

Workshop at DIW Industrial Conference, 11 May 2005, Berlin

Topic	E-business in manufacturing industries: A source of competitive advantage?
Time	11 May 2005, 14:00 –18:30 hrs.
Location & venue	DIW Berlin Room No. E05 Englerallee 40, 14195 Berlin Nearest Metro station: Rathaus Steglitz
Chair	Tapani Mikkeli, European Commission, DG Enterprise & Industry, Deputy Head of Unit
Background and objectives	<p>A crucial question for companies is whether and how investment in e-business technology can lead to sustainable competitive advantage. Alternatively, e-business adoption may be a necessity to stay in business, but only benefiting the customer; or is there no need to invest at all? These are important questions, in particular for firms in the manufacturing industries where e-business tools are primarily used to reduce costs.</p> <p>The workshop will inform about the deployment of e-business in three manufacturing sectors of the EU, based on a recent (2005) survey in enterprises and on concrete examples of e-business activity.</p> <ul style="list-style-type: none"> • Automotive industries: Although the automotive industry is considered as a pacemaker in e-business, the empirical evidence suggests that the potential of the new technologies has not been fully utilised yet. There is a digital divide between large firms and SMEs. • Machinery and equipment: The increasing importance of product related services, the strong export position and the enlargement of the EU are phenomena in the machinery and equipment sectors that provide both new opportunities and major challenges. • Pharmaceutical industries: This industry is a prime example for the opportunities of electronic business. E-business activity along the supply chain is expected to significantly influence internal work processes and relationships to suppliers and customers.
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:</p> <p>German Institute for Economic Research (DIW) Philipp Köllinger (pkoeffinger@diw.de) Königin-Luise-Str. 5, DE-14195 Berlin Fax +49-30-89789 103</p>

Workshop Programme

14:00 – 15:00

Welcome and introduction

- **Welcome and opening**
Brigitte Preissl, DIW Berlin
- **E-Business Related Activities of the European Commission, DG Enterprise & Industry**
Tapani Mikkeli, European Commission, DG Enterprise & Industry
- **Good performers, bad performers – empirical evidence on e-business usage, innovation, and corporate performance**
Philipp Koellinger, DIW Berlin

Discussion

Coffee break

15:15 – 17:00

Sectors in Focus (I)

- **Automotive industry: E-business and value chain transformation**
Daniel Nepelski, DIW Berlin
- **Automotive industry: Integration of logistic processes**
Jerzy Kopiec, itelligence Poland
- **Pharmaceutical industry: RFID and Auto-ID approaches**
Andreas Stiehler, Berlecon Research
- **Discussant**
Michael Latzer, Academy of Sciences Austria

Discussion

Coffee break

17:15 – 18:00

Sectors in Focus (II)

- **Machinery and equipment industry: E-business strategies**
Brigitte Preissl, DIW Berlin
- **E-business trends in industrial engineering**
Cécile Pompanon, French Federation of Mechanical Engineering Industries, e-Business Club Manager

Discussion

18:00 – 18:30

Concluding panel discussion: Does IT still matter?

Chair: Brigitte Preissl, DIW Berlin

Panellists: Thorsten Wichmann (Berlecon Research), Michael Stamm (Technologiestiftung Berlin), Gilles Morin (IT Business Services, Export and Development Canada), Tapani Mikkeli (European Commission)
