



PRESS RELEASE

2007-04-26

## Øredev Complete - top names in system development convene in Sweden

**Date:** May 10, 2007  
**Time:** 8.00 AM to 3.00 PM  
**Location:** Malmö University, Malmö, Sweden

Øresund Developers Conference (Øredev), which takes place in November 2007 in Malmö, Sweden for the third year running, is off to an early start with a conference already on the 10<sup>th</sup> of May: **Øredev Complete**. Here the three guest speakers, who were unable to participate in last year's conference, will show up with interesting presentations on system development.

For IT professionals from both Sweden and Denmark the main speaker is Bertrand Meyer. He is the man behind the programming language Eiffel and the company Eiffel Software, based in California. He is also a professor in software engineering at ETH technical university in Zürich.

Bertrand Meyer has written a series of books, most notably "Object Oriented Software Construction" and many of Bertrand Meyer's students have themselves become well known guest speakers and are spreading his word around the globe.

*"Bertrand Meyer is a charismatic person and presenter. He often causes debate and he is really stirring our minds up, making us think again and ask questions," says Michael Tiberg, Project Manager at Øredev.*

The other guest speakers are Johan Lindfors, Senior Developer-Evangelist at Microsoft and a popular speaker, and System Development Consultant Poul Staal Vinje who has specialized in the development of concepts which calculate the costs of IT projects.

The moderator is James Coplien of Nordija. Besides being a brilliant moderator, James Coplien is known as an expert in agile software development and organization development.

See the full Øredev Complete conference program on [www.oredev.com](http://www.oredev.com)

Journalists are welcome to attend the May 10 conference, partially or in its entirety. Please contact PR Consultant Kajsa Jacobsson, [kajsa@zipkommunikation.se](mailto:kajsa@zipkommunikation.se).

For questions on the conference program, please contact Project Manager Michael Tiberg, phone +46 40 602 31 34, [michael.tiberg@oredev.org](mailto:michael.tiberg@oredev.org).

Øredev Complete is a soft start to this year's edition of **Øresund Developers Conference** in Malmö, Sweden, to be held on **November 13-15, 2007**. More than 800 people are expected to attend the Swedish-Danish conference, which takes place for the third year running. This year's program contains some exciting lectures and workshops, with a.o. Andy Hunt from Pragmatic Programmers, Kevin Henney from Curbralan, the Microsoft-architect Ron Jacobs and James Coplein from Nordija.

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