

Medobčinska pobuda: Čezmejno e-sodelovanje v Podonavski regiji
Inter-Municipality Initiative: Cross-border eCollaboration in the Danube eRegion

<http://eLivingLab.org/CrossBordereRegion/InterMunicipality>

Working Group Meeting
**Prototype of eCollaboration of the Organizations in the Fruit Supply Chain
in the Danube Region & Israel**

Wednesday, January 11, 2012 at 10:00
SAP SEE – South East Europe, Dunajska 156, Ljubljana, 11th floor, meeting room

Meeting Participants

Ms. Maruša Babnik, Project Manager, HINT Matevž Babnik Kranjska Gora
MarusaBabnik@gmail.com

Mr. Marko Cedilnik, M.Sc., Director, Logistics, Mercator Ljubljana
Marko.Cedilnik@Mercator.si

Mr. Andrej Čerček, Director, H2O Group Ltd. Slovenia & Consortium for Optimization of
Infrastructure
AC@H2O-Group.eu

Ms. Maša Čertalič, M.Sc., Head of R&D Unit and EU Projects

Ms. Sara Morato, Head of Marketing Unit
Luka Koper Limited, Port and Logistics System
Masa.Certalic@Luka-Kp.si, Sara.Morato@Luka-Kp.si

Mr. Pavel Grahonja, General Manager, Panteon Group Ltd. Kranj
Pavel@PanteonGroup.com

Mr. Jože Gričar, PhD, Professor Emeritus, University of Maribor
Contact person, eLiving Lab & Program Coordinator, Inter-Municipality Initiative: Cross-border
eCollaboration in the Danube eRegion
Gricar@FOV.Uni-Mb.si

Mr. Primož Gričar, M.Sc., Development Director, SAPPHIR Ltd. Ljubljana
Primož.Gricar@Sapphir.si

Mr. Boštjan Kočar, Director, LAMBDA Group Ltd. Radomlje & President, Slovenia-Israel Business
Club
BK@Lambda-Group.si

Mrs. Andreja Košenina, Counselor in the Department for Bilateral Economic Diplomacy,
Directorate for Economic Diplomacy and Development Cooperation, Ministry of Foreign Affairs
of the Republic of Slovenia (represented by Katja Bogataj)
Andreja.Kosenina@gov.si

Ms. Maja Kutin, Director, Slovenia–Israel Business Club, Chamber of Commerce Ljubljana
Maja.Kutin@siol.net

Ms. Stavit Navon, Chief Operating Officer, Deputy to CEO

Mr. Mickey Steiner, Managing Director at SAP Labs Israel
SAP Israel Tel Aviv (via teleconference)
Stavit.Navon@SAP.com, Mickey.Steiner@SAP.com

Mr. Nino Novinec, Public Administration, SAP SEE – South East Europe & Regional Coordinator
for Cross–border Collaboration
Nino.Novinec@SAP.com

Mr. Jacob Spiegel, Vice President of Slovenia–Israel Business Club, Bela Vinoteka d.o.o.
Ljubljana, Hotel ACTUM Kranj
Bostjan.Doland@gmail.com

Ms. Marta Turk, President & Director, Chamber of Commerce and Industry – Regional Chamber
of Ljubljana
Marta.Turk@GZS.si

Mr. Igor Zorko, Director, ZZI, Consulting and Engineering, Software Development and
Marketing Ltd. Ljubljana
Igor.Zorko@ZZI.si

Agenda

1. Introduction of participants
2. Goals definition and resolution
3. Possible action items and next steps proposal

Meeting Outline

This is with a reference to a cross–border eCollaboration development in the Danube eRegion. It is about an idea on an organizational prototype development supporting cross–border business–to–business eCollaboration of the companies in Israel with the companies of the countries in the Danube Region. The idea has been discussed with the directors of Slovenia–Israel Business Club & Israel–Slovenia Chamber of Commerce and Industry. The Embassies have been informed accordingly.

We would like to encourage the partnering organizations in a supply chain to create an organizational prototype (experiment) in order to demonstrate opportunities for doing more efficient business. A possible area could be the fruit shipments from a farm in Israel to a grocery in Bratislava & Košice, Slovakia; Budapest in Hungary; Ljubljana & Maribor in Slovenia, Zagreb & Rijeka in Croatia, and Vienna & Graz in Austria. That would be in a line with several priority areas of the [EU Strategy for the Danube Region](#).

We assume that lessons learnt would contribute to not only faster and cheaper flow of goods, but also to additional business of the companies in the Danube Region countries and Israel. Simplification and usage of latest e–technologies are the focal points of the effort suggested in a frame of an open innovation. Organizations involved would be the selected representatives of manufactures, trading and transportation companies, ports/airports, IT providers, and universities. Close cooperation with the related government agencies of the countries participating would be important. Prototypes presentations at various levels and locations

would be a major methodological component of the experiment. A relevant area of eCollaboration could also be eTourism.

In Slovenia, we are noticing an increased interest in a "cross-border" connectivity.. The Slovenia's initiative group will be having its 5th meeting in Ljubljana on January 17, 2012. The program (in Slovene language) is published at the [Initiative's web-site](#).

The location and date of the next DeRC conference have been confirmed: [2nd Danube eRegion Conference - DeRC 2012](#). Grand Hotel Union Ljubljana, Slovenia, Monday - Tuesday, September 24-25, 2012. The hosts of the conference are SAP Adriatic & Telekom Slovenije. In the conference, we would like to concentrate on eTechnologies based "innovation & action", both being imbedded in experimenting (prototyping). Presentations of the prototypes of cross-border eSolutions and eServices as an initiator of an accelerated eCollaboration in the region will be welcome. Prototypes are considered as a basis of a cross-border pilot which may be declared as a deliverable of an EU project. As indicated in various meetings in the European Commission, the calls for projects in 2012 and 2013, leading to a new 7-years research programme "Horizon 2020" will expect "innovation & action" involving SMEs.

Prepared by Jože Gričar, Professor Emeritus, University of Maribor, January 5, 2012.

Conclusions and Suggestions

There is a general agreement of the meeting's participants that time could be reduced and the costs lowered by processes and procedures simplification and connectivity standardization.

The goal to shorten delivery times for quality sensitive goods (Fruit Supply) sourced and delivered from Israel by ships via Port of Koper to Mercator's retail chain based on process synchronization and optimization through cloud based connectivity of involved stakeholder's backend systems. Other prototypes would be encouraged to be developed and presented following the same pattern (use-case) to share best business practice. For example, agriculture technology and machinery.

The participants are willing to cooperate in the working group as company's representatives exchanging ideas about the improvement opportunities by suggesting the prototype functionality and commenting the results of experimenting with the prototype.

All participants supported the collaboration with their available resources to help define the prototype idea to be presented at the [2nd Danube eRegion Conference - DeRC 2012](#) in Grand Hotel Union Ljubljana, Slovenia, Monday - Tuesday, September 24-25, 2012, to attract similar cross border collaboration between Danube countries and Israel.

Adequate interest group in Israel and in some Danube eRegion countries will be invited for joint collaboration.

Idea of "cross-border" connectivity will be explored in more details to be presented by representatives of Port of Koper and Mercator on the 5th Slovenia's Initiative meeting in Ljubljana on January 17, 2012. The program (in Slovene language) is published at the [Initiative's web-site](#).

The next Working Group meeting will be in about 8 weeks time.