

The Annual e-Business W@tch Event

E-Business Implications for Productivity and Competitiveness

Time	7 th July 2004, 09:00 – 16:30 hrs		
Location & venue	Centre Albert Borschette (CCAB) Room AB-1C 36, rue Froissart (nearest Metro station: Schuman) B-1040 Brussels, Belgium		
Chair	Mr. Costas Andropoulos, European Commission, DG Enterprise		
Background and objectives	<p>As the adoption of information technologies and the maturity of their application increases across sectors and regions, a new picture of the digital economy is beginning to emerge: Information and communication technologies (ICT) and their application for doing business electronically do matter – today perhaps more than ever.</p> <p>Since late 2001, the <i>e-Business W@tch</i> of the European Commission, DG Enterprise, has been monitoring and assessing the economic implications of electronic business across different sectors of the EU economy.</p> <p>In this workshop, the <i>e-Business W@tch</i> will present and discuss its main results from the 2003/04 period which focused on 10 sectors and extended the regional scope of the analysis to the new EU Member States. Selected Sector Studies will be presented in more detail.</p> <p>Looking beyond 2004, the concluding session of this event will focus on innovative methods and approaches to measure the economic impacts of ICT on productivity, competitiveness and growth. Invited speakers from the OECD, EITO, official statistics and/or research organisations will explain instruments used, present their relevant experiences and discuss the challenges they are meeting in their work.</p>		
Participation & registration	<p>Participation is open and free of cost but, considering the capacity of the venue, requires prior registration. Please note that no travel or any other expenses can be reimbursed. Registrations and requests for further information can be made by e-mail, letter or fax to either:</p> <table border="0" style="width: 100%;"> <tr> <td style="vertical-align: top; width: 50%;"> <p><i>e-Business W@tch</i> c/o empirica GmbH attn. Mr. Hannes Selhofer Oxfordstr. 2, D-53111 Bonn</p> <p>Tel.: 0049 228 98530 36 Fax: 0049 228 98530 12 E-Mail: info@ebusiness-watch.org</p> </td> <td style="vertical-align: top; width: 50%;"> <p>European Commission Enterprise Directorate General E-business, ICT industries and services</p> <p>Ref: Workshop 07 July 2004 Attn. Ms. Jill Hughes Fax: +32-2-2969500 E-Mail: (jill.hughes@cec.eu.int)</p> </td> </tr> </table>	<p><i>e-Business W@tch</i> c/o empirica GmbH attn. Mr. Hannes Selhofer Oxfordstr. 2, D-53111 Bonn</p> <p>Tel.: 0049 228 98530 36 Fax: 0049 228 98530 12 E-Mail: info@ebusiness-watch.org</p>	<p>European Commission Enterprise Directorate General E-business, ICT industries and services</p> <p>Ref: Workshop 07 July 2004 Attn. Ms. Jill Hughes Fax: +32-2-2969500 E-Mail: (jill.hughes@cec.eu.int)</p>
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Workshop Programme

09:00 – 09:30

Registration

09:30 – 09:50

Welcome and Opening Remarks

Mr. Pedro Ortún, Director, European Commission, DG Enterprise

09:50 – 11:00

Overview

- **The e-Business W@tch in 2004 and beyond**
Mr. Georgios Karageorgos, European Commission, DG Enterprise
- **Summary of main findings from 2003/04**
Mr. Hannes Selhofer, empirica GmbH (e-Business W@tch)
- **e-Business W@tch @ University: Exploitation of data for research in a new Member States**
Prof. Joze Gricar, University of Maribor, Slovenia

Discussion

Coffee break

11:30 – 13:00

Sector Studies 2003/04: The impact of doing business electronically

- **Manufacturing in the digital economy:**
 - **Textile, clothing and footwear**
Sector Study presentation by Databank Consulting
 - **Transport equipment**
Sector Study presentation by DIW Berlin
 - **Chemical products**
Sector Study presentation by empirica GmbH
- **Services and logistics in the digital economy:**
 - **The retail sector**
Sector Study presentation by Databank Consulting

Discussion

Lunch

14:30 – 16:15

Panel discussion:

ICT and e-Business at the Intersection of Productivity and Competitiveness – What are the Main Impacts?

- *Mr. Tony Clayton, UK Office for National Statistics*
- *Mr. Jesus Maria Irigoyen, EC, DG Enterprise, A/5 "Competitiveness analysis and benchmarking"*
- *Mr. Amit Jain, INSEAD*
- *Ms. Sheridan Roberts, OECD*
- *Mr. George Sciadras, Statistics Canada*

Chair: Mr. Costas Andropoulos, Head of Unit, EC, DG Enterprise

Discussion

16:15 – 16:30

Conclusions and outlook

Mr. Costas Andropoulos, Head of Unit, EC, DG Enterprise
