



European Commission
Enterprise & Industry DG



e-Business W@tch

in the context of e-business related activities of
DG Enterprise and Industry

Closing remarks:

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Some conclusions:



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- e-Business in **steady development**, but...
...**need to improve** ICT exploitation for productivity growth;
 - **Sectors'** differences **matter**, especially between services and manufacturing;
 - A '**big boys game**', with **medium-sized firms catching up**, but...
...smaller companies (notably **micros**) **trailing** behind;
 - **No** big differences at the **international** level, but...
...differences **within** the EU (North vs South and new MSs);
 - Distance **not dead**: firms buying online prefer national / local suppliers, but...
...when e-selling, an increasing share of orders seems to come from abroad;
 - **VoIP, RFID, SaaS, mobile**: the technologies to be watched in the near future.



Some 'lessons learned':



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- Main **policy challenges**: Promoting innovation culture, interoperability, eSkills, SME-specific solutions and the role of the public sector;
 - **Cooperation**, exchange of ideas and experiences: a powerful tool to improve e-business policies at the European level => eBSN, SME intermediaries, etc;
 - **Figures do not tell us what to do**, they can only explain and help us understand;
 - Measuring ICT uptake is a **challenge, internationally** and in terms of **impacts**;
 - *e-Business W@tch*: unique **combination of statistics** (a step further than traditional surveys), **qualitative analysis** (incl. case studies) and **policy implications**;
 - Strengths = **Timeliness, quality and transparency**, but...
 - ...'**Victims of success**': growing expectations, demands and involvement, but different interests => Can **NOT** satisfy them all - be **flexible!**



Thank you!



For more information:

<http://europa.eu.int/comm/enterprise/ict/index.htm>

<http://www.ebusiness-watch.org>

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