

# Business & Government Executive Meeting on Cross-border eCommerce Development in eRegion

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## > Conference Program > Meetings > Business & Government Executive Meeting

*Tuesday June 7*

*14.00 - 15.30 and 16.00 - 17.30*

*Hotel Golf (Libertas Hall)*

14.00 – 15.30

Co-chairs

**Otto Peperna**, Head of Unit & Head of Delegation

International Innovation and Technology, Federal Ministry for Economic Affairs and Labour, Austria

**Jože Gričar**, Professor & Director

eCommerce Center, Faculty of Organizational Sciences, University of Maribor

### European Commission - DG Enterprise and Industry Perspective

**Constantin Andropoulos**, Head of Unit

**Iordana Eleftheriadou**, Principal Administrator

DG Enterprise and Industry, Technology for innovation; ICT industries and e-business, European Commission

### Austria Perspective

**Robert Kromer**, Consultant

IT Consulting & Coaching GesmbH, Department of Enterprise and Technology, Ministry of Economic Affairs and Labor, Austria

**Josef Podlesnig**, Member of the Executive Board & Head of the eBusiness/eInvoice-Working Platform

AustriaPro, Austrian Chamber of Commerce, Austria

**Wolfgang Gschwandtner**, Executive Officer

EBPP Electronic Bill Presentment and Payment GmbH, Austria

16.00 – 17.30

Co-chairs

**Jože Zrimšek**, Acting Director & Head of Delegation

Directorate for Information Society, Ministry of Higher Education, Science, and Technology, Republic of Slovenia

**Paolo Inchingolo**, Professor of Electronic & Information Bioengineering

Chair, C.S. in Biomedical Engineering & Director, Higher Education in Clinical Engineering, DEEI - University of Trieste, Italy

### Slovenia Perspective

**Ariana Grobelnik**, Secretary General

Chamber of Commerce and Industry of Slovenia

**Zoran Lemut**, IT Manager

Kemofarmacija, Slovenia

**Pavle Trdan**, Head of Area 4

Novartis, Global IT Infrastructure Europe

**Marko Svetina**, Business-to-Business eCommerce Project Manager

Merkur - Trade and Services, Slovenia

**Tristan Ažman**, Marketing Director

SRC.SI, Systems Integration, Slovenia

### Italy Perspective

**Giuseppe Gerini**, IT Systems Director, Head of Delegation

**Giulio Curiel**, Manager, eGovernment Competence Center

Regione Friuli Venezia Giulia, Italy

**Stefano De Monte**, Vice President

Chamber of Commerce, Industry, Crafts, & Agriculture, Trieste & Vice President

Association of the Industry of Trieste Province, Italy

**Pierantonio Salvador**, Vice President

Association of the Industry of Province of Udine & Managing Director, EIDON s.p.a., Italy

**Franco Rota**, Vice Secretary General, International Co-operation,

**Miran Pecelik**, Member of Board of Directors, Trieste On-line

Trieste Chamber of Commerce, Italy

**Fulvio Sbroiavacca**, Manager  
Insiel Spa, Italy

#### **Research Association & IT Provider Perspective**

**Goran Radman**, Chairman

Microsoft South East Europe, SEE

**Bernhard R. Katzy**, Professor for Technology and Innovation Management  
UniBw München, Germany & Universiteit Leiden, The Netherlands

**Boris Cizelj**, Director

SBRA - Slovenian Business & Research Association & Chairman, Steering Committee, Central and Southeast European Research, Innovation and Business (RIB) Network

## **Business & Government Executive Meeting Cross-border eCommerce Development within the eRegion**

You are invited to attend the 18th Bled eConference “eIntegration in Action”, June 6-8, 2005:

<http://www.BledConference.org>, and to participate in the Business & Government Executive Meeting on Cross-border eCommerce Development in eRegion: <http://www.BledConference.org/ExecutiveMeeting>. The meeting is in Hotel Golf, Bled on Tuesday afternoon, June 7 from 14.00 to 15.30 and 16.00 to 17.30. It is followed by a reception.

The objective of the Executive Meeting is to contribute to an accelerated cross-border exchange of e-documents between business and government organizations in the emerging eRegion of the neighboring countries. It is assumed that this region may become more competitive by innovative implementation of “e” technologies for business processes. We would like to share ideas with you on the most relevant topics to be discussed. The head of the delegation of a country will play a role in defining its final program.

Our region is a component of what used to be The Amber Road (from the Baltic countries to the Mediterranean) and The Silk Road (from Western Europe to Central Asia and China). Perhaps you would also like to attend the eAmber & eSilk Road Regional Meeting: Business and Government Executives & Professors’ Commitment to Making A Difference: <http://www.BledConference.org/eAmber&eSilkRoad>. The Meeting is on Monday afternoon, June 6. Both meetings are related to the present European Transport Corridor No. 5 (Lisbon – Kiev) and No. 10 (Hamburg – Istanbul & Thessalonica). The following topics: eRegion invoicing; eRegion Safety and Security; eRegion eGovernment may be of particular interest.

To prepare for this meeting we are cooperating with the Universities Network eBusiness ALpe ADria Initiative (ALADIN) comprised of the Universities of Budapest, Hungary; Graz, Austria; Košice, Slovakia; Maribor, Slovenia; Novi Sad, Serbia & Montenegro; Rijeka, Croatia; and Trieste, Italy. The Embassies were also informed about the Bled eConference program.

We look forward to your registration for the Bled eConference and your participation in the Executive Meeting on cross-border eCommerce development within the eRegion.

### **eRegion**

From a geographic perspective, eRegion is defined as an area of some 200-500 kilometers around a point of observation in which business and government organizations extensively use eTechnologies for doing business. It is important to consider eRegion dimensions in order to increase the region’s competitiveness in all aspects of business, government, and population cross-border interactions. As a region with extensive cross-border commerce the following countries may be targeted: Austria, Bosnia-Herzegovina, Croatia, Italy, Germany, Hungary, Serbia & Montenegro, Slovakia and Slovenia. It is, however, also very important to have related e-solutions ready in case of a major disaster in any country of the region, since disasters do not recognize geographical or political borders.

### **eLivingLab**

The eRegion LivingLab objective is to develop a multi-disciplinary research and testing platform concentrating on the immediate environment from the user point-of-view. Researchers, developers, and users working together virtually in the LivingLab will look for the answers to the questions: What do the users want? and, How it can be produced? Prototype solutions are to be developed and tested in a simulated and a real environment. The

LivingLab hopes to participate in an international network of several similar laboratories to gain a better understanding of the issues, to share new knowledge, and to share best practices throughout the European information space.

## **How Organizations Can Contribute to a Successful LivingLab?**

The LivingLab concept is rather new. The aim is to increase communication, integrate resources and raise efficiency as it brings together those who need to solve a problem, innovative thinkers, researchers, developers, and users who need this technology. The synergy created in a shared project will shorten the end product delivery time and contribute to an increased level of user satisfaction. Interested organizations are welcome to contribute ideas, innovative ways to cooperate or other suggestions that will enable the project to go forward.

## **eInvoicing in eRegion**

There will be two panels and one workshop at the Bled eConference program devoted to eInvoicing. You will hear about the latest developments in the EU and experience from the Scandinavian countries. The Executive Meeting will create a "bigger picture" about eInvoicing relevance within the eRegion especially about the needs of SMEs. Finland & Slovenia are already cooperating in the eInvoicing LivingLab Initiative: <http://eCom.FOV.Uni-Mb.si/eInvoicing> .

The panels are:

### **eProcurement-eInvoicing: European Experiences and Trends**

Chaired by Constantin Andropoulos, Head of Unit, E-business, ICT industry and services, Enterprise Directorate-General, European Commission.

### **Finland & Slovenia eInvoicing LivingLab: Current Status and Expansion Opportunities in eRegion**

Co-chaired by Kari Korpela, eBusiness Project Manager, Technology Centre Kareltek Inc., Finland, and Franc Bračun, Executive Director & Senior Lecturer, Branch Network, Abanka Vipa & Faculty of Organizational Sciences, University of Maribor, Slovenia.

The workshop is **Web & Mobile Access to Net-Banking eInvoicing**, presenters are Raimo Näätäsaari, Vice President & Head of eDocuments, Nordea, Finland, and Veli-Pekka Niitamo, Director of Research, Business Infrastructures, Nokia, Finland.

## **Safe and Secure eRegion**

On April 22 there was an international Workshop in Ljubljana, Slovenia "Safe and Secure eRegion LivingLab: <http://eLivingLab.org/Safe>. To follow-up, there will be two panels and a workshop at the Bled eConference program devoted to this topic. The panels are:

### **Ensuring a Safe and Secure eRegion,**

chaired by Theresa Jefferson, Assistant Professor, Institute for Crisis, Disaster, and Risk Management, The George Washington University, United States.

### **Opportunities and Challenges of RFID Systems in an eIntegrated World,**

chaired by Dennis M. Egan, Adjunct Professor, School of Engineering and Applied Science, The George Washington University, United States.

The panel is:

### **eSolutions for Safe & Secure eRegion,**

co-chaired by Jože Zrimšek, Acting Director, Directorate for Information Society, Ministry of Higher Education, Science, and Technology, Republic of Slovenia, and Bror Salmelin, Head of Unit New Working Environments, Directorate F: Emerging Technologies and Infrastructures, Information Society and Media Directorate-General, European Commission.

## **eGovernment in eRegion**

Government plays an important role in in-country eCommerce development, as well as providing convenient cross-border interoperability between organizations in the regional countries. Several panels at the Bled eConference explore these possibilities. The Executive Meeting may bring up additional ideas for needed actions to accelerate eCommerce development in the region. In the conference's program there are two related panels:

### **International R&D co-operation in eGovernment,**

chaired by Paul Timmers, Head of Unit eGovernment, Information Society and Media Directorate-General, European Commission.

### **Electronic Government (eGov) and eInitiatives: Emerging Opportunities for Collaboration, Cooperation and Research,**

Chaired by Florence I. Rabanal, Manager, Learning Management System (LMS) Project, Office of Information and Resource Management, National Science Foundation, United States.

*NOTE: University professors in the Central European Initiative (CEI) countries, non-EU member states. If interested in the Bled eConference, you may use the "CEI Grant" that supports a professor and her/his student to attend this conference without paying the conference registration fee. Conference fee: EUR 400,00 (EUR 200,00 for a student). The CEI Grant <http://www.CEInet.org/index.php> contributes to regional activities and cooperative educational opportunities.*

Previous Executive Meetings