

Electronic Business Trends in 2005: Industry Perspectives

Annual *e-Business W@tch* Event

Brussels, 26th October 2005

Time	26 th October 2005, 09:30 – 16:00 hrs	
Location & Venue	Cours Saint Michel 2 (CSM2) Auditorium 9/146 (9th Floor) Avenue de Tervuren 41, 1049 Brussels, Belgium [Closest Metro station: Merode]	
Chair	Costas Andropoulos Head of Unit, European Commission, DG Enterprise & Industry	
Background and objectives	<p>Electronic business continues to develop dynamically. Technological advancement (for example in wireless technology) and the increasing competitive pressure on companies in a global economy are drivers of the development.</p> <p>However, the pace and the direction of this development differ considerably between sectors. In some industries, firms focus on ever new opportunities to cut costs. In others, e-business, and in particular the internet, is significantly changing the way how companies interact with customers and business partners.</p> <p>This workshop features recent evidence on the state of play in electronic business in the European Union. <i>e-Business W@tch</i> presents findings of its research undertaken in 2005, which includes an enterprise survey in 10 sectors. Results are discussed with industry and policy representatives.</p>	
Participation & registration	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 :	
Contact	European Commission DG Enterprise & Industry Unit D4 'Technology for Innovation / ICT industries and e-business' Attn. Ms Jill Hughes Ref: e-Business Event 2005 Fax: +32-2-2967019 Jill.Hughes@cec.eu.int	e-Business W@tch c/o empirica GmbH attn. Mr Hannes Selhofer Oxfordstr. 2, DE-53111 Bonn Tel.: 0049 228 98530 (-36) Fax: 0049 228 98530 12 info@ebusiness-watch.org

Programme

09:30 – 10:00 **Registration**

10:00 – 10:15 **Welcome and Opening Remarks**

David White, European Commission, DG Enterprise & Industry

10:15 – 11:00 **Overview**

- **E-Business Related Initiatives of the European Commission**
Georgios Karageorgos, European Commission, DG Enterprise & Industry
 - **Electronic Business in 2005 – Findings of e-Business W@tch**
Hannes Selhofer, empirica GmbH
-

11:00 – 12:30 **Industry Perspectives: E-Business in Construction and Services**

Presentations by e-Business W@tch

- **IT services – an e-business model for other sectors?**
Thorsten Wichmann, Berlecon Research
- **E-business interoperability – the state-of-play**
Henry Ryan, Lios Geal Consultants

Invited presentations

- **e-Tourism – how the internet is transforming an industry**
Rachel Tym, ETOA – European Tour Operators Association
- **Construction – how to tackle the unexploited potential**
Ulrich Paetzold, FIEC – European Construction Industry Federation

Discussion

12:30 **Lunch break**

14:00 – 15:20 **Industry Perspectives: E-Business in Manufacturing**

Presentations by e-Business W@tch

- **Machinery and equipment – using ICT for customer services**
Brigitte Preissl, DIW Berlin
- **Food and beverages – e-business for quality assurance**
Elena Gaboardi, Databank Consulting, Italy

Invited presentation

- **Publishing – strategies for newspapers in the digital era**
Jesús Galván, Schiller International University, Madrid

Discussion

15:20 – 15:50 **Outlook: International e-Business Monitoring**

- **e-Business Index: Results of 2005 and perspectives in i2010**
Stefano Tarantola, European Commission Joint Research Centre
- **OECD work on e-business measurement: the revised model survey of ICT use by businesses**
Sheridan Roberts, OECD

Discussion

15:50 – 16:00 **Conclusions**

Costas Andropoulos, European Commission, DG Enterprise & Industry
