

6th eBSN workshop
Improving the availability of e-business solutions for SMEs

Roma, 19 November 2004

Co-organised by the Ministero delle Attività Produttive, Istituto per la Promozione Industriale
and the European Commission

Ministero delle Attività Produttive
Via Veneto, 33 – Roma – Sala del Parlamentino

SMEs have different needs with respect to ICT applications as compared to large companies. Although ICT suppliers focus their attention more and more on SMEs, there is still a lack of affordable ICT solutions for micro, small and medium size enterprises.

In this context, the goal of this workshop is to present some good practices in improving the availability of suitable e-business solutions for SMEs both from a European but also an international perspective.

This workshop is primarily addressed to policy makers and business associations accompanying SMEs going digital. ICT companies interested in building applications or services tailored to SMEs needs may also benefit from the discussions.

9h00-9h30 **Registration and welcome coffee**

9h30-10h30 **Opening session**

The objective is to set the scene for the workshop and to present examples of policy initiatives from North-America and Asia aiming at improving the availability of e business solutions for SMEs.

Chair: Mr Franck Noël, Coordinator of the European eBusiness Support Network for SMEs, European Commission

Welcome address, Mario Spigarelli, Director General for Commerce, Italian Ministry for Productive Activities *to be confirmed*

Welcome address, Annamaria Guerrini, Deputy Head of Department for Innovation and Technologies, Italian Ministry for Innovation and Technologies

“The Canadian E-business Initiative”, Sheila Smail, CEBI, Canada

“Promoting the Application Service Provider model”, Mr. Ki-Hun Paek, Director of Informatization Planning Office, Ministry of Communication & Information, South-Korea

10h30-12h10 **Session 1: Assisting SMEs in selecting IT solutions**

Implementing an e-business solution typically requires the selection and set-up of the appropriate IT infrastructure (network, hardware, software) and the right advices to align the technical solution with the business objective pursued. Consultancy services are also needed to properly adapt the related business processes and to define a training plan for company users. SMEs usually need guidance in finding the right partners to implement this approach. This is a domain where business support

organisations can bring value. The objective of this session is to present good policy practices in this field and to get an IT industry perspective on this question.

Chair: Prof. Stefano Micelli, Associate Dean, TEDIS Director, Venice International University

- **“Competing in a world of opportunities and challenges”**, Agostino Sghedoni, Business Unit Director, Territorial Productive Systems, IBM Italia
- **“ebigo: Helping SMEs finding an IT service provider”**, Jens Krause, MFG Medien - und Filmgesellschaft Baden - Württemberg mbH, Germany
- **“Technology Assessment to Enterprises”**, Dr. Francisco Javier Méndez Martín, Director de Innovación, Madrid Chamber Of Commerce, Spain
- **“eAccreditation scheme”**, Martin Parfett, Research and Development Manager, eCommerce Innovation Centre, Cardiff University, Wales/UK

12h20-14h00 **Buffet lunch**

14h00 -15h40 **Session2: Promoting e-business interoperable solutions**

Interoperability has been highlighted as a matter of priority by the eEurope 2005 mid-term review. Beyond the hype around this term, the objective of this session is to present ways to define and promote interoperable solutions in the e-business field. A particular attention will be paid to standardisation and the role of open source software.

Chair: Prof. Tony Davies, e-Commerce Innovation Centre, Cardiff University, Wales/UK

- **“European activities in ICT standardization”**, Anne Lehouck, European Commission
- **“BIT Programme”**, Eivind Petershagen, Innovation Norway, Norway
- **“Implementing e-business standards in the Textile sector”**, Deborah Santus Roosen, Euratex, Belgium
- **“INSME a platform for exchanging e-solution for SMEs”**, Alessandro Sisti, Innovation and Transfer Knowledge Direction, INSME - IPI

15h40 **Conclusions of the Workshop**
Luigi Corbò, Direttore Generale, Istituto per la Promozione Industriale

16h00 **Final Words**
Prof. Antonio Marzano, Italian Minister for the Productive Activities

16h10 **Farewell drink**