

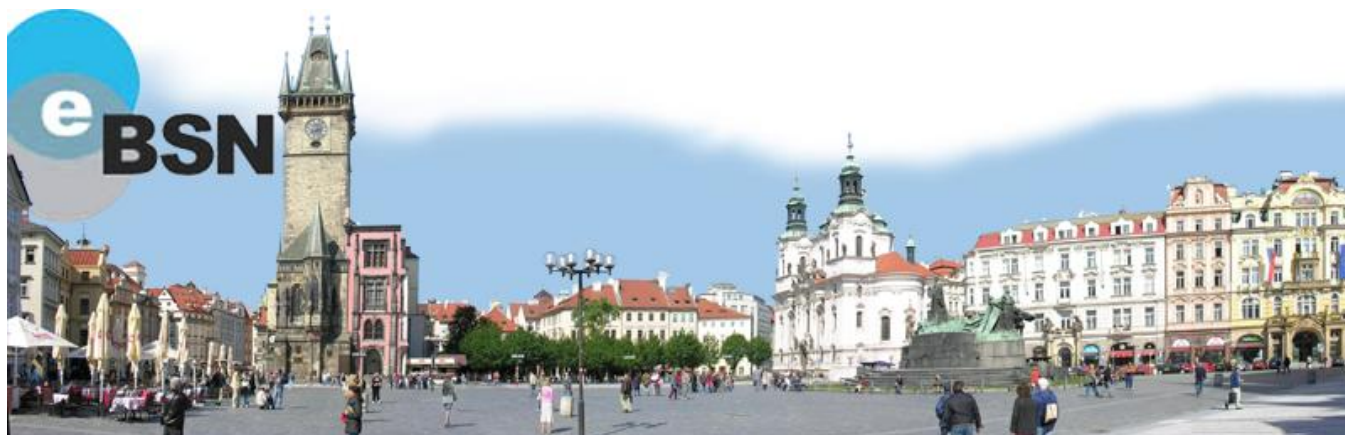
1st Czech e-Business Meeting

20th eBSN Workshop

on Innovative Business Models Enabled by ICT



13 May, Institut Français de Prague



Are you an experienced user of new technologies or you don't know much about them? This seminar is for you, as long as you seek to make your work more efficient and competitive!

A crucial factor for improving the competitiveness and raise new opportunities for SMEs is their integration into global digital supply chains through the implementation of e-business practices. Nonetheless, the great potential of ICT uptake is still largely underexploited by European SMEs. Evidence shows that the best inducement to ICT investment among SMEs is the demonstration of concrete and plausible success stories from peers, other SMEs that took the initiative to innovate through ICTs.

This meeting is the 20th workshop of European Business Support Network. It will focus on demonstrating the real-life business case for ICT-uptake and eBusiness, through a number of convincing show-cases of European SMEs and launch debate on relevant challenges and policies.

AGENDA OF THE WORKSHOP

v.23.04.2009

- 8h30 **Registration of participants**
- 9h00 **Welcoming word** by **Bernard Boidin**, Economic and Commercial advisor in French Embassy in Prague
- 9h15 – 10h45 **Roundtable 1** moderated by Mrs **Dana Elefteriadou**
Enhancing eBusiness: governmental plans and examples of e-adoption
- Mrs **Dana Elefteriadou**, DG Enterprise and Industry, European Commission: ICT for Competitiveness and Innovation
 - Mr **Marian Piecha**, Director of Entrepreneurship department at the Czech Ministry of Industry and Trade (tbc)
 - Mr **Martin King Turner**, director of national B2B Center at Warwick university: Enhancing UK SMEs competitiveness through eBusiness - beyond e-adoption
 - Mr **Jan Julianus**, Senior Policy Advisor at the Dutch Ministry of Economic Affairs & Mr **Hans Schaffers**, principal consultant of Dialogic: "The Netherlands digital in connexion program"
- 10h45 – 11h15 **Coffee break**

- 11h15 – 12h45 **Roundtable 2** moderated by **Michel Declunder**
Learning from peers from eBusiness cases in production & business process
- Mr **Michel Declunder**, Periscope: overview of European best practices of eBusiness in European SMEs
 - Mr **Andreas Fischer**, PIN-SME: overview of the developments in the area of eBusiness tools for German SMEs
 - Mr **Hans Schaffers**, principal consultant of Dialogic: Dutch eBusiness case in eProduction
 - Mr **Jiri Polak** chairman of SPIS: What is Key for ICT adoption by SMEs?
 - Mr **Larsson**: Scandinavian best practices with ERP (tbc)
 - Mr **Miguel de Sousa**, director of Inovamais Portugal: ICT for intellectual property search
- 12h45 – 13h45 **Luncheon**
- 13h45 – 15h15 **Roundtable 3** moderated by **Alain Ducass**
Learning from peers from eBusiness cases in customer relation process
- Mr **Alain Ducass**, head of digital economy unit Adetef: best practises in eMarketing and eCommerce
 - Mr **Falk Sceiding**, UE-DG enterprise: the eBusiness Guide for SMEs
 - Mr **Benoît Rondeux**, director of Quatuor – Belgium: How an eBusiness web site allowed a furniture company to double his turnover
 - Mr **Nick Blenkam**, from Severn Partnership – UK: How the CRM software has revolutionised the business processes in the field of engineering and geographical analysis
 - Mrs **Jarmila Bergerova**, Director of Fractal: e-tourism service to triple the turnover without increasing human resources
- 15h15 – 15h30 **Conclusion**
- Mrs **Dana Elefteriadou**: European Commission, DG Enterprise and Industry, unit “ICT for Competitiveness and Innovation”

PRACTICAL INFORMATION

Free entrance after registration on the website www.e-pme.eu.

Confirmation of registration by mail required (within the limit of available places: 150)

Simultaneous translated into English and Czech.

The workshop will be hold at Kino 35
the Institut français de Prague,
Štěpánská 35, 111 21, Prague 1, Czech Republic

Recommended hotels & prices for the participants:

Hotel Meteor ** 80 €**

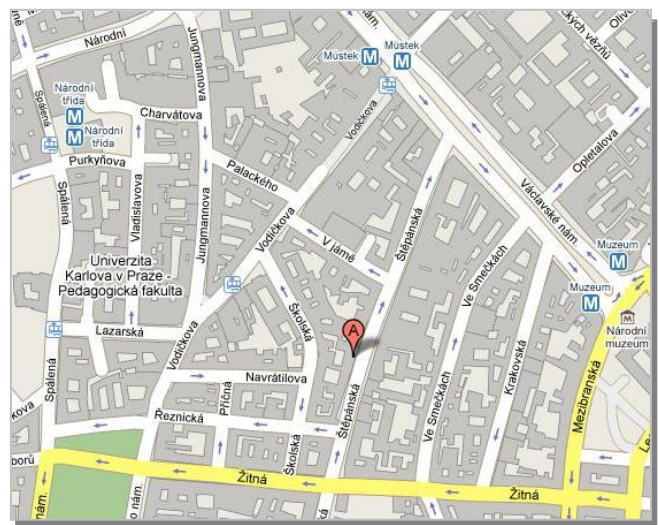
www.hotel-meteor.cz; +420 224 192 559

Hotel Ibis * 95 €**

www.accorhotels.com/fr/hotel-5477-ibis-praha-old-town/index.shtml; +420 266 000 466

Hotel Century Old Town ** 115 €**

www.accorhotels.com/fr/hotel-3440-hotel-century-old-town-prague/index.shtml ; +420 266 000 466



The Institut français de Prague is easily accessible through:

- Metro ligne C station Muzeum Line, A and B station Můstek (exit Václavské náměstí – Vodičkova)
- Tram 3, 14, 24 stations Vodičkova or Václavské náměstí, Tram 4, 6, 10, 16, 22, 23 station Štěpánská

SOME OTHER QUESTIONS?

Go and see www.epme.eu; write to contact@epme.eu or phone to +33 670037489

PARTNERS

Organizers



adetef.



Czech ICT experts

Cacio

spis



Consular bodies



Chambre de Commerce
Franco-Tchèque
Francouzsko-česká
obchodní komora



Media partners

KAZAK
COMMUNICATION

ebusiness
events

PROFIT.CZ

CBW.CZ
Czech Business Weekly

Support



INSTITUT
FRANÇAIS
DE
PRAGUE

impact o.s.