



ICT & Business: New chances for European competitiveness

eBusinessW@tch Workshop at DIW Conference

Berlin, 11 May 2005

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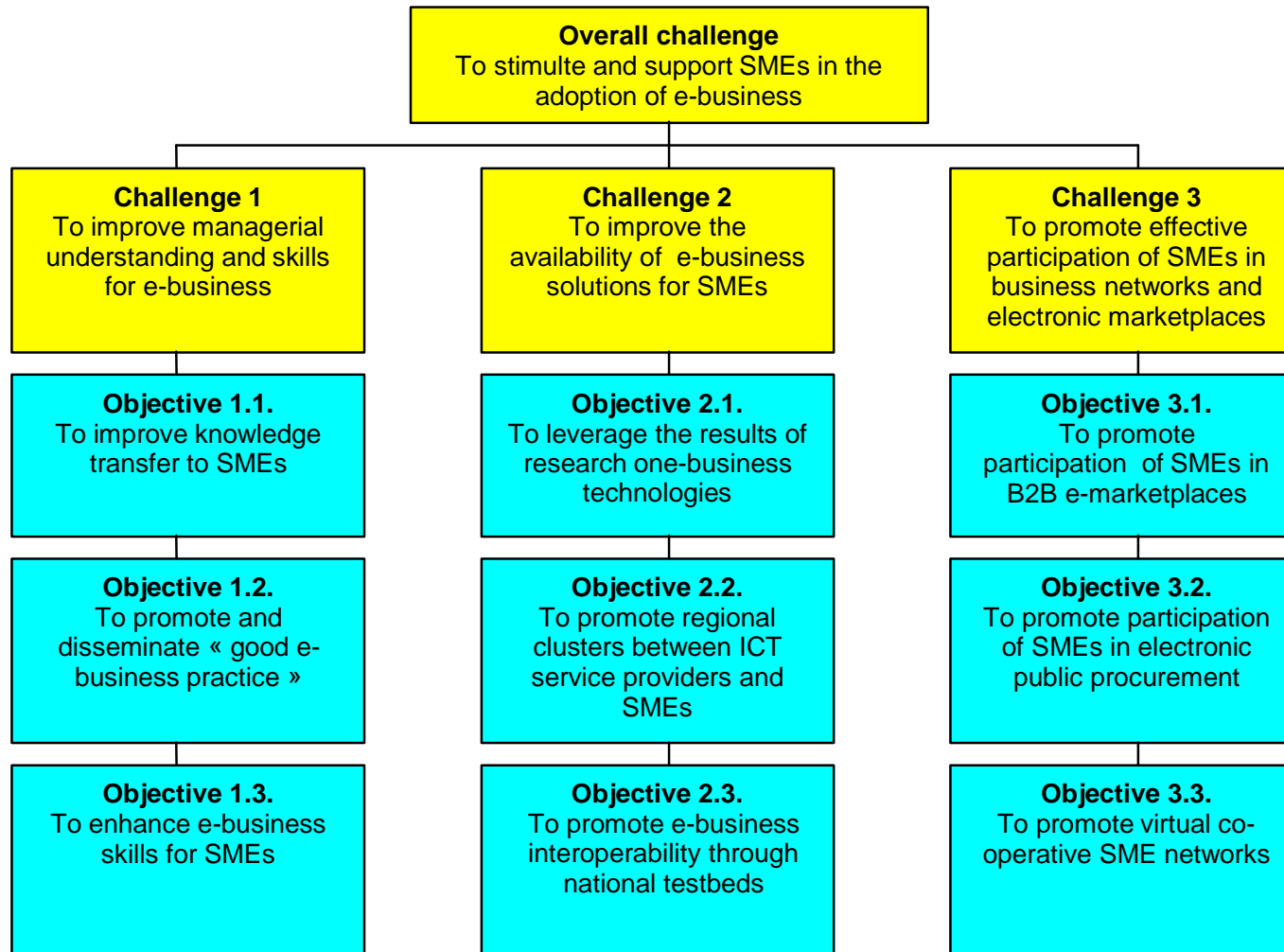
European initiatives for promoting e-Business

- eBSN
- e-Business W@tch
- legal initiatives
- e-Marketplaces portal
- e-Skills
- eSAP

**Communication (2003) 148 final, 27.03.2003 –
Adapting e-business policies in a changing
environment**

**The lessons of the Go Digital Initiative and
the challenges ahead**

Policy challenges





Objectives of eBSN

- Better co-ordination among e-business policy initiatives in Europe
- Promote the exchange of best practice in the field of e-business policies in favor of SMEs
- Discuss the new challenges in this field with a view to adapting e-business policies



Legal initiatives

New calls for tenders:

- Validity and recognition of e-documents
- Benchmarking national legal practices
- Unfair business practices in B2B e-marketplaces
- Costs and benefits of reverse auctions



e-Marketplaces portal

- Providing online information on B2B e-marketplaces
- Services include:
 - database of European B2B e-marketplaces
 - set of customised services for personalised guidance and assistance to SMEs
 - independent rating system
 - list of events
 - collection and dissemination of codes of conduct (CoCs)
- Pan European Coverage and multilingual from June 2004 onwards



e-Skills: State of play

- e-Skills Forum: 2003 onwards,
2004 Synthesis Report
- European e-Skills 2004 Conference
- Studies and other projects to proceed



eSAP

- eEurope Standardisation Action Plan
- From 2000 onwards (2002, 2005) to support standardisation work in domains of public interest
- Interoperability a main theme for 2005

Survey:

- > 10 sectors
- > 28 countries
- case studies

Secondary sources:

- market research
- OECD, Eurostat, ...
- studies, surveys
- databases

Industry Associations:

- sector statistics
- reports
- interviews

Network of experts:

10-15 experts from different fields, countries and sectors

e-Business Market Watch Function

Database:

e-biz indicators per sector, country, company size

Sectoral Impact Reports :

- sectoral implications
- economic implications
- policy implications (paper and electronic)

Synthesis Reports
(1000 copies each)

Pocketbook
(with indicators)

Web Site
(internal, public)

Dissemination
(CD, events, conference)

Ad hoc Services
(to DG Enterprise):

- Forecasts
- Short term data retrieval
- Background information



For more information

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