



Mr. Robert Joseph  
Founder & Executive Director  
Nieuw Millennium  
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Dear Robert,

Over the years, the European Technology Roundtable Exhibition (ETRE) has gained a reputation for its innovative approach, unrivaled editorial content, and exclusive CEO membership. ETRE is now widely recognized as the premier international technology forum in the world. The 2002 edition will take place in Seville, Spain, from October 6 to 9, and we would like to invite you to join us at this special event.

At ETRE in Seville, we will continue our tradition of excellence by gathering a cast of 800 global leaders of the information age, and renewing the editorial content with new interactive formats and debates. In today's uncertain times, one must explore both the short-term and long-term outlooks, and assess the cause and consequences that have created such turmoil in the fabric of the global economy.

As always, ETRE's dynamic format benefits from the expanded contribution of its pristine group of chairpersons. Alan Cane of *The Financial Times*, Thom Calandra of CBS MarketWatch, Julie Pitta of *Forbes*, David Kirkpatrick of *Fortune*, Michael Rogers of *Newsweek*, Dan Gillmor of the *San Jose Mercury News*, Jennifer Schenker of *Time Magazine*, and other leading international news writers will enrich the content, lead debates, and direct Q&A sessions throughout the event.

Dasar continues to assemble the world's most influential innovators under one roof. In Seville, ETRE will welcome leaders from every industry sector, including Eric Benhamou of 3Com, Alfred Chuang of BEA Systems, Greg Reyes of Brocade, Gil Shwed of Check Point, Craig Barrett of Intel, Dan Warmenhoven of Network Appliance, Jensen Huang of NVIDIA, Erwin Koenigs of Software AG, Stratton Sclavos of VeriSign, Greg Peters of Vignette, and Gary Bloom of Veritas, among others.

Our Editorial Board has selected Nieuw Millennium to participate in our Technology Room. ETRE is always looking for the hottest new technology and companies. Further to our conversations we have waived the cost of the Technology Room participation for Nieuw Millennium. The ETRE membership will mutually benefit from your contact as you build the infrastructure around this phenomenal project. I look forward to welcoming you to Spain. With kindest regards and best of luck.

Sincerely,

David Dolnick  
Manager

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