are converging in a way that forces companies in this industry rethink business models, product platforms, and revenue goals. There’s no better time to bring together content industry executives from around the globe in order to address the issues that will come to bear on their businesses.”

Ed Keating, Vice President of the SIIA Content Division, hailed the partnership with GFII that will enhance the value of the Summit for participants. “The GFII and its iExpo have an excellent reputation for bringing together the best and brightest in the European information market. By joining forces with them on the 2010 Summit, SIIA aims to elevate the dialogue over the issues facing the industry in this time of monumental change. The economic, social, cultural and political forces at play in the marketplace compel key players in the industry to come together and shape the future.”

« We are thrilled to welcome the SIIA Global Information Industry during our i-expo show in Paris. This clearly confirms its international influence. Online Information professionals and knowledge management experts throughout Europe will benchmark their practices with global leaders during the event and pave the way for new collaboration opportunities” declared Rémi Bilbault, GFII President.

**WHO: Software and Information Industry Association (SIIA) and Groupement Français de l'Industrie de l'Information (GFII)**

**WHAT: Global Information Industry Summit**

**WHEN: June 10-11, 2010**

**WHERE: Porte de Versailles Exhibition Centre and the Pullman Hotel, Paris**

Details about the event will be announced in February through the launch of the event [Website](#)

## **About SIIA**

The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industry. SIIA provides global services in government relations, business development, corporate education and intellectual property protection for more than 500 leading software and information companies. For further information, visit [www.siiia.net](http://www.siiia.net)

**About SIIA's Content Division**

SIIA's Content Division provides a forum for companies that publish and distribute online content, or offer technologies and services that facilitate the licensing, presentation, and distribution of digital information products. The division works with its members to develop effective approaches to emerging issues and to produce deliverables of special interest to the membership.

**About GFII**

Groupement Français de l'Industrie de l'Information (GFII) represents more than 90 digital information companies doing business in France. The GFII provides a forum for information professionals to meet, compare and share views on the legal, technical and economic aspects of the information industry. For more information, visit

[www.gfii.asso.fr](http://www.gfii.asso.fr)

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