

1st Czech e-Business Meeting

20th eBSN Workshop

on Innovative Business Models Enabled by ICT



13 May, Institut Français de Prague



Are you an experienced user of new technologies or do you not know much about them? If you are seeking to work more efficiently and to be more competitive, this seminar is for your!

A crucial factor for improving the competitiveness and providing new opportunities for SMEs is their integration into global digital supply chains through the implementation of e-business practices. Nonetheless, the great potential of ICT uptake is still largely underexploited by European SMEs. Experience shows that the best incentive for SMEs to invest in ICT is provided by specific and convincing success stories from peers, i.e. other SMEs that have taken the initiative to innovate through ICTs.

This meeting is the 20th workshop of European Business Support Network. It will focus on demonstrating the real-life business case for ICT-uptake and eBusiness, through a number of convincing show-cases of European SMEs, as well as initiating a debate on relevant challenges and policies.

AGENDA OF THE WORKSHOP

v.07.05.2009

- 8h30 **Registration of participants**
- 9h00 **Welcoming word** by **Bernard Boidin**, Economic and Commercial Advisor in French Embassy in Prague
- 9h15 – 10h45 **Roundtable 1** moderated by Mrs **Dana Eleftheriadou**
Enhancing eBusiness: governmental plans and examples of e-adoption
- Mrs **Dana Eleftheriadou**, DG Enterprise and Industry, European Commission: ICT for Competitiveness and Innovation
 - Mr **Miloslav Marčan**, Director of Informatics department at the Czech Ministry of Industry and Trade and deputy chairman of CACIO
 - Mr **Martin King Turner**, director of National B2B Centre at Warwick university: Enhancing UK SMEs competitiveness through eBusiness - beyond e-adoption
 - Mr **Jan Julianus**, Senior Policy Advisor at the Dutch Ministry of Economic Affairs & Mr **Hans Schaffers**, principal consultant of Dialogic: The Netherlands Digital in Connexion program
- 10h45 – 11h15 **Coffee break**

- 11h15 – 12h45 **Roundtable 2** moderated by **Michel Declunder**
Learning from peers through eBusiness cases in production & business processes
- Mr **Michel Declunder**, Periscope: overview of European best practices of eBusiness in European SMEs
 - Mr **François Gsell**, ISI Process: a collaborative platform in industrial engineering
 - Mr **Hans Schaffers**, principal consultant at Dialogic: De Jong & Roos BV, a Dutch Wholesaler (SME) in building material, taking advantage of standardized electronic transactions
 - Mr **Jiří Polák** chairman of SPIS: What is Key for ICT adoption by SMEs?
 - Mr **Claudio Andres Rivera**, Baltic AWA: How an end-user website has become the leading Latvian eBusiness site for snowboarding
 - Mr **Miguel de Sousa**, director of Inovamais Portugal: ICT for intellectual property search
- 12h45 – 13h45 **Lunch**
- 13h45 – 15h15 **Roundtable 3** moderated by **Alain Ducass**
Learning from peers through eBusiness cases in customer relation process
- Mr **Alain Ducass**, head of digital economy unit Adetef: best practises in eMarketing and eCommerce
 - Mr **Falk Scheiding**, UE-DG enterprise: the eBusiness Guide for SMEs
 - Mr **Benoît Rondeux**, director of Quatuor – Belgium: How an eBusiness web site allowed a furniture company to double his turnover
 - Mr **Nick Blenkarn**, from Severn Partnership – UK: How the CRM software has revolutionised the business processes in the field of engineering and geographical analysis
 - Mrs **Jarmila Bergerová**, Director of Fractal: e-tourism service to triple the turnover without increasing human resources
- 15h15 – 15h30 **Conclusion**
- Mr **Marian Piecha**, Director of Entrepreneurship department at the Czech Ministry of Industry and Trade (tbc)
 - Mrs **Dana Elefteriadou**: European Commission, DG Enterprise and Industry, unit “ICT for Competitiveness and Innovation”ical information

PRACTICAL INFORMATION

Free entrance after registration on the website www.e-pme.eu.

Confirmation of registration by mail required (within the limit of available places: 150)

Simultaneous translated into English and Czech.

The workshop will be hold at Kino 35
the Institut français de Prague,
Štěpánská 35, 111 21, Prague 1, Czech Republic

Recommended hotels & prices for the participants:

Hotel Meteor ** 80 €**

www.hotel-meteor.cz; +420 224 192 559

Hotel Ibis * 95 €**

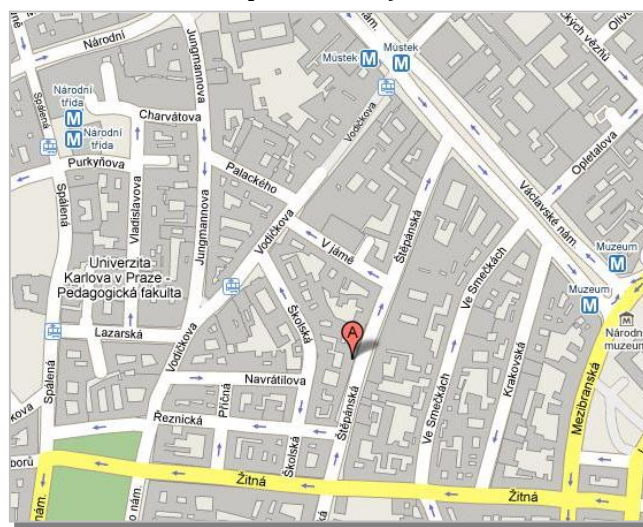
www.accorhotels.com/fr/hotel-5477-ibis-praha-old-town/index.shtml; +420 266 000 466

Hotel Century Old Town ** 115 €**

www.accorhotels.com/fr/hotel-3440-hotel-century-old-town-prague/index.shtml ; +420 266 000 466

The Institut français de Prague is easily accessible through:

- Metro ligne C station Muzeum Line, A and B station Můstek (exit Václavské náměstí – Vodičkova)
- Tram 3, 14, 24 stations Vodičkova or Václavské náměstí, Tram 4, 6, 10, 16, 22, 23 station Štěpánská



SOME OTHER QUESTIONS?

Go and see www.epme.eu; write to contact@epme.eu or phone to +33 670037489

PARTNERS

Organizers



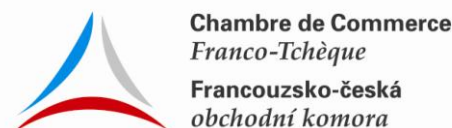
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