

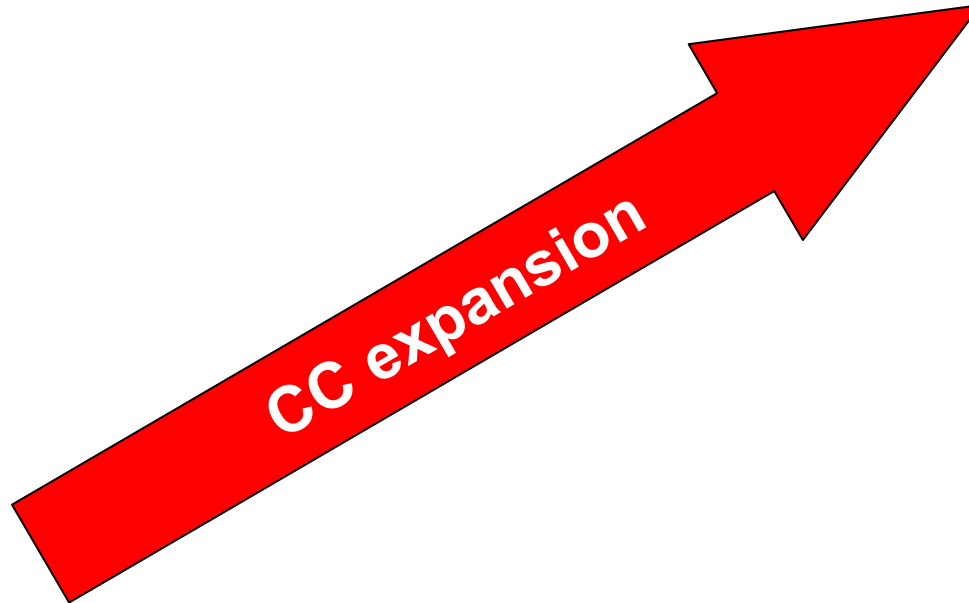
Welcome to the panel discussion on Marketing

Chair: May-Lis Farnes, SWEDAC

Tokyo
28-29 September 2005

Marketing

Expanding the CC market



The stakeholders

CCRA
society

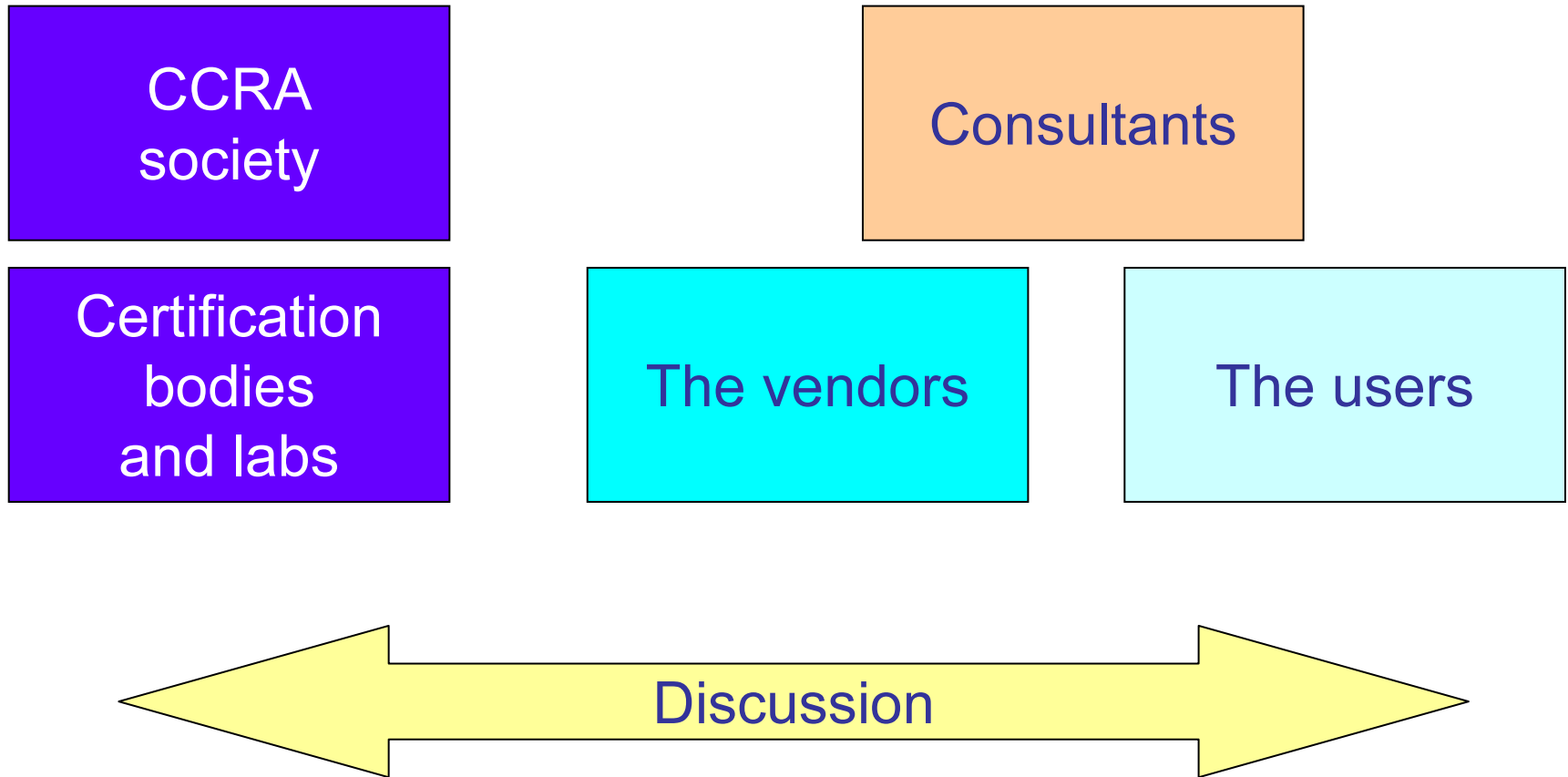
Consultants

Certification
bodies
and labs

The vendors

The users

The stakeholders

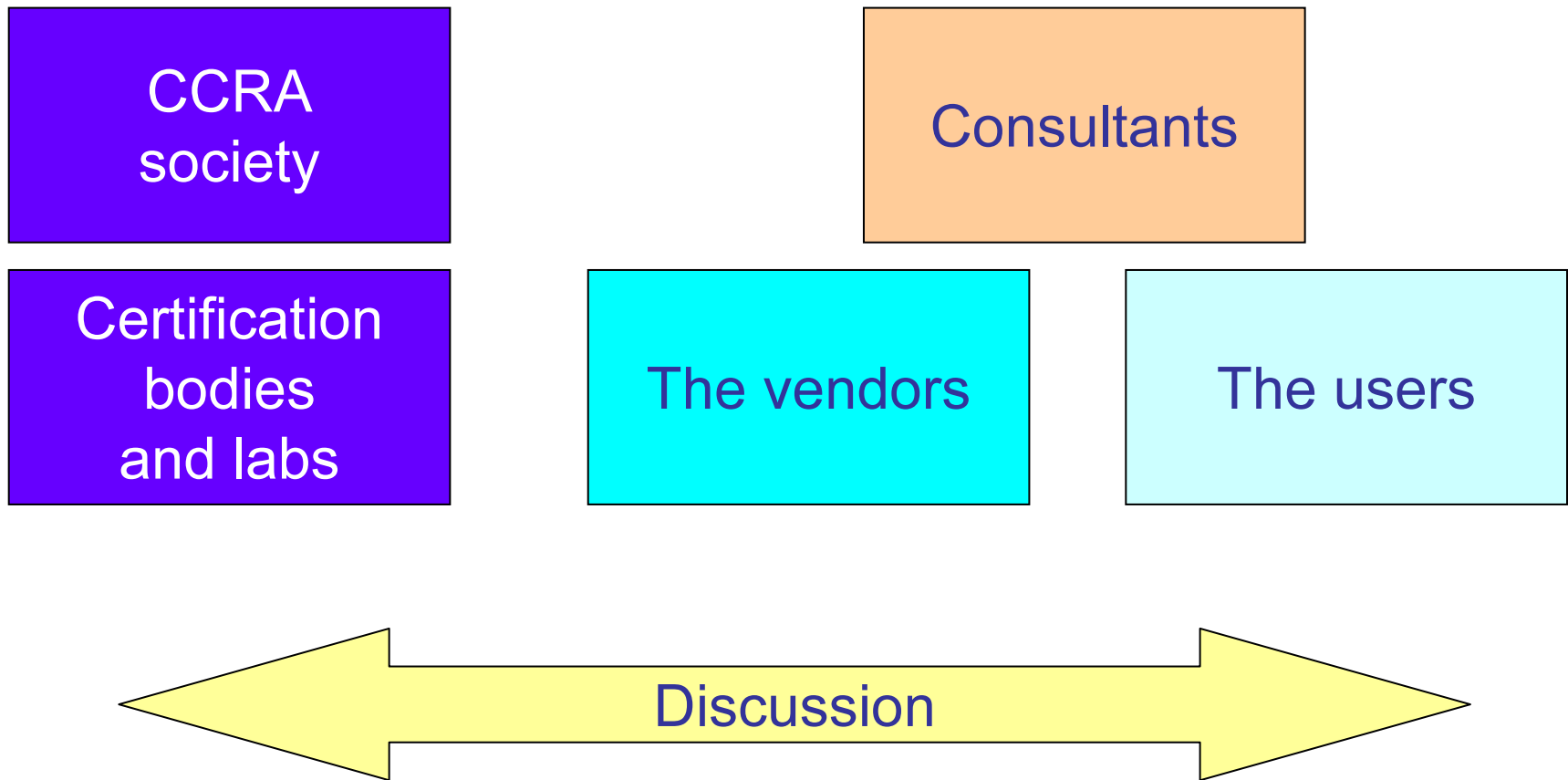


The audience



You are welcome to participate!

The stakeholders



Frits Taal
(chair CCRA)
Maria Oldegård
(SWEDAC)

CCRA
society

Certification
bodies
and labs

David Ochel
(atsec)
Thomas Bousson
(DCSSI, France)

• **David Brewer**
(Gamma Secure Systems Ltd)

Consultants

The vendors

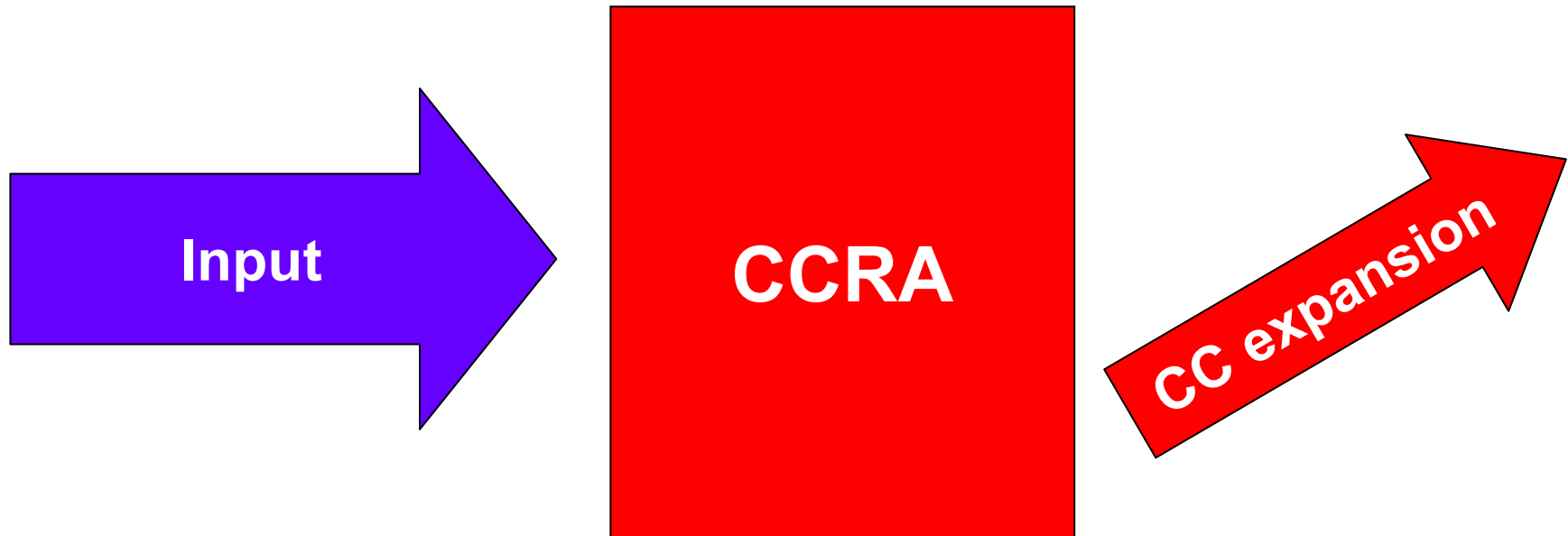
The users

Steven B. Lipner
(Microsoft Cooperation)
Soheila Amiri
(Cyberguard)

The panel discussion

1. Questions to the panel
2. Questions to the audience
3. Questions from the audience to the panel

Future



Question 1

- How to extend the use of CC?

Question 2

- What are the market needs and requirements on?
 - CCRA
 - CC certification/national schemes
 - CC method

Question 3

- How to make the CC and the CCRA work be more market oriented?

Question 4

- What is the added value of CC certifications? (Why should anyone do an evaluation or certification?)

Question 5

- Largest obstacle? / Largest driving force?

Thank you!

